PURCHASING INTENTION OF READY-TO-COOK (RTC) PRODUCTS FOR SHOPPING ONLINE CHANNEL IN BANGKOK AREA

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PURCHASING INTENTION OF READY-TO-COOK (RTC) PRODUCTS FOR SHOPPING ONLINE CHANNEL IN BANGKOK AREA

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ABSTRACT

Internet innovation and the changing lifestyles of people in Bangkok resulted in the convenience of buying food through online media. At the same time, the Ready-To-Cook (RTC) products are becoming popular among people in Bangkok. It is interesting to learn and understand more about consumer behaviors that decide to buy RTC products through online shopping channels. I explored six key variables to conduct our survey in the Bangkok area by using a Google online survey.

The quantitative study recruited 91 respondents who live in the Bangkok area and have experience buying the RTC product. The results of linear regression analysis shown word of mouth (WOM), is the most affected to customer satisfaction and customer satisfaction is affected by purchasing intention. The independent T-Test analysis found a relationship between gender and perceived quality factor which Female has more confidence in than Male. However, the age, income and occupation of respondents affect each variable, as shown in ANOVA statistical analysis.

Lastly, I gave entrepreneurs recommendations to increase the potential sales in the future and understand about changed customer behavior from online development based on our findings.

KEY WORDS: Ready-To-Cook (RTC) Product / Word of Mouth (WOM) / Online
                      Shopping Experience / Perceived Risk / Customer Satisfaction

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CHAPTER I
INTRODUCTION

1.1 Background

Bangkok is a center of education, transportation, and the prosperity of the country. From the latest revision of the UN World Urbanization Prospects, in 2016, Bangkok had an estimated population amount of 8.28 million, raised from 6.3 million in 2000. They have grown by 13% of the country's total population. At present, they are the central economic city of Thailand, which in 2020 has a population now estimated at 10,539,415 people in Bangkok, which grew 1.83% from the past, 1.83%. Therefore, they are the most populated city in the country. There are populations, political, and financial centers of a country with no towns in Thailand having a competitor. Estimated by 2030, Bangkok will become one of the world's megacities with a population surpassing 10 million.
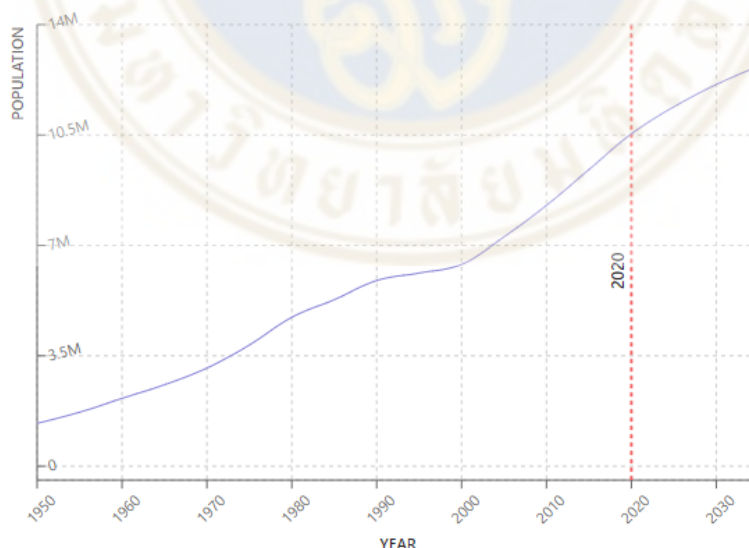

Figure 1.1 The estimated the population in Bangkok (1950-2030)
Source: Bangkok Population 2020

From the diversity of consumers, many factors influence the purchasing of products and services (Kotler, 1991) of each element is different. For example, the brand's trustworthiness perceived quality in terms of brand quality and service quality, word of mouth (WOM), and online shopping experiences. Consumption behavior of customers in Bangkok has rapidly changed. Therefore, it requires work planning and traveling even when shopping for food that is difficult because of having to think about speed, time-saving, and convenience—It also changes the world's situation as the lockdown of diseases Covid-19. The growth of Internet usage and the rapid development of technology makes social media change rapidly in social spread processes (Bandura, 2001). The increase in Internet use has a real impact on businesses worldwide. An online shopping channel transforms the way communication between customers and stores in terms of recommending and sharing with product information (Olbrich & Holsing, 2011). In other words, the Internet creates a new business environment for new channels, for example, e-commerce and online applications, which give consumers a high opportunity to access quickly. The survey from Electronic Transactions Development Agency of Thailand (ETDA) found that Internet user behavior of Thailand 2019 used the Internet averaging 10 hours, 22 minutes a day. In Bangkok, Internet users used the Internet, on average, 10 hours 19 minutes per day and mostly from online food ordering, which increased 15.1% from 2019.

Currently, Ready-To-Cook (RTC) products have the trend to customers of the new generation that wants to try them. What is RTC? The RTC is food that includes all ingredients stored in one pack. Which must go through the cooking process before eating, by the step to cook, will give in every package. But not following the process may lead to bacteria contamination, which causes illness from food. The RTC products in an online channel is another way of ordering them from consumers to respond to their needs. Someone might not be suitable to cook but wants to cook! Someone feels too bored to go outside and sometimes wants to buy the RTC products from the store back to home for stock. The RTC products have played a role in market share and respond to consumers' needs more.

