

**FACTORS AFFECTING CONSUMER'S DECISION MAKING ON
HONEY PURCHASING IN BANGKOK**

ITSARIYA SANIWONG NA AYUTHAYA



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on
September 11, 2021



.....
Miss Itsariya Saniwong na ayuthaya
Candidate

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

.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

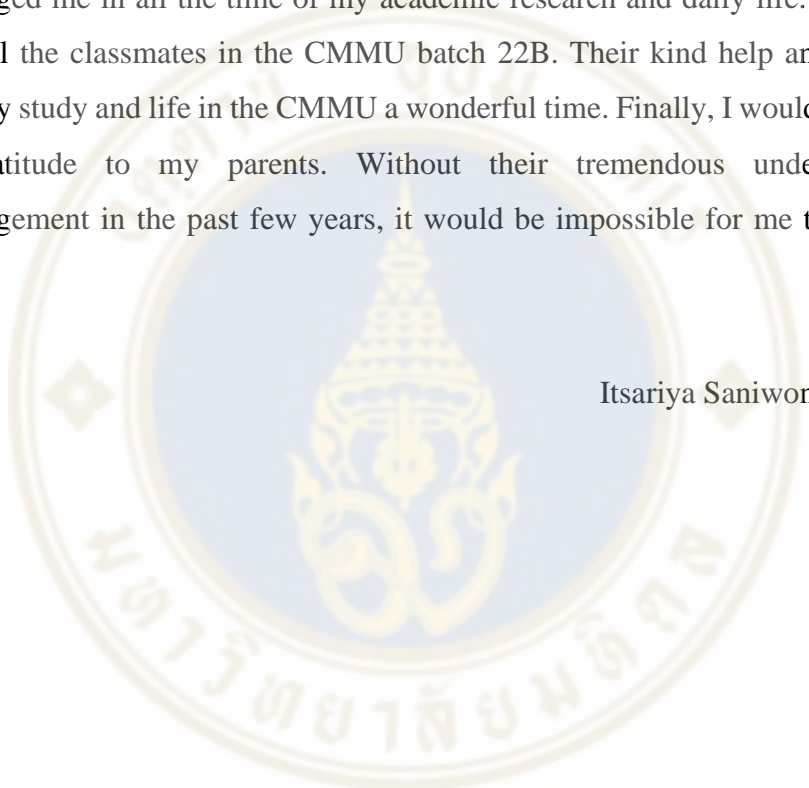
.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Pornkasem Kantamara,
Ed.D.
Committee member

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Itsariya Saniwong Na Ayuthaya



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ITSARIYA SANIWONG NA AYUTHAYA 6249127

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

ABSTRACT

This study attempts to investigate factors affecting consumer's decision making on honey purchasing in Bangkok. Purchase intention depicts the impression of customer retention. There are certain functions of the brand, which have a strong influence on the customer's purchase intention, such as quality of product, medical values, country of origin and authenticity. This study will show the purchase behavior of the customers and factors that the general public is attracted to make purchases of the honey and also reveal the important aspects which are quite necessary to capture the purchase intention of the customers. The method used is the quantitative method with a sample of 254 people. The data analysis used in this study is factor analysis. In this study, we found that the quality of the product is the only factor that influences the purchase intention of customers.

This research helps to categories among these aspects which factor significantly affect the purchase intention of the honey. In this era where penetration in the market in competitors' presence is very challenging, it is essential to determine the consumer requirements' exact features. It will help the marketers to focus on the features of the product that are significant and positively correlated with the purchase intentions of the customers.

KEY WORDS: Honey product/ Purchase Intentions/ Consumer's decision

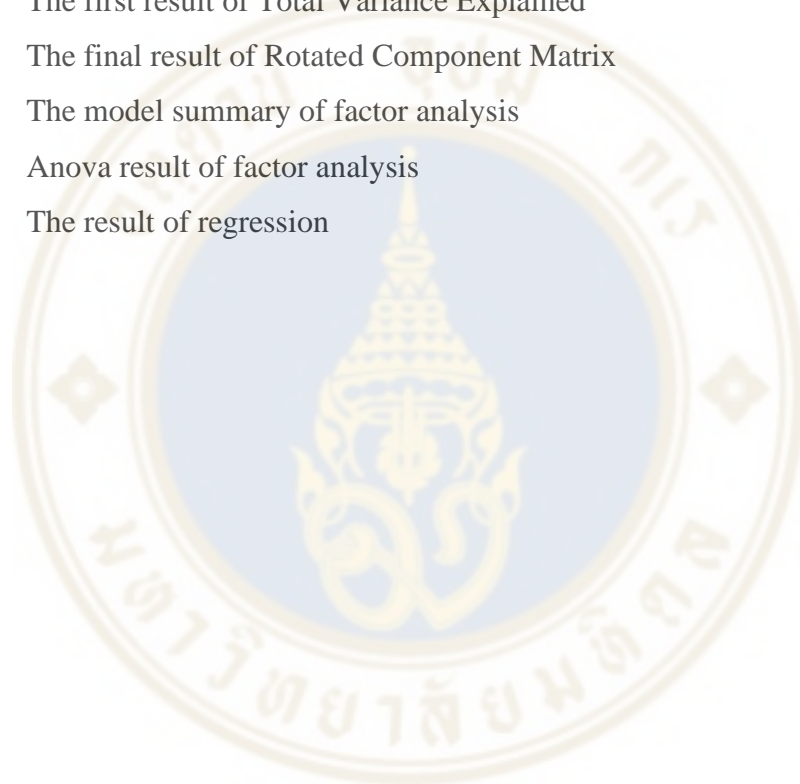
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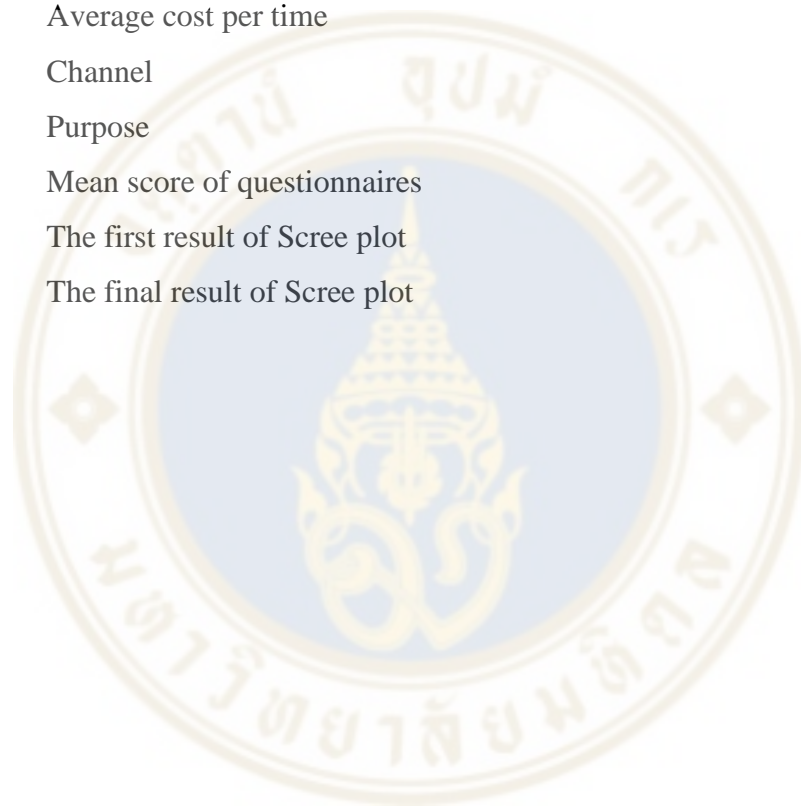
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CHAPTER I

INTRODUCTION

Nowadays, the world is now widespread in health care trends. Consumers turn to pay more attention to their health. They believe that “You are what you eat” is a knowledge that has positively increased the demand for healthy food (Herman, Vartanian, & Polivy, 2007). One of the interesting and healthy foods is honey because it is a high nutritional value. Honey is not only used as a sweetener but has been valued as a traditional medicine for centuries (Aurongzeb & Kamran, 2011). Besides sugar content, honey includes proteins, lipids and vitamins. In the ancient Egyptians, Assyrians, Chinese, Greeks and Romans used honey as medicine for wounds and stomach diseases because it was easy to obtain and had no side effects. The study in Australian (Batt & Aijun, 2012) shows that honey is recommended for acute cough in children. Consumption honey reduces the sugar in the blood, increases the metabolism, and has an anti-inflammatory effect. Many beauty products such as cosmetic creams, lotions and shampoos apply honey as the natural ingredient because it has antibacterial and antimicrobial qualities.