1.2 Past Study Case

The case in Malaysia (Ling, Chai & Piew, 2010) about shopping orientations through online trust and prior online shopping experience to the customer's online purchase intention. The impulse of purchase intention, quality, brand adoption, online guardianship, and previous online purchase experience is positive in relating to the online channel's customer purchase intention.

According to the study, the effect of female behavior in Taiwan on repeat purchase intention through online channels and testing about word of mouth and other attraction. This research found less word of mouth, resulting in customers' inertia, which is an essential factor of repeat-purchasing intention. In the situation of high positive with word of mouth, it made the inertia of customers decrease but not just one element (Kuo, Hu & Yang, 2013).

1.3 Problem Statement

Internet innovation and the changing lifestyles of people in Bangkok resulted in the convenience of buying food through online media. At the same time, the Ready-To-Cook (RTC) products are becoming popular among people in Bangkok. It is interesting to learn more about consumer behaviors and decisions to buy RTC products through online shopping channels. Understand their customer's behavior expected with the RTC products.

1.4 Research Questions

Questions for the research have been defined as follows

1.4.1 Which factors of customer behavior affect the purchase of RTC products in the online channel?

1.4.2 What do customers expect from the RTC products on the online channel?

1.4.3 How might entrepreneurs respond to change in consumer behavior?

1.5 Research objectives

    1.5.1 To study customer behavior of online RTC products purchasing intention.

    1.5.2 To research customer satisfaction of RTC products and services in online channels.

    1.5.3 Guideline how entrepreneurs can develop service with consumer satisfaction based on this finding.

1.6 Scope of Research

    This study focuses on what makes consumers decide to purchase RTC products online in Bangkok. The study is the quantitative analysis by collecting data from sample groups that are deciding whether to buy products online in Bangkok, 250 customers.

1.7 Expect Benefit

    1.7.1 To understand the changing behavior and decision of consumers in Bangkok that decided to purchase the online channel's RTC products.

    1.7.2 To effectively adapt entrepreneurs or interested in investment by planning and developing products and services.

CHAPTER II
LITERATURE REVIEW

2.1 Research Framework

2.1.1 Purchasing Intention

The basic definition of purchase intention is the willingness of the customer to buy products or services. It consists of the external and internal factors of variable factors. The variables are dependent on the products and services.

Some research findings may consist of some motives for those theories or adding new variables. The purchase intention is compelling for marketers. Since it directly affects the customers' purchase decisions, it is one of the marketers' most critical metrics (Zigu, 2019).

Especially, the purchasing intention of the green product (Paul, Modi, & Patel, 2016). The scientific basis for purchasing intentions, the principle of reasoned action, notes that behavioral expectations developed by behavioral behaviors and moral criteria contribute to actual effects despite the existence of incentives and opportunities (Ajzen, 1988) and (Ajzen & Fishbein, 1980). Ajzen indicates that generally speaking, the more motives a person has, the more likely they will be undertaking an action. (Salisbury, Pearson, Pearson, & Miller, 2001) said consumers' aim to buy online is to determine consumer intention to undertake an Internet-specific purchasing behavior. A plan to buy can be classified as a component of a consumer's cognitive act that reveals how an individual intends to buy a specific brand (Su & Huang, 2011). Intention to purchase online is when a customer is prepared to undertake an online transaction (Ling, Chai & Piew, 2010). Purchasing intention might determine real purchasing behavior. In this case, I thought that customers intended to shop via online channels because customers perceive the Internet user's positivity and plan to purchase the products on an online channel.

2.1.2 Perceived Quality

Perceived quality comes from the overall estimation of the service quality method standard by the customer. The expected standard of service attribute is delineated as a significant criterion for consumer satisfaction (Cronin & Taylor, 1992, 1994; Fornell, Johnson, Anderson, Cha & Bryant, 1996; Parasuraman, Zeithaml & Berry, 1994). (Athiyaman, 1997; Bejou, Wray & Ingram, 1996; Bolton & Drew, 1991; Boulding, Kalra, Staelin & Zeithaml, 1993) said the perceived quality is a stable perception of the service which influences customer experience and satisfaction. Or dissatisfaction at a specific time of the service.

At the same time (Anderson & Sullivan, 1993; Caruana & Pitt, 1997; Johnston, 1995; Mittal, Ross, & Baldasare, 1998; Woodruff, 1997) indicate that perceived quality is understood as past satisfaction. But some researchers said that could decrease satisfaction for increase the service quality level. Still has argued that perceived quality may not be an essential factor for evaluating customer service when the service has a high trust (Powpaka, 1996). This shows the perceived quality is directly positive to satisfaction.

2.1.2.1 Brand Quality

Quality is characterized as a zero error rate, such as the capacity on the first attempt to generate a perfect product (Parasuraman, Zeithaml, & Berry, 1985).

Defined by quality as the producer's capacity to meet expectations (Parasuraman, Zeithaml, & Berry, 1985). This consistency definition is at the heart of the description found in the international ISO 9001 (ČSN EN ISO 9001, 2010). From the customer's point of view, quality can be characterized as the output perceived based on the consumer's judgment about the overall excellence or supremacy of the product (Zeithaml, Parasuraman & Berry, 1990). Both of these concepts refer to the component's nature, which aligns with the product analysis's emphasis. Nenadal's team approach understands quality as the degree to which satisfaction with the customer (Nenadal, Noskievicova, Petrikova, PLURA & Tosenovsky, 2008). For example, I recognize the long-term association between product quality and repurchase intention. That means that when a happy customer favorably affects competitiveness (by buying a high quality of products), they will be

attracted and sustained, which is compatible with (Anderson & Mittal, 2000) or (Cooil, Keiningham, Aksoy & Hsu, 2007).

2.1.2.2 Service Quality

Literature about the quality of traditional retail stores' support to clients uses service quality as much importance in the quality of the brands and products Dodds, Monroe & Grewal, 1991). Making a high-quality standard in the online channel would draw more interest from customers, contacts, and visits by suggesting the high-quality product. Online channels can stimulate site-specific active and positive word-of-mouth, accessibility in terms of information, and building relationships between customers and owners. Online channels are easy to access. Customers often receive more favorable and optimistic feedback about high quality through the online platform and online rating brands. Also included in the factors are product image in terms of its quality. The price payment that is convenient to paid conditions and others. The service in terms of distribution and information and process of products. It can build trust in the brand, reinforce an impression of competence, flexibility, and usefulness, warn the visitor of the variety of products and services that the brand offers, the special events online, and reasons to repurchase (Hanson & Kalyanam, 2007).

H1: Perceived quality has a positive effect on customer satisfaction.

2.1.3 Word of Mouth (WOM)

Consumers can follow others' views due to overt compliance pressures from peer groups in response to concerns about what others might think of them or react to their product choice and use (Bearden & Rose, 1990). Or because others have provided credible information concerning the value of a product (Cohen & Golden, 1972). In the past, research about the social influence on consumer behavior (Zhu & He, 2002) concluded that normative pressures were operational in public/social settings and tended to conform to group opinions. In this case, I can see everyone who reviews & recommended products on an online channel, which affects both advantages and disadvantages.

H2: Positive Word of mouth has a high impact on customer satisfaction.

2.1.4 Online Shopping Experience

(Laroche, Yang, McDougall & Bergeron, 2005) said shopping through online channels is a variety of new activities for customers, purchasing online is still perceived risk than offline. Therefore, consumers have to depend on each person's experience, in which the experience can be obtained only through the shopping experience of each person.

The experience affected the present and future behavior. The consumer will evaluate their shopping experience in terms of perceptions about product information, the payment (such as cash and credit card), delivery, privacy, and security of each person (Burke, 2002; Parasuraman & Zinkhan, 2002; Mathwick, Malhotra, & Rigdon, 2001). Also, customers who have an online shopping experience will purchase more online than people who non-experience. In contrast, customers who haven't ever bought the product online are more at risk than those who have the experience to buy the product through online channels (Lee & Tan, 2003).

Based on past literature, customers' purchase experience through the online channel has a key effect on their future purchase intention through the online channel of them (Shim, Eastlick, Lotz & Warrington, 2001).

H3: Online Shopping Experience is a positive relationship to customer satisfaction.

2.1.5 Perceived Risk

Perceived risk as a problem; naturally, trust in Internet sellers have also been an issue (Zott, Amit & Donlevy, 2000). In customer marketing, branding is one of the main tools for creating trust relationships between buyers and sellers. Subsequently, some focus has been given to branding in Internet shopping (Degeratu, Rangaswamy, & Wu, 2000). However, the basic branding strategies would remain online and offline (Reynolds, 2000). It has been suggested that the Internet seller's credibility and the trust that comes from it is often of more excellent online value than offline (Evan, Wedande, Ralston & van't Hul, 2001). But this can depend on the degree of other knowledge provided on the goods sold (Degeratu, Rangaswamy, & Wu, 2000). In addition to signage, the trust-building tools included can be clearance certificates, order delivery, website design, and development (Reynolds, 2000) and

lenient return policy (Wood, 2001). In this case, it can be said both the quality of products and services quality, for example, the shelf life of each product or access to after-sales service as well.

2.1.5.1 Trust

Trust is the expectation of the behavior of individuals within the society in which they live. An individual, a product, a business, or a position (a professional of some sort) may be granted trust (Barber, 1983).

Trust is vital to transactions, especially those that are carried online. (Mayer, Davis & Schoorman, 1995) describe trust as the inclination of an individual to render themselves susceptible to another group's acts, hoping that the other group may carry out a specific activity that is essential to the individual, irrespective of their capacity to track or monitor the party. (Kimery & McCord, 2002) describe trust as consumers' ability to acknowledge failure in an online purchase based on their optimistic assumptions about potential activities in the online store. (McCole & Palmer, 2001) Internet shopping needs trust from online consumers. (Gefen, 2000) suggests that the trust present would raise customers' expectations that the e-retailers do not participate in opportunistic behavior. (Verhagen, Meents & Tan, 2006; Verhagen, Meents & Tan, 2004; McKnight, Choudhury & Kacmar, 2002; Lim, Sia, Lee & Benbasat, 2006; Jarvenpaa, Tractinsky & Vitale, 2000) shown the literature still have values and trust to believe influence with the customer in online purchase intention.