According to the global honey trend (Bogdanov, Jurendic, Sieber, & Gallmann, 2013), honey production is approximately 1.2 million tons per annum, which is less than 1% of the total sugar production. Honey consumption varies greatly from country to country. Despite higher demand for honey consumption in developed countries, China and Argentina are the main export countries with low consumption rates around 0.1 - 0.2 kg per capita. As well as, there is high consumption around 1–1.8 kg per capita in the European countries while the USA, Canada and Australia have the standard per capita consumption is 0.6 to 0.8 kg per year. Thus, Thailand has the opportunity to become one of the world's major honey exporters. As there are factors that promote the expansion of beekeeping and the demand for honey in the world market is likely to increase steadily, some research reveals that the quality of Thai honey is comparable to Manuka honey in New Zealand (Bundit, Pattaramart, & Anothai, 2016).

They investigated by comparing the antioxidant activities of 12 types and found that some honey from Thailand has better antioxidant properties compared to manuka honey. Still, it depends on the source of honey. In Thailand, the major source of beekeeping production is the northern part such as Chiang Mai, Lamphun, Lampang, Phrae, Nan and Uttaradit, which are the largest beekeeping source in Southeast Asia (Wongsiri, Chanchao, & Sureerat, 2015). There are four main types of honey for Thailand: longan honey, wild honey and lychee and sunflower honey. Longan Honey is the most popular and mainly produced in the northern part of Thailand. Due to its unique smell, taste and strong sweetness. Moreover, Longan honey is relatively high in demand because it can be produced in a few countries such as China, Taiwan, Thailand and Vietnam. However, many beekeepers are faced with problems such as rising costs, the honey quality which makes consumers who do not believe in the purity of honey and the honey price which small beekeepers cannot set the selling price by themselves. Besides, there are many competitors in the market that result in relatively high competition in the market (Tamaratanapong, 2008).

Regarding past research, Danthanee (2008) studied Bee's product purchasing behaviours of customers in Chiangmai. The result is the bee product that consumers choose most frequently is honey, which is about 67.5% because honey can be eaten immediately or mixed with food or drinks to substitute sugar. Also, authenticity and quality is one of the factors that customers decide to purchase the product. However, this research has not studied the purchasing intention of honey among consumers. Therefore, it is interesting to study the marketing factor that influences buying decision honey in Bangkok. From the health supplement reason to the area of economic development cause an increase in honey products. Research to examine the understanding and tastes of honey-related goods by customers is needed to be undertaken. With the increasing market size and customer demand, understanding the consumer's purchase intention and need will help a small business or new entry improve production, marketing and branding.

CHAPTER II

LITERATURE REVIEW

The literature review has proved the existence of several variables and factors which can influence the label impact on the consumer's purchase intention, whether directly or indirectly.

2.1 Purchase intentions

Regarding past research (Yang, Al-Shaabani, & Nguyen, 2014), purchase intention is defined as the cognitive component of attitudes and consumer perceptions. It is an important process during customers' decisions through evaluation and consideration of the product. Purchase intention drives consumers to make purchasing decisions. However, the influences of perceived quality, value and price may change purchase intentions. The customer decision buying is quite complicated. Additionally, both external and internal environments have a stimulating effect on customers during their purchase process. Consumer purchase intentions are impulsive by increasing motivation to generate demand and fulfil their need by purchasing the product (Shah, Aziz, & Jaffari, 2012). In other words, purchase intention indicates a customer's desire to buy a specific brand's particular product.

The study of impact brand awareness on the customer purchase intention divides the purchase intention into three types: unplanned purchasing, partially planned purchasing, and fully planned purchasing (Shahid, Hussain, & Azafar, 2017). Unplanned means customers decide to buy products using their feelings at the store immediately. If the customer decides to choose the product category first and then chooses the store's brand, it is partially planned. While fully planned means customers already decide both the product and brand before going to the store.

Besides, researchers observed the factors that more influence purchase intentions in health food are nutritional information and health claims in the packaged

food labels (Paul & Jyoti, 2017). Consumers tend to have a more positive attitude toward health products with a specific label and nutrition descriptions. Another finding claims that traceable food can increase consumers' trust and intention to purchase (Buaprommee & Polyorat, 2016). If consumers trust in product authenticity, their intention to purchase is likely to be higher because consumers today become more aware of health. They want to be involved in making healthy and traceable shopping choices. Normally, people tend to buy healthy products because they believe in tastes better, quality, and healthier. It is the reason why people accept to pay high prices for healthy products that have limited availability. Before customers go to buy the product, they already have their own perceptions about product quality. It could come from word of mouth or experience with the product (Saleem, Ghafar, & Ibrahim, 2015). After customers use the product, the purchase intention might increase or decrease depending on the quality. If the quality is high, the purchase intention of the customer is high as well.

Another factor of purchase intention that signifies the connection with product and consumers is its value. Some authors argue that higher perceived value results in higher customer purchase intention (Younus, Rasheed, & Zia, 2015). There are two dimensions of value which are tangible and intangible. However, consumers will evaluate products and make decisions based on their knowledge of the product. From literature reviews, we could summarize factors of consumers' purchase intention with five attributes, including quality of the product, medical values and country of origin and authenticity.

2.2 Quality of Product

There are many different definitions and dimensions of product quality in the study and academic literature. The quality of product mentioned by Chiang Yeow, Suan Chin and Yeow (2013) was defined as the superiority or excellence of overall product components relative to alternatives as well as a dissertation by Shaharudin, Mansor & Hassan (2011) representing product quality as the difference between actual products and the alternative products that could be made available or provided by the particular industry. It can be measured and evaluated based on consumers' perception

and opinion (Segoro, 2013). Quality of product is essential, especially for products that are in the form of customer perception. It was consistently determined by performance, appearance, features, suitability, durability, and reliability. Many researchers used the quality of the product as a determinant of customer satisfaction and purchase intentions or link the relation because the customers are the one that consumes the product and perceives quality (Tsiotsou, 2005). The study provides insight into product quality that may influence advances in purchase intentions, offering the role of consumer values, perceived product quality. In some studies, they argue that there are differences between perceived quality and satisfaction because the perceived quality is based on product attribute and service features whereas satisfaction resulted from other dimensions such as loyalty and expectations (Rust & Oliver, 1994).

In 2005, Brunso and colleagues found that the product quality can be analyzed under two different categories which are quality objectives and perceived quality. In addition, customers also judge product quality by their perceptions. It can be measured by intrinsic attributes and extrinsic attributes. The intrinsic attributes indicate something that is relevant to the physical form of the product, for example, colour, appearance and quantity while extrinsic attributes are related to the non-physical form of the product such as branding and product knowledge (Shaharudin, Mansor, & Hassan, 2011). Therefore, to achieve its potential quality in order to get more purchase intentions, the product owner needs consistency in quality both intrinsic and extrinsic attributes. If a product has more high-grade quality, customers will be more likely to purchase it.