According to (Pavlou, 2003; Yousafzai, Pallister & Foxall, 2003; Gefen & Straub, 2004), trust is essential for creating satisfaction and expected result in the online transaction. Supporting from (Jarvenpaa, Tractinsky & Vitale, 2000; Gefen & Straub, 2004) that high customer trust makes customers' high purchasing intentions.

This study uses the privacy of transaction security data to represent trustworthiness. Likewise, the trust of products that are important too, brand image and word of mouth (WOM), perceived quality in terms of quality of products and service make high trust. Given such an explanation, the right picture of the brand would positively impact customer purposes.

2.1.5.2 Security and Privacy

Security is characterized as the degree to which consumers believe the Internet is safe for them to transfer confidential business transaction information (Kim & Shim 2002). Security plays a key function in influencing customer preferences and purchasing decisions (Salisbury, Pearson, Pearson & Miller, 2001). Although in the present, they perceive the danger of sharing personal information such as credit card numbers through the Internet (Janda, Trocchia & Gwinner, 2002).

According to (Eggert, 2006) suggests that there has to be adequate trust when deciding to order online. And the consumer submits the financial information or other personal data in the process of business transactions—dimensions of online faith, including security, privacy, and trust (Camp, 2001). For example, (Lee & Turban, 2001) suggest that consumers may inconvenience disclosing personal information such as credit card social security numbers through the Internet. Because it is uncontrolled to check the quality of products and monitor safety and security. Personal and financial information is sensitive to sending security information in the online channel.

From (Eggert, 2006) suggests that there has to be appropriate security when making an order online and when the consumer submits the financial information and other personal data in the process of financial transactions. Which (Kim & Shim 2002) supported and emphasized the security of each person. There are influences on the attitude and purchase intention of the customer.

H4: High Perceived Risk has a negative effect on customer satisfaction

2.1.6 Customer Satisfaction

(Deng, Wei, & Zhang, 2010) said every organization seeks customer satisfaction that is essential to gain sustainable growth and competitive advantages in the market. Customer satisfaction can be defined from the transaction-specific and cumulative perspectives.

In the past, indicate that customer satisfaction is an assessment based on the shopping experience (Boulding, Kalra, Staelin & Zeithaml, 1993); after concentrating on the assessment of all aspects of customers. From that past to present,

customer satisfaction was evaluated based on all shopping experiences (Johnson & Fornell, 1991).

Many researchers (Brady, Robertson & Cronin, 2001; (Cronin Jr, Brady & Hult, 2000); Johnson & Fornell, 1991; Zeithaml, Berryevan & Parasuraman, 1996) concluded that customer satisfaction is positively related to purchasing intention.

According to (Maxham & Netemeyer, 2002; Seiders, Voss, Grewal & Godfrey, 2005); higher customer satisfaction leads to higher purchase intention. And conclude, the ability of the service expectation and customer need shows that the level of overall customer satisfaction, which affects purchase intention in the present to the future.

H5: Positive customer satisfaction has a high impact on purchasing intention

Figure 2.1 Research Framework

H1: Perceived quality has a positive effect on customer satisfaction

H2: Positive Word of mouth has a high effect on customer satisfaction

H3: Online Shopping Experience is a positive relationship to customer satisfaction.

H4: High Perceived Risk has a negative effect on customer satisfaction

H5: Positive customer satisfaction has a high effect on purchasing intention

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology

3.1.1 Quantitative Test

The population in Bangkok Thailand is 10.5 million, which almost had all of the actual online shopping experience that was targeted. The respondents will be selected by filtering the question in the questionnaire. The target sample size was 250 people in Bangkok and a convenience sampling technique to select the potential respondents in this survey; therefore, the research was looking to differentiate purchasing decision factors of customer behavior such as online shopping experience of customers. Respondents were instructed to answer the questions based on their most recent online purchase experience. This study's analysis will be analyzed from the Internet user who was ever ordering food products in online channels. The Google Form Online Survey is also used to create. And the purpose of the questionnaire to the potential respondents. The language is built into two types of Thai and English.

3.1.2 Measurement

This research aims to study the most important factors or variables of customers' behavior to purchasing decisions that order food products online in Bangkok, Thailand (to purchase RTC products).

For this reason, there are respective of effects as the following are

- The perceived quality (H1), word of mouth (H2), online shopping experience (H3), perceived risk (H4) impacts on customer satisfaction (H5).

- Customer satisfaction (H5) affected the purchasing intention of RTC products through the online channel.

3.1.3 Questionnaire Design

This research would be to use a quantitative type test for study.

The questionnaire for the quantitative survey is divided into the following three parts as

The first part (Part A) of the questionnaire is served to explain the survey's objective and ensure that the personal information is kept confidential. The first part is designed to understand the respondents' behavior based on base knowledge about Ready-To-Cook (RTC) products and to investigate the respondents' knowledge of RTC.