As people become more interested in consciousness on nutrition and health values, it made quality an important aspect of consumption choices (Okick, Kessy, & Nyamoga, 2018). The study showed that the quality of honey from a beekeeper was better than offered in stores. Brown (2003) concluded that consumers concern more about freshness and quality when purchasing food produced perceive local produce at the farm to be of higher quality. However, the honey quality parameters used by consumers were organoleptic and not measurable. So, honey's buyers have a wide range of parameters to estimate the honey quality (Ismaiel, Kahtani, & Adgaba, 2014). Most customers use the taste and aroma of honey to be important attributes for determining the honey quality. In contrast, other attributes such as physical state, and the colour was

used as second criteria. Similarly, Riccardo and colleagues showed that taste, colour and origin of products were quality attributes that are strongly affecting consumers' choice. Other studies show that consumers assign a very important factor in their purchase decision process to product quality, not only in terms of the origin but also in terms of production and the store which linked to aspects of products (Elliott & Cameron, 2014). Hence, the use of quality dimensions to measure the product quality construct is expected to increase the accuracy in measuring the study variables in broader coverage from product quality perspectives.

2.3 Medical values

At present, people are more conscious of nutrition food that helps maintain or increase their health (Testa, Ascuito, & Schifani, 2019). The health concern levels raise the demand for the product that has medical values as health seems to be valuable; even the product has a high price. In terms of medical values, honey has always represented a fundamental component of traditional medicine in many world cultures. However, several studies show that customers use honey as apitherapy and considered alternative and complementary medicine (Ahuja & Ahuja, 2010). Honey provides several medicinal uses listed in traditional medicine and being widely used as a sweetener. Natural honey is generally recognized as food and medicine by all cultures, traditions and civilizations, both ancient and new.

Regarding evidence of studies on the antioxidant properties by Mohamed, Sirajudeen and Swamy (2010) supports the medical value of antioxidants in honey. The honey samples' antioxidant ability was associated with their biochemical components, such as total phenol, total flavonoid content and total water-soluble vitamins (vitamin B1, B2, B3, B9, B12, and vitamin C). It increases the antioxidant activity of plasma which protects humans from oxidative stress and contributes to better health. Besides, there is a case from researching in Iran, proving that honey can be used as a treatment for a variety of diseases (Samarghandian, Farkhondeh, & Samini, 2017). The study mentioned that honey contains antimicrobials, which can kill bacteria. Therefore, it can be utilized as traditional medicine for eye diseases, wound healing, constipation, prevention, scars treatment and is great for the painful throat. As well as evidence from

Oskouei and Najafi (2013), they recommend that applying honey is the best medicine in tuberculosis therapy. Moreover, natural honey has been shown to prevent oxidation of low-density proteins, vasodilation of blood vessels related to nitric oxide production, minimize platelet aggregation, and exert analgesic and anti-atherogenic effects, both of which can reduce cardiovascular danger (Hegazi & El-Hady, 2006). Hence, medical values have become one of the important aspects for consumers before they purchase.

2.4 Country of Origin

Country of origin is an essential parameter as nowadays there are many competitors in the global natural product market. It has been discussed in various research and shown that it influences consumer behaviour and purchase intention. Customers are likely to consider which country products come from and where products are manufactured (Rezvani, Dehkordi, & Rahman, 2012). Therefore, the country of origin becomes one of the factors that customers use to evaluate the quality of products.

Regarding past research (Zachary & Lee, 2009), the country of origin is defined as the country of manufacture or place that actually made the product. They examined the country of origin effect and the conspicuousness of product consumption. The research result has clearly shown that consumers judge the product's quality based on the definition of the country of origin. Honey with a domestic origin is quite popular than imported honey. A study conducted by Roman et al.(2013) presents that most people prefer to consume honey with domestic origin than international alternatives while some customers do not check the provenance or the country of origin on the label.

In addition, apart from the studies that are using country of origin to measure product quality, some research has revealed that it also links the customer experience such as memories of past vacations (Hsu, Chang, & Yancritakul, 2017). In other words, customers tend to have a positive attitude about the products when they feel good about the country of manufacture. Plus, some evidence found that products from countries with a good image are more likely to be accepted by customers than products from countries without such an image (Borzooei & Asgari, 2015). Many countries like the US, Japan and Germany have high consumers perceive quality, whereas developing countries or China are viewed as low standards. Nonetheless, consumers' perceptions of

various countries are related to a specific product. For example, the country of origin of honey New Zealand and Australia gives consumers confidence in the natural, quality and genuine aspects of products (Zhou, Taylor, & Salouros, 2018). Consequently, the country of origin seems to transmit the national identity, producing a strong emotional connection to the brand and products and increasing customer purchase intention.

2.5 Authenticity

Authenticity is the real and original thing which customers believed and accepted. Meanwhile, it also associates with six characteristics which are originality, quality, reliability, heritage and style persistence, scarceness and purity (Sidali, Capitello, & Joanne, 2020). Another research argued that authenticity has two main types: objective authenticity and existential authenticity (Wang, 1999). Objective authenticity belongs to the genuineness or the realness of products, while existential authenticity associates to human nature such as emotional states and individuals' psychology (Steiner & Reisinger, 2006). Authenticity has become increasingly important in the current market as consumers inquire about products that are more resonant of nature and pureness.

The exploratory monitoring of commercial honey's quality and authenticity (Ruoff & Bogdanov, 2004) has defined that honey authenticity must not include any food ingredients other than honey. It shall not remove pollen and any particular element from raw honey, importantly, must not contain both flavor and aroma impurities during storage. It must also not be heated or processed, which may change the existing components, leading to reduced quality and nutrients. Honey will lose its volatile compounds and reduce value in enzymes in the heat of 62 0C or more. However, Honey that is put in tea and coffee is poured down by the boiler; the temperature from the high heat that is steadily decreasing and being absorbed by the air, cup and other things, the temperature drops and finally below 60 0C. Therefore, the nutrients will not dissolve (White & Subers, 2015).

Some research gives the fact that people explore authenticate to verify worth. They mention that if customers believe the product is authentic, it impacts consumers' value ratings on the product and resulting purchase intention (Liang, Choi,

& Joppe, 2017). To extend the relationship between authenticity and purchasing intentions, conducted by Sidali and Hemmerling (2014), it has attempted to measure consumers' perceived authenticity of specialty food, which was found to influence customers' purchase intention positively. Thus, this study focuses on objective authenticity as honey could objectively verify that it is purity or adulteration, which could influence due to purchase intention.



CHAPTER III

RESEARCH METHODOLOGY

This research is to explore what are the factors that could influence customers' purchase intention when buying honey in Thailand. We adopted method methodology using quantitative approaches to integrate the factors that motivate customers' intention to purchase honey.

Data Collection

The research covered the perspectives of 254 customers who purchase honey regularly within the past three months. The survey is formed by constructing the questions related to the 4 factors defined as having an influence on purchase intention based on our literature review. These factors are 1. Quality of Product 2. Medical values 3. Country of Origin, and 4. Authenticity. The definitions of each variable will shape the questionnaire. The number of questions are allocated equally, 4-5 questions for each factor and the questionnaire is conducted with the full awareness on the bias that might arise from leading question.4-Likert scales together with check-list questions are used as the tools to capture and measure respondent's attitudes and opinions in our questionnaires which are widely used in social-science study and fit with this research question. The study research will use quantitative methods and was distribute by google survey. The total of 254 questionnaires had been randomly distributed to respondents experienced in purchasing honey in the past three month. Therefore, the researchers utilized a sample size for this study as 254 data as 100% found complete for research from respondents across different demographic groups. There are screening questions that narrow down the scope of relevant respondents. Then, the data was analyzed via SPSS program to find the factor that influence customer's decision making on honey purchasing in Bangkok.