The second part is mainly to identify the factors that lead to the customer's decision to purchase the RTC products online. The questionnaire explanation by the independent variables and dependent variables that will be tested in the survey.

The last part is used to keep the respondents' personal information to understand each respondent's characteristics will affect their purchase intention about the RTC products. The questionnaire provides general information about the potential respondents' online purchasing behavior—for example, gender, age-range, income, education, and occupation.

In this study, A 5-point Likely scale is used to accomplish the second part of the questionnaire survey. It is used to identify the agreement of each hypothesis' question. The response scales use anchors such as 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree.

3.2 Research Questions

3.2.1 Perceived Quality

- I have to know the information on the brand, such as the process, the equipment standard, and the quality ingredients.

- I have to be confident about the quality of the brand before the decision to purchase.

- I think the brand's information through online channels must be complete and quality.

- I have easy access to the product information

- I recognize that I can gain convenience when I buy products from the online channel.

3.2.2 Word of Mouth

- I often purchase products which recommendation from my friend.

- I feel confident when my friend says about the advantages of products, which I am buying through online channels.

- I think purchasing through the online channel is useful to me.

3.2.3 Online Shopping Experience

- I am experienced with shopping online.

- I feel competent in shopping online.

- I feel comfortable shopping online.

- I think that the online shopping process is easy to use.

3.2.4 Perceived Risk

- I think it is unsafe to buy products via the online shopping channel.

- I think the payment through online channels didn't offer secure personal privacy.

- I will recheck about trustworthiness and efficiency before deciding to order products.

3.2.5 Customer Satisfaction

- I will make a purchase based on the quality and service that I expected.

- I tend to buy products from word of mouth.

- I decided to purchase from my online shopping experience.

- I realized the risks when I was purchasing the products.

3.2.6 Purchasing Intention

- I feel good about my decision to buy the RTC products through the online channel.

- I am willing to buy the RTC products via the online channel (if I have a chance.

- I predict that I will purchase the RTC products via the online channel (in the future).

3.3 Statistic Analysis

The statistical analysis will use the information from the quantitative report about "what kind of factor impacts the purchasing intention of Ready-To-Cook (RTC) products through online channels in the Bangkok area." The constructs framework in this research included perceived quality, word of mouth, online shopping experience, perceived risk, customer satisfaction, and purchasing intention. This construct will be used for quantitative questionnaires for surveying as google form and sent out to respondents by social media and chat application (most of them are group chat and individual chat room). The samples were collected through Google Form. This survey is fast and easy for most people because the respondent can answer the quantitative question on their mobile phone by clicking the link sent out through many channels, such as social media (Facebook) and chat application (Line), for collecting and saving time.

For the questionnaire analysis, I will use the SPSS statistical tool to analyze the data, with 250 respondents used to estimating the importance of each item.

CHAPTER IV
FINDING AND DISCUSSION

4.1 Finding

This chapter presents the finding results, which explain in chapter 3 that the data collection will use the Google Form survey with respondents. Almost three weeks, the expected 250 respondents have been answered by only 185 respondents. The aim was to evaluate the key factors linked to customer satisfaction and purchasing intention through an online channel in the Bangkok area. Total 91 out of 185 respondents who had experience purchasing ready to cook products via online shopping channel in the Bangkok area. Therefore, the answers from 91 respondents will be used to analyze data. The key variables were perceived quality, word of mouth, online shopping experience, perceived risk, customer satisfaction, and purchasing intention. By using the Frequency in terms of demographic information and screening parts of respondents. Then analyze descriptive Statistics, Independent T-Test, One-way ANOVA, and Linear Regression to show the correlation of variables to customer satisfaction and purchasing intention. And the last discuss the finding and conclude the outcome of this study.

4.2 Respondent of Screening Question

The experience of shopping product via online channel
The experience of shopping food product via online channel
Acquaint of the Ready-To-Cook (RTC) product
The shopping experience the Ready-To-Cook (RTC) products via online channel
Expectation to buy the Ready-To-Cook (RTC) products via online channel in the future

97% 95% 95% 63% 87%

3% 5% 5% 37% 13%

%YES   %NO
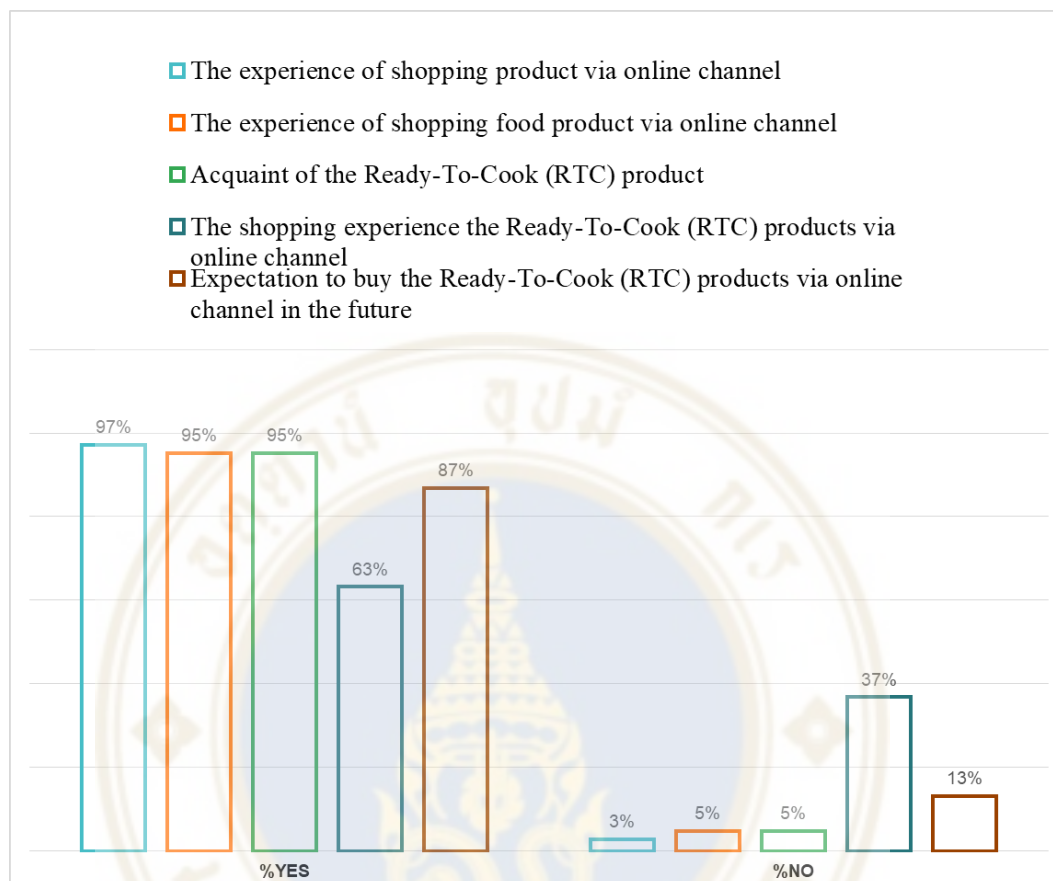
Figure 4.1   Resulted of screening respondent part

Figure 4.1 shows the summary of resulted screening respondents from Appendix B. The respondents' type of experience, the people who answered the questionnaire, most people have ever bought the product through online channels (140 people). The analysis found 137 respondents ever bought food products through the online channel as the same as acquainted with the Ready-To-Cook (RTC) product (137 people). In terms of the experience of customers purchasing the Ready-To-Cook (RTC) product through the online channel, 91 people have the expertise to buy RTC products. In comparison, 53 people have not experienced that. 125 people have expected to buy the Ready-To-Cook (RTC) products produced through the online channel. Only 19 respondents have unexpected purchases in the future.

4.3 Respondent of Backgrounds

As the research methodology is based on surveys sent, I would use the answer from 91 respondents (n=91) to analyze data, shown in **Appendix C**. Which the analysis result explains as below.
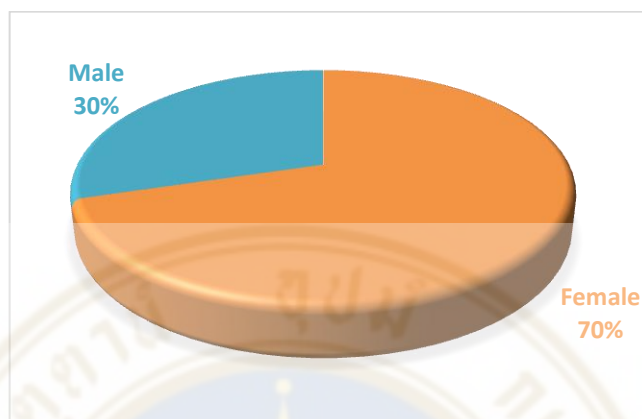
Figure 4.2 Gender

The research scoped in the Bangkok area, the simple size is n=91 which includes 64 female responses and 27 male responses.
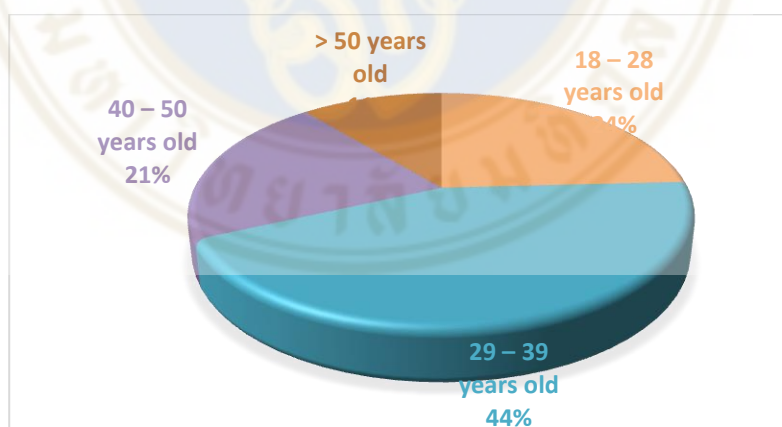
Figure 4.3 Age