CHAPTER IV

RESEARCH RESULT AND ANALYSIS

3.1 Frequency

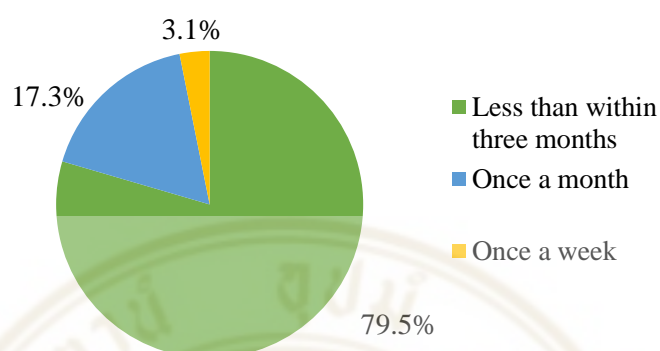
Table 4.1 shows the respondents' profile among their characteristics. This study separated in two sexes which are Female and Male. In 254 respondents are composed of 167 respondents or 65.7 percent of females, 87 respondents or 34.3 percent of Male. For the marital status, there are three groups which are Married, Single and Divorced. In 254 respondents are composed of 128 respondents or 50.4 percent of Married, 121 respondents or 47.6 percent of Single and 5 respondents or 2 percent of Divorced. Age demographic shows the majority of range age is 51 - 60 years in 63 respondents or 24.8 percent. Second group of respondents is Under or equal 30 years and has 62 respondents or 24.4 percent. Continuous by 31 - 40 Years and 41 - 50 years in 51 respondents or 20.1 percent. Other 27 respondents or 10.6 percent is Over 60 Years. In the part of the education level, the most number of education is bachelor's degree that contains 146 respondents out of 254 or 57.5 percent. Second group is Graduate degree. This group has 92 respondents or 36.2 percent. The last group is High school degree or equivalent (e.g., GED) that has 16 respondents or 6.3 percent. Moreover, the occupation was categorized in 5 groups which are government officer, company employee, unemployed, business owner and in order of number in frequency. The number of each group is 116 respondents or 45.7 percent, 71 respondents or 28 percent, 26 respondents or 10.2 percent and 24 respondents or 9.4 percent. The range of total money income of the respondents from 15,000 to over 75,000 Baht. They are composed of five groups which are 15,000 to 30,000, 30,001 to 45,000, 45,001 to 60,000, 60,001 to 75,000 and over 75,000 Baht. In order of the most frequency is 82 respondents or 32.3 percent of 15,000 to 30,000 Baht, 78 respondents or 30.7 percent of 30,001 to 45,000 Baht, 56 respondents or 22 percent of 45,001 - 60,000 Bath, 21 respondents or 8.3 percent of 60,001 - 75,000 Bath and the smallest frequency is the group of Over 75,000 Bath which contain 17 respondents or 6.7 percent.

Table 4.1 Frequency Analysis

Demographic	Characteristic	Frequency	Percentage
Gender	Female	167	65.7
	Male	87	34.3
Marital status	Married	128	50.4
	Single	121	47.6
	Divorced	5	2.0
Age	51 - 60 years	63	24.8
	Under or equal 30 years	62	24.4
	31 - 40 Years	51	20.1
	41 - 50 years	51	20.1
	Over 60 Years	27	10.6
Education	Bachelor's degree	146	57.5
	Graduate degree	92	36.2
	High school degree or equivalent (e.g., GED)	16	6.3
Occupation	Government officer	116	45.7
	Company employee	71	28.0
	Unemployed	26	10.2
	Business owner	24	9.4
	Student	17	6.7
Monthly Income	15,000 - 30,000 Bath	82	32.3
	30,001 - 45,000 Bath	78	30.7
	45,001 - 60,000 Bath	56	22.0
	60,001 - 75,000 Bath	21	8.3
	Over 75,000 Bath	17	6.7

For the Figure 4.1.1, the people who buy honey in last three consists of 254 respondents that respond in three options which are less than within three months, once

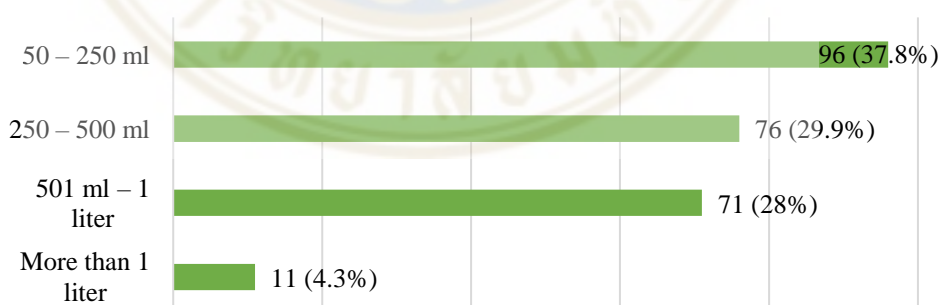
a month, once a week. The most frequency in this table is 202 respondents or 79.5 percent in terms less than within three months. Second one is once a month in 44 respondents or 17.3 percent. Continuous by once a week in 8 respondents or 3.1 percent.



Total sample size = 254

Figure 4.1.1 The experience that respondents purchase honey

The figure 4.1.2 shows the number of honey sizing separated in four sizes which are 50 – 250 ml, 250 – 500 ml, 501 ml – 1 liter and More than 1 liter. These sizing groups are followed by 96, 76, 71 and 11 respondents or 37.8, 29.9, 28 and 4.3 percent respectively.

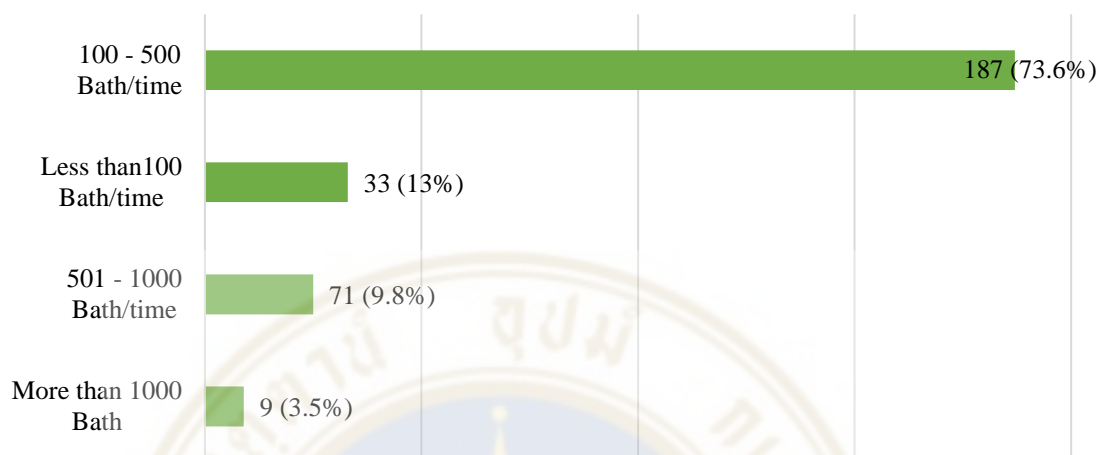


Total sample size = 254

Figure 4.1.2 The sizing that respondents often choose when purchase honey

From the figure 4.1.3 show average cost per time that customer purchase honey, there are 254 responses which is 100 percent. The most average cost per time that people purchase honey is 100-500 Bath/time that has 187 responses or 73.6 percent.

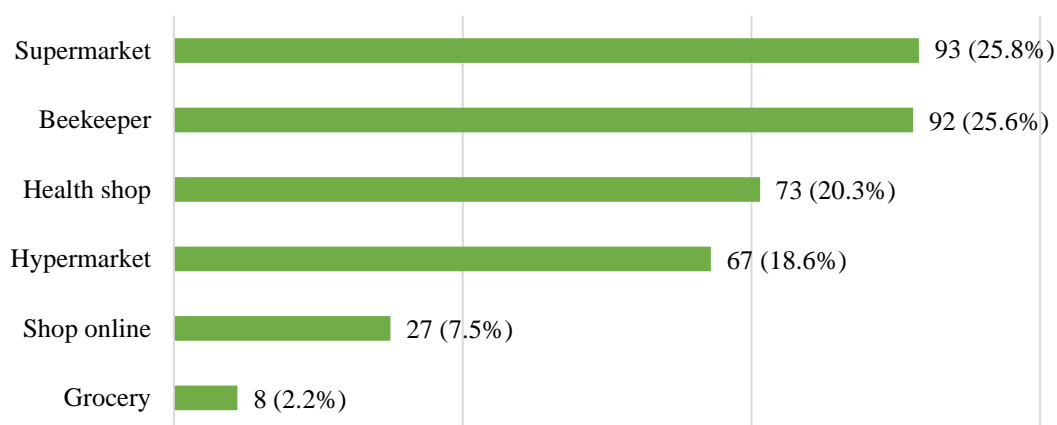
Second response is Less than 100 Bath/time which has 33 responses or 12 percent. Next 501 - 1000 Bath/time which has 25 responses or 9.8 percent. And 9 responses or 3.5 percent that purchase more than 1000 Bath per time.



Total sample size = 254

Figure 4.1.3 Average cost per time

For the figure 4.1.4 shows the most popular channel where customer like to purchase honey, there are 360 responses which is 100 percent. The most channel that people purchase honey is Supermarket that has 93 responses or 25.8 percent. Second response is Beekeeper. Next Health shop which has 73 responses or 20.3 percent. And 67 responses or 18.6 percent at Hypermarket. Shop online has 27 responses or 7.5 percent and also Shop online have similar number of responses that are 8 responses or 2.2 percent.



Total sample size = 254

Figure 4.1.4 Channel

The purpose of purchasing honey frequencies consisted of mixed with beverages, used instead of sugar, gift, used for skin care and used as medicine. For the figure 4.1.5 there are 361 in total response. The majority kind of purpose is mixed with beverages that that has 188 responses or 39.9 percent. 107 responses or 22.7 percent in Used instead of sugar. Gift has 76 responses or 16.1 percent and Used for skin care is 54 responses or 11.5 percent. Also, used as medicine is 46 and 9.6 percent.

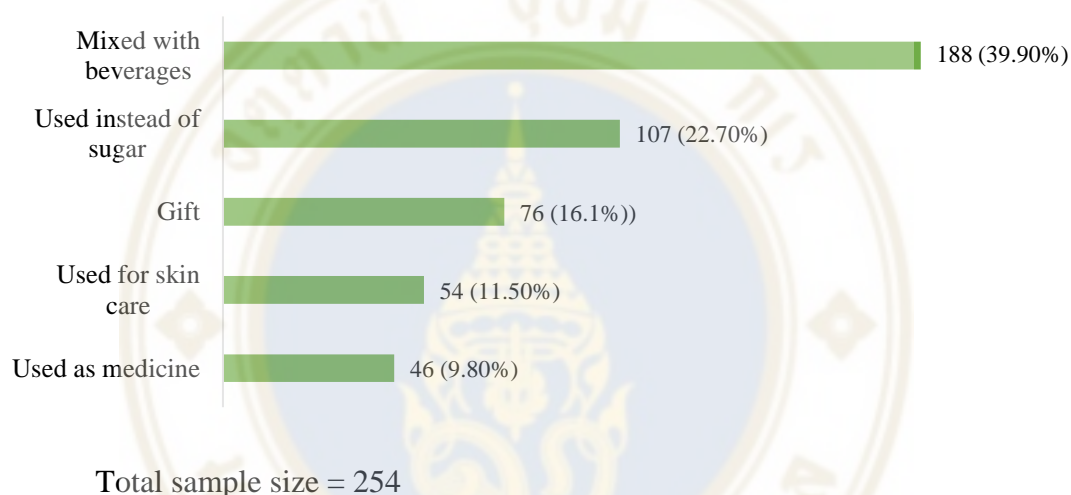


Figure 4.1.5 Purpose

3.2 Descriptive Statistics

In this study, an analysis described the level of agreement from participating Likert scale to question—descriptive statistical measures as the mean scores and express in term of statistical significance. This study's Likert scale has a minimum of 1 to a maximum of 4, strongly disagree, disagree, agree, and strongly agree. However, the overall result has a mean value greater than 3, resulting in an average of 3.17, showing the above moderate level in agreement with the questions.

From the mean score's charts, the overall mean scores are in the range of 3 to 4, which are agree and strongly agree. The four questions which have the highest and

subsequence high mean score are The cleanliness of products such as contaminants that can be seen is essential when choosing a product, Honey keeps us healthy and prolongs our life due to its better quality and non-contamination, For me, the “regional product” aspect also plays a role in honey and I consider the manufacturing date and expiration date before purchasing. The mean scores are 3.76, 3.65 and 3.61. The statistics show that people are very concerned about quality such as cleanliness, the origin and expiration date of honey. Next is the questions that have mean scores between 3 - 3.5. The questions are A certified honey label on a bottle of honey mean to you, Labels provide information about the product, such as nutritional information is important, I consider the color, texture, smell of honey before purchasing, I think honey contains more vitamins, minerals and other vital substances, Quality of honey is very good if compared to other sweet products, I believe that the health benefits of honey are sufficiently scientifically proven, Purchasing local honey is desirable to you, and I believe that local honey has health benefits. It represents that the label on the product is important for customers when purchasing honey. Moreover, It reveals that people have an awareness of the health benefits. They believe that honey has high nutritional value, which good for their health. Last is questions that got means scores lower than 3: I use honey for medicinal purposes, Honey with the label is authentic, The origin country of honey is important for you, I would only eat honey that comes from beekeeping, and I’m more likely to purchase honey if I knew it come from a foreign country. It indicates that people are not interested in foreign honey and do not buy it directly with beekeepers.