From respondents shown, most people aged between 29 to 39 answered (40 people). The respondents who aged between 18 to 28 were 22 people, 40 to 50 were 19 people. The lowest respondents are more than 50 years old (10 people).
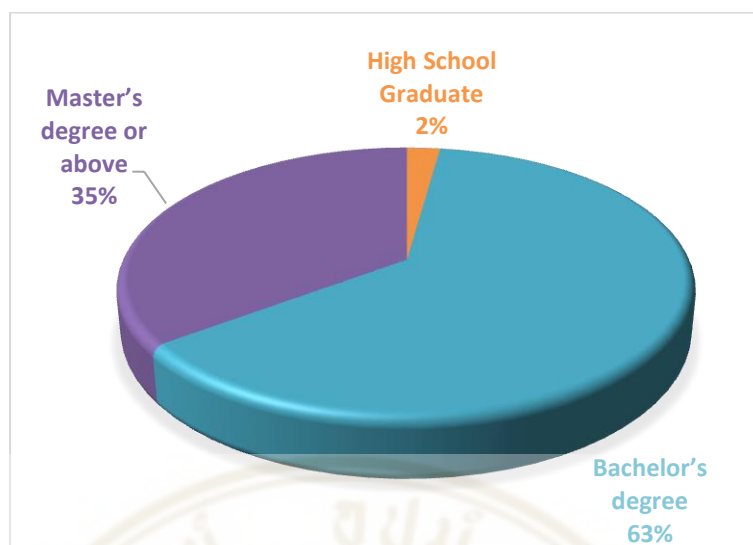
Figure 4.4 Education

With regards to education, the majority of the respondents graduated with a bachelor's degree (57 people), master's degree or above (32 people), and high school graduates (2 people).
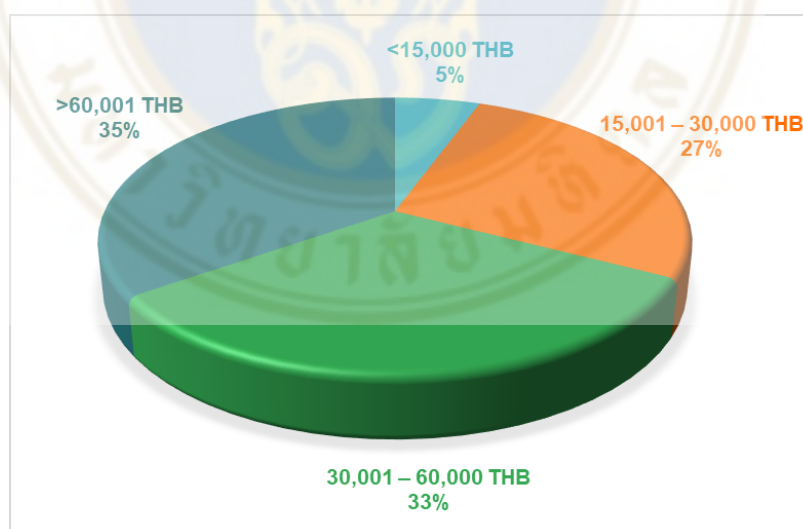
Figure 4.5 Income

The majority per month, the majority of respondents have income above 60,001 THB (50 people), between 30,001 to 60,000 THB (47 people), 15,001 to 30,000 THB (39 people) and below 15,000 THB (8 people).
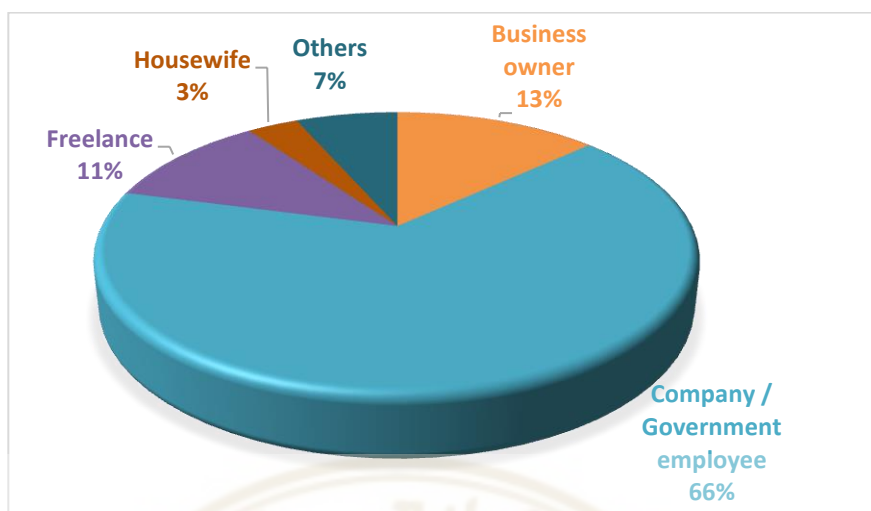
Figure 4.6 Occupation

The questionnaire, in terms of people's occupation, was a company or government employee (60 people) and followed by the business owner (12people), freelancer (10 people), and others (6 people).