Figure 4.2 Mean score of questionnaires

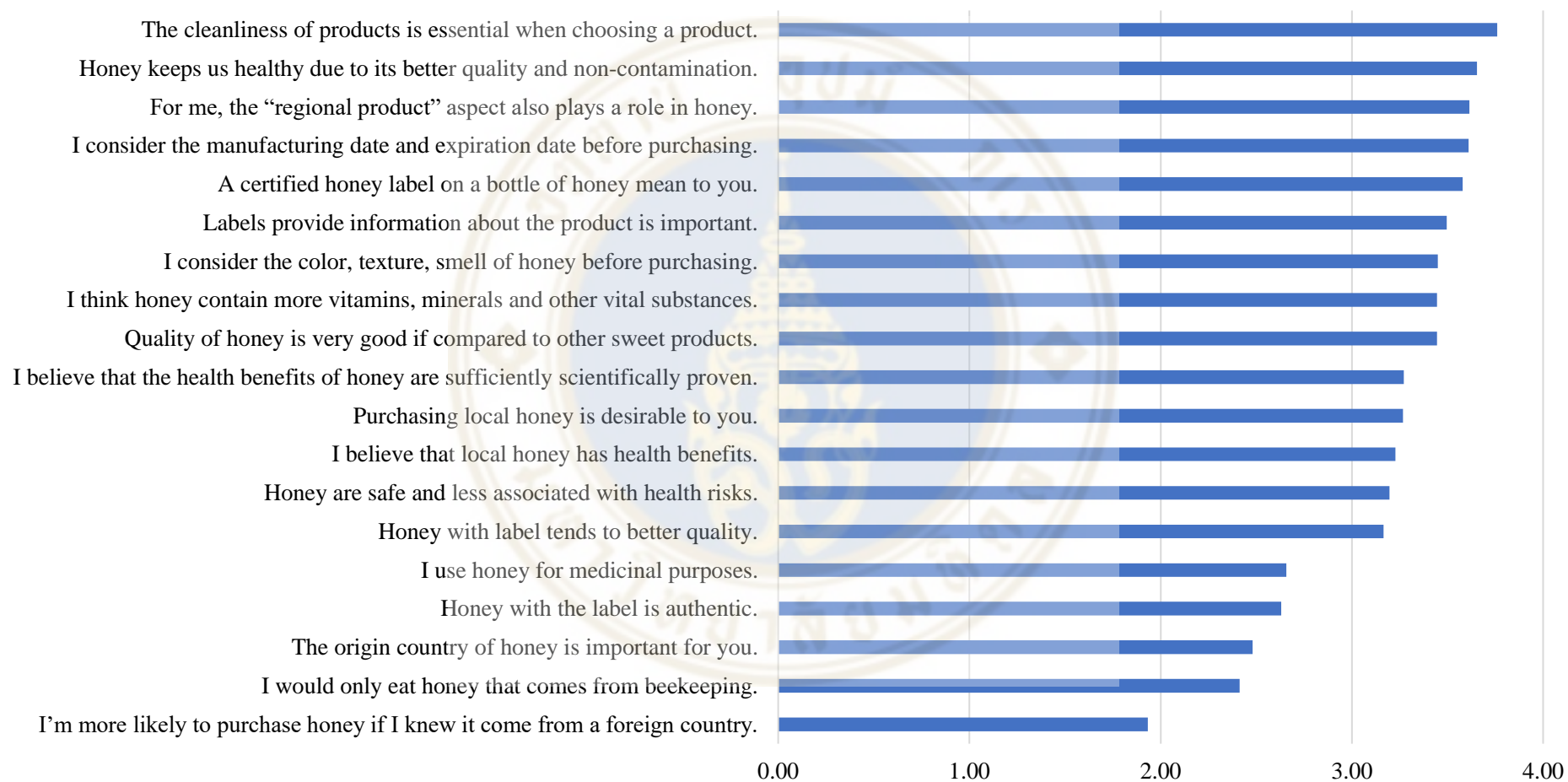


Table 4.2 Descriptive Statistics of questionnaires (cont.)

	N	Mean	Std. Deviation
The cleanliness of products such as contaminants that can be seen is essential when choosing a product	254	3.760	.5043
Honey keeps us healthy and prolongs our life due to its better quality and non-contamination.	254	3.654	.5676
For me, the “regional product” aspect also plays a role in honey.	254	3.614	.7006
I consider the manufacturing date and expiration date before purchasing.	254	3.610	.6725
A certified honey label on a bottle of honey mean to you.	254	3.579	.7330
Labels provide information about the product, such as nutritional information is important.	254	3.496	.7318
I consider the color, texture, smell of honey before purchasing.	254	3.449	.7973
I think honey contain more vitamins, minerals and other vital substances.	254	3.445	.6495
Quality of honey is very good if compared to other sweet products.	254	3.445	.7133
I believe that the health benefits of honey are sufficiently scientifically proven.	254	3.272	.7175
Purchasing local honey is desirable to you.	254	3.268	.8046

Table 4.2 Descriptive Statistics of questionnaires (cont.)

	N	Mean	Std. Deviation
I believe that local honey has health benefits.	254	3.228	.8358
Honey are safe and less associated with health risks.	254	3.197	.6892
Honey with label tends to better quality.	254	3.165	.8644
I use honey for medicinal purposes.	254	2.657	.9642
Honey with the label is authentic	254	2.630	.9764
The origin country of honey is important for you	254	2.480	1.0357
I would only eat honey that comes from beekeeping.	254	2.413	.9485
I'm more likely to purchase honey if I knew it come from a foreign country.	254	1.933	.9237

3.3 Factor Analysis

The Total column gives the eigenvalue or variance in the original variables accounted for by each component. The % of Variance column gives the ratio, expressed as a percentage, of the variance accounted for by each component to the total variance in all of the variables. The Cumulative % column gives the percentage of variance accounted for by the first n components.

For the first run, the variance is divided among the 19 possible factors. However, eigenvalues has to greater than which is a common criterion for a factor to be useful. When the eigenvalue that less than 1.0 the factor explains less information than a single item would have explained. Therefore, the first six principal components form the extracted solution which has percent of variability at 21.390%, 11.769%, 8.547%, 6.433%,5.7075 and 5.361%. When combining all six elements, it explain nearly 59% of the variability in the original nineteen variables. In rotation sums of squared loadings, the eigenvalues of the factor after rotation are revealed. The large changes in the individual totals indicate that the rotated component matrix will be easier to interpret than the unrotated matrix. Before rotations, component 1 accounted for considerably more variance the remaining five component. Therefore, after extraction it accounted for only 13.197% of variance compare to 10.577%, 9.815%, 9.252%, 8.740% and 7.627%.

Table 4.3.1 The first result of Total Variance Explained

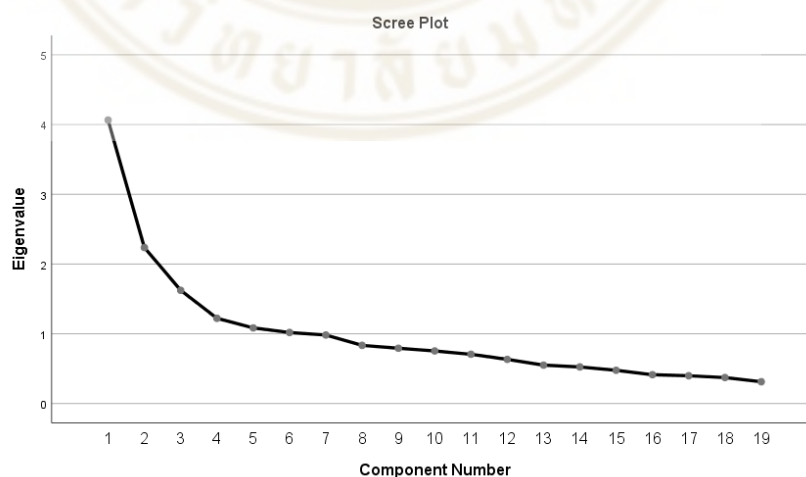
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.064	21.390	21.390	2.507	13.197	13.197
2	2.236	11.769	33.159	2.010	10.577	23.773
3	1.624	8.547	41.706	1.865	9.815	33.589
4	1.222	6.433	48.139	1.758	9.252	42.840
5	1.084	5.707	53.846	1.661	8.740	51.580
6	1.019	5.361	59.207	1.449	7.627	59.207
7	.983	5.171	64.379			

Table 4.3.1 The first result of Total Variance Explained (cont.)

8	.834	4.391	68.769		
9	.793	4.171	72.941		
10	.754	3.967	76.908		
11	.706	3.717	80.624		
12	.633	3.333	83.957		
13	.551	2.898	86.855		
14	.525	2.761	89.616		
15	.476	2.508	92.124		
16	.413	2.173	94.297		
17	.399	2.098	96.394		
18	.372	1.960	98.355		
19	.313	1.645	100.000		

Extraction Method: Principal Component Analysis.

For the figure 4.3.1, scree plot shows the eigenvalue of each component in first run. The point where the slope of the curve is clearly leveling off indicates the number of factors that the analysis should generate. The last big drop occurs between the six and seven components, so this chart suggests to use the first six components.

**Figure 4.3.1 The first result of Scree plot**

After rotation, There are 14 questions relating to factor that influence the purchase intention of honey. In the table 4.3.2, the analysis yielded four factors explaining a total of 55.2% of the variance for the entire set of variables. Factor 1 was Health benefits by the following items: I think honey contains more vitamins, minerals and other vital substances; I believe that the health benefits of honey are sufficiently scientifically proven; Honey are safe and less associated with health risks; I use honey for medicinal purposes; Honey keeps us healthy and prolongs our life due to its better quality and non-contamination. This first factor explained 23.494% of the variance. The second factor derived was the quality of product. This factor was labeled as such due to the high loadings by the following factors: A certified honey label on a bottle of honey means to you; I consider the manufacturing date and expiration date before purchasing; Labels provide information about the product, such as nutritional information is important; The cleanliness of products such as contaminants that can be seen is essential when choosing a product. The variance explained by this factor was 13.710%. The third factor was Country of origin by the following items: I'm more likely to purchase honey if I knew it come from a foreign country; The origin country of honey is important for you; Honey with the label is authentic. It explained the variance at 10.177%. The last factor was Local product, which following by Purchasing local honey is desirable to you, and I believe that local honey has health benefits. The variance explained by this factor was 7.896%.

Table 4.3.2 The final result of Rotated Component Matrix

	Loadings			
	Factor 1: Health benefits	Factor 2: Quality of product	Factor 3: Country of origin	Factor 4: Local product
I think honey contain more vitamins, minerals and other vital substances.	.714			
I believe that the health benefits of honey are sufficiently scientifically proven.	.663			
Honey are safe and less associated with health risks.	.630			
I use honey for medicinal purposes.	.587			
Honey keeps us healthy and prolongs our life due to its better quality and non-contamination.	.554			
A certified honey label on a bottle of honey mean to you.		.806		
I consider the manufacturing date and expiration date before purchasing.		.799		
Labels provide information about the product, such as nutritional information is important.		.692		
The cleanliness of products such as contaminants that can be seen is essential when choosing a product		.423		
I'm more likely to purchase honey if I knew it come from a foreign country.			.736	
The origin country of honey is important for you			.695	
Honey with the label is authentic			.658	
Purchasing local honey is desirable to you.				.820
I believe that local honey has health benefits.				.773
Eigenvalue	3.289	1.919	1.425	1.105
% of Variance	23.494	13.710	10.177	7.896
Total Variance				55.277%

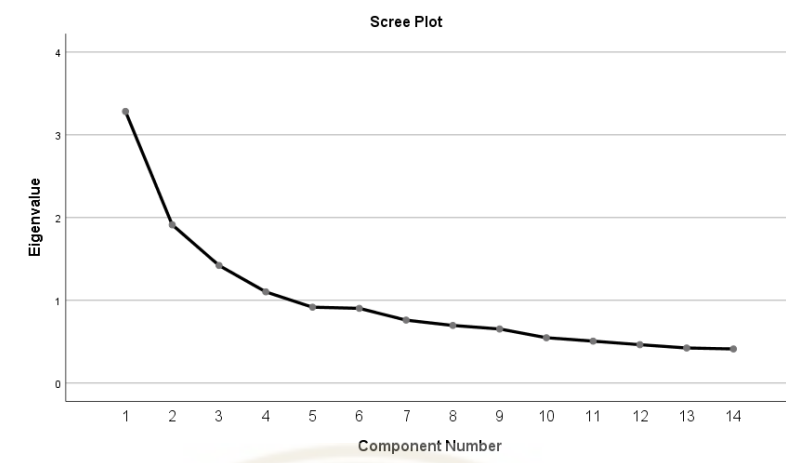


Figure 4.3.2 : The final result of Scree plot

Finally, this study can identify four clear patterns of response. The first component is most highly correlated with health benefits. The second component is most highly correlated with quality of the product. The third component is most highly correlated with country of origin. The last third component is most highly correlated with local product. This suggests that you can focus on health benefits, quality of product, country of origin and local product in further analyses. However, these four tendencies are not correlated and independent of one another.

3.4 Multiple regression

The objective of this research is to find the factors influencing customer's purchase intention in honey. According to the factor analysis, health benefits, quality of product, country of origin and local product are the independent factors that could directly affect customer's purchase intention, the dependent variables, when buying honey. Considering R Square which is the proportion of variance in the dependent variable that can be explained by the independent variables. The table 4.4.1 shows value of 0.153 that our independent variables explain 15.3% of the variability of our dependent variable, it is quite low ability in explanatory power of that component. Next, ANOVA which tests whether the overall regression model is suitable for the data. The table 4.4.2 shows .000 in the significant row. It means this result have potential to analysis in the multiple regression.

Table 4.4.1 The model summary of factor analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.167	.153	.5465

a. Predictors: (Constant), Localproduct, Quality, Countryoforigin, Medicalvalue

Table 4.4.2 Anova result of factor analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.821	4	3.705	12.409	.000 ^b
	Residual	74.056	248	.299		
	Total	88.877	252			

a. Dependent Variable: INTEND: I would purchase honey in the 3 month

b. Predictors: (Constant), Localofhoney, Quality, Countryoforigin, Medicalvalue

Regarding the table 4.4.3, the result show that we could have 1 models which can be drawn by using multiple regression techniques to define the influence magnitude of each independent variable having on purchase intention at the significant level of 0.05.

Table 4.4.3 The result of regression

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	1.580	.326		4.850	.000
	Health benefits	.407	.083	.326	4.927	.000
	Quality of product	.140	.077	.114	1.810	.071
	Country of origin	-.040	.050	-.049	-.799	.425
	Local Product	.088	.052	.103	1.682	.094

a. Dependent Variable: INTEND: I would purchase honey in the 3 month

The multiple regression model with four predictors produced $R^2 = 0.153$, $F(4,248) = 12.409$, $p = .000$. The regression results indicated that the model explained 15.3% of the variance and that the model was a significant predictor of customer's purchase intention. Table 4.4.3 The health benefits had only one factor that significant positive regression weights ($B = .407$, $p < .05$), indicating that honey benefits have an impact on customers' purchase intention. Therefore, marketers should give importance to these factor to influence customers to purchase honey. The final predictive model was:

$$\text{Purchase intention} = 1.580 + (.407 * \text{Health benefits})$$

CHAPTER V

RECOMMENDATION AND CONCLUSION

3.5 Recommendation

According to a study of the factors affecting consumers' decision making on honey purchasing in Bangkok, the study provides suggestions for entrepreneurs and those interested in the bee honey distribution business. To apply the information for planning business and marketing to meet the needs and satisfaction of the consumers. Therefore, this study's recommendations should benefit the entrepreneurs through 2 dimensions of product which are product aspect, price and marketing that can improve in the future.

3.5.1 Product aspect

Honey is a product that most consumers choose to use or consume for health purposes. Customers pay more consideration to medical value and quality as honey is a natural product offering a set of benefits to satisfy the needs, especially those concerning health. Multiple regression indicates that health benefits are the main reason that influences customers' purchase intention. Similarly, Roman and Popiela-Pleban(2013) reveals results, where 65.5% of consumers perceived honey's health benefits as the most important compared to the other qualities of honey. Therefore, entrepreneurs have to produce quality products with standards; for example, honey must not contain sugar or other substances. They should also have the brand and provide a label on the packaging. The label is an important aspect of the packaging, which affects the marketing point of view. In 2007, Sehwet and Kundu reported that labels helped in the purchases. The packaging attribute that influenced most of the respondents' choice of products was information on the label. Therefore, the honey label should contain the place of origin, certificate, the date of manufacture, the expiration date and the benefits of bee products, etc. However, there is a provision for the honey label, which cannot contain information about preventing diseases. It might be difficult to communicate with customers via the

label as they expect to find information on therapeutic qualities and limitations to using on the label. Moreover, the packaging design should have a clear appearance to allow customers to see the honey inside, solid and beautiful to drive customers to purchase the product.

3.5.2 Price and sizing

The price factor that consumers use when considering to purchase is the price that is appropriate for the size and quantity as consumers consider the quality and value of the product. Consumers might not purchase a high-quality product but a low price as they consider that the product might be low quality. The same applies to the product that lows in quantity but expensive because the price is not worth the value compare to the quality of the product. It is consistent with the results of research that price, and size go in the same direction. Therefore, entrepreneurs should set a reasonable price based on the size of the product as well. For example, honey with a size of 50 - 500 ml should be priced no greater than 500 baht. If the entrepreneurs want to increase the product's value to set a high price, they have to develop the brand, design packing and provide information about the benefits of honey as mentioned above. However, the pricing of honey should not be cheap. The business owner should set the price of honey according to the market price to prevent price competition, which might affect the overall business.

3.5.3 Marketing aspect

Nowadays, online marketing plays a significant role in society, leading many people to create online marketing, sticking fast to an online business's growth. The reason is that all businesses must adapt to the current situation of online society. Consequently, people consume media through the internet more and more. If the business does not adjust to keep up with it, it may cause obsolescence and be defeated by competitors to lose its market share. Therefore, entrepreneurs might do online marketing that focuses on reaching groups of people on social networks, such as Facebook, Twitter, Instagram, to distribute news and offer promotions to target customers.

In contrast, offline marketing is also an effective marketing strategy, such as an advertisement for the product's information. It is still important to educate customers about the benefit of honey. To save cost, giving the leaflet is better than hiring the PR staff. Based on this research, the results appear that health benefits affect purchasing honey. Therefore, owners can increase the brand's distinctive point by emphasizing communicating and advertising to target customers about the benefit of honey. The content may describe honey's natural substance without any chemical additives or the value of honey as a health food supplement that can be eaten with other foods or used instead of sugar in cooking.

On top of that, the owner can educate the customers about honey's benefit via academic paper, increasing the credibility of the brand. This information will increase the attractiveness of the brand and attract the target customers to purchase honey. Despite the target customers of honey are quite mass because it is distributed in many occupations, but it is consumed more by women than men based on this research's result. Therefore, a researcher would like to give recommendations that the owner can also benefit from honey on beauty.

Additionally, developing honey packaging to a smaller size and easy to use will make it more attractive. Single-use tube honey pack might satisfy customers' needs as most customers tend to purchase a small honey packet size. Also, the owner might increase the variety of products by selling honey with bottled beehive, which is popular instead of chewing gum. Most people believe that honey with beehive has a nutritional value higher than pure honey from antibiotic substances, which are sticky substances and propolis.

According to the information mentioned above are the recommendations for beekeeping entrepreneurs or those who are interested. There can be a guideline in business operations that can be appropriately applied and enable bringing the business in the market and being successful in business operations.

3.6 Conclusion

Research studies on Factors Affecting Consumers' Decision Making on Honey Purchasing in Bangkok have an objective to study the factors that influence honey's customer purchase intention. The consumer's personal factors were studied using a questionnaire online to collect data from 254 respondents and analyst quantitative data using statistics.

Most consumers who responded to the information were 65.7% of the female, aged between 51 - 60 years, in the status of being single and marrying a similar percentage of 50.4% and 46.6%. The respondents mostly graduate with a bachelor's degree at the education level, worked as a government officer, and the average salary per month is 15,000 - 30,000 Bath.

The purpose of purchasing honey is to mix it with beverages and use it as a substitute for sugar 39% and 22%. Consumers' channels to purchase honey are 25.8% and 25.6% of supermarket and beekeeper, respectively. They purchase honey mostly 50 – 250 ml with 100 - 500 Bath per time, and the frequency of purchase is less than within three months.

The study identifies four clear patterns of response: health benefits, quality of the product, country of origin, and local product. However, only health benefits are significant with the purchase intention because most people believe that honey has high nutrition and contains more vitamins, minerals and other vital substances that benefit their health. Although the product's quality is not significant with the purchase intended, it is still an important factor for the consumers. Since the cleanliness, expire date and label of the product have a mean score of 3.76 and 3.61. The label and information on the product packaging are important as it can be used as a standard to guarantee quality. In terms of origin and local product, it is not the factors that people are concerned about when purchasing honey. People do not feel serious very much since they do not buy only foreign honey and directly from beekeepers.

3.7 Limitation

There are several limitations to the data collection of this study. The first is to collect quantitative data. It can be seen that the ratio of most of the survey respondents is over 65% female and about 35% male from a large difference, which may make the answers in this study unfair or incomplete interpretable. The answer to this study was largely based on the attitude and thinking of women. In addition, there is a limit to the questionnaire which is done online and takes about 15-20 minutes. It may not be able to get every truthful answer. In addition, there is a limit on the number of respondent that are too small which might not analyze all aspects of the target data.

3.8 Future research

This study focuses only on the factor that affects the purchase of honey. Furthermore, nowadays, others product , that relates with honey or contains it, are in higher demand. In the future, the study might further expand; it may not only about purchasing honey, but it could also be other products like bee pollen, royal jelly, bee prosperous, and product that contains honey.

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Screening Questions

1. Have you purchasing honey in the past 3 months?
 - a. Yes
 - b. No (Leave the survey - Thank you for responding the survey)

2. How often do you buy honey in the past 3 months?
 - a. Once a Week
 - b. Once a month
 - c. Less than within three months
 - d. Never (Leave the survey – Thank you for responding the survey)

General Questions

1. Which size of honey do you usually buy?
 - a. 50 – 250 ml
 - b. 250 – 500 ml
 - c. 501 ml – 1 liter
 - d. More than 1 liter

2. What is the average cost per time you have spent on honey?
 - a. Less than 100 Bath/time
 - b. 100 - 500 Bath/time
 - c. 501 - 1000 Bath/time
 - d. More than 1000 Bath

3. Where do you normally buy honey? [Multiple choice]
 - a. Hypermarket
 - b. Supermarket
 - c. Beekeeper
 - d. Heathy food shop
 - e. Grocery
 - f. Shopping online

4. What is the purpose of purchasing honey? [Multiple choice]
 - a. Used instead of sugar
 - b. Mixed with beverages.
 - c. Used as medicine
 - d. Used for skin care

5. How do you consume your honey? Please select one or more answers. [Multiple choice]
 - a. On bread or toast.
 - b. In hot drinks.
 - c. On breakfast cereal.
 - d. Plain, spooned into the mouth.

- e. To sweeten cooked foods.
- f. In smoothies/healthy drinks.
- g. Other (please specify) _____

Rating Questions

Statements		Strongly Disagree 1	Disagree 2	Agree 3	Strongly Agree 4
1	A certified honey label on a bottle of honey mean to you.				
2	For me, the “regional product” aspect also plays a role in honey				
3	Honey keeps us healthy and prolongs our life due to its better quality and non-contamination.				
4	I believe that local honey has health benefits.				
5	I believe that the health benefits of honey are sufficiently scientifically proven.				
6	I’m more likely to purchase honey if I knew it come from a foreign country.				
7	Honey with label tends to better quality.				
8	I think honey contain more vitamins, minerals and other vital substances.				
9	I would only eat honey that comes from beekeeping.				
10	I use honey for medicinal purposes.				
11	I consider the color, texture, smell of honey before purchasing.				
12	The cleanliness of products such as contaminants that can be seen is essential when choosing a product.				
13	Purchasing local honey is desirable to you.				
14	Quality of honey is very good if compared to other sweet products.				
15	Honey are safe and less associated with health risks.				
16	Labels provide information about the product, such as nutritional information is important.				

Rating Questions (cont.)

17	The origin country of honey is important for you.				
18	I consider the manufacturing date and expiration date before purchasing.				
19	Honey with the label is authentic.				
20	I would purchase honey in the next 3 months				

Demographic Questions

1. What is your gender?
 - a. Male
 - b. Female
2. Marital status?
 - a. Single
 - b. Married
 - c. Divorced
3. Which category below includes your age?
 - a. Under or equal 30 years
 - b. 31 - 40 Years
 - c. 41 - 50 Years
 - d. 51 - 60 Years
 - e. Over 60 Years
4. What is the highest level of school you have completed or the highest degree you have received?
 - a. Less than high school degree
 - b. High school degree or equivalent (e.g., GED)
 - c. Some college but no degree
 - d. Associate degree
 - e. Bachelor's degree
 - f. Graduate degree
5. Which of the following categories best describes your employment status?
 - a. Not employed
 - b. Employed
 - c. Retired

6. Salary
- a. 15,000 - 30,000 Bath
 - b. 30,001 - 45,000 Bath
 - c. 45,001 - 60,000 Bath
 - d. 60,001 - 75,000 Bath
 - e. Over 75,000 Bath

Thank you for taking the time to complete this survey.