Summarize, the most of the respondents are females between 29 to 39 years old, with a bachelor's degree with occupation as a company or government employee, and receive income per month more than 60,000 THB. The respondents' shopping experience, upper 90 percent of respondents ever have the product in the type of food through online channels, and acquaint themselves with the RTC product. 63% of the respondents have bought RTC products through online channels and 87% who expected to shop RTC products through the online channel in the future.

4.4 Descriptive Statistics

Table 4.1 Average of each variables

Average	Mean	Std. Deviation
Perceived Quality	4.52	0.59
Word Of Mouth	4.10	0.81
Online Shopping Experience	4.61	0.60
Perceived Risk	3.47	0.77
Customer Satisfaction	4.12	0.60
Purchasing Intention	4.02	0.80

From **Table 4.1** summarizes the average of each variable as **Appendix D** shows the average of each variable followed by the definition of perceived quality is a stable perception of the service that influences customer experience and satisfaction. (Athiyaman, 1997; Bejou, Wray & Ingram, 1996; Bolton & Drew, 1991; Boulding, Kalra, Staelin & Zeithaml, 1993). The survey found that the main factors contributing to the highest perceived quality are easy access to the product information and can gain convenience when buying the product (in terms of service) through the online channel.

The survey found that the main factors attributed to the highest word of mouth are useful for purchasing through the online channel and feel more confident when their friend says about the advantage of products bought through online channels. Which is consistent with (Bearden & Rose, 1990) said other consumers could follow the view of each different response that might think or react to their product choice and use.

Online Shopping Experience is a variety of new activities for customers who have to depend on the experience of each person (Laroche, Yang, McDougall & Bergeron, 2005). The survey found that the main factors contributing to the highest online shopping experience feel comfortable shopping online, and everyone has experience shopping online.

The survey found that the main factor attributed to the highest perceived risk is rechecked about trustworthiness and efficiency before deciding to order the product that people concern. Consistent with (Zott, Amit & Donlevy, 2000) said people had been an issue in the trust of the product also.

Customer satisfaction is positively related to purchasing intention. According to (Maxham & Netemeyer, 2002; Seiders, Voss, Grewal & Godfrey, 2005), higher customer satisfaction leads to higher purchase intention. Which is consistent with the survey finding that the main factors that contribute to the highest customer satisfaction are the expected decision to purchase in quality and service. And the realization of the risk when buying the product.

The definition of purchase intention is customer willingness to buy those products and services (Zigu, 2019). The survey found that the main factors contributing to the highest purchase intention are the intent to purchase the RTC product through the online channel in the future and willingness to buy if they have a chance.

4.5 Independent T-Test Analysis

4.5.1 Perceived Quality

Table 4.2 Independent T-Test of Perceived Quality Factor

Independent Samples Test

| | | Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Differenc e	Error Differenc	Lower	Upper
Q1.2 I have to confident about the quality of the brand before the decision to purchase.	Equal variances assumed	4.359	.040	2.442	89	.017	.391	.160	.073	.710
	Equal variances not assumed			2.056	35.452	.047	.391	.190	.005	.777

Table 4.3 Group Statistic of Perceived Quality Factor

Group Statistics

What is your gender?		N	Mean	Std. Deviation	Std. Error Mean
Q1.2 I have to confident about the quality of the brand before the decision to purchase.	Female	64	4.69	.588	.073
	Male	27	4.30	.912	.176

This study analyzes the independent T-Test used to compare the factor with only two levels and used to study the relationship between gender and variables.

The result showed that females were more confident about the quality of the brand before the decision to purchase than Male as showed significantly different at a 95% confidence interval.

4.6 One-Way ANOVA Analysis

One-Way ANOVA was used to compare the mean score of more than two populations within a single variable. And help in performing the simultaneous test in each variable. This research analyses the respondents' personal information about age and income, which is compared with each variable divided by following are;

4.6.1 Age

Table 4.4 Multiple Comparison of Age

Multiple Comparisons

Bonferroni

Dependent Variable	(I) What is your age?	(J) What is your age?	Mean Difference (I-J)	Sig.
Q3.4 I think that the online shopping process is easy to use.	18 – 28	> 50	.818*	.006
	29 – 39	> 50	.650*	.028
Q4.3 I will recheck about trustworthiness and efficiency before decided to order products.	18 – 28	> 50	.773*	.048
Q5.3 I decided to purchase from my online shopping experience.	18 – 28	40 – 50	.742*	.035
*. The mean difference is significant at the 0.05 level.				

The results of age divided two parts are;

The respondents who aged lower than 39 years and above 50 years found that those aged lower than 39 would be concerned about the process of online shopping channels.

In addition, respondents between 18 to 28 years and above 50 years found that aged between 18 to 28 years would be concentrated from perceived risk with customer satisfaction in online shopping channels.

4.6.2 Income

Table 4.5 Multiple Comparison of Income

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Sig.
Q6.1 I feel good about my decision to buy the RTC products through the online channel	30,001 – 60,000	<=15,000	1.067*	.029

*. The mean difference is significant at the 0.05 level.

The Income factor, the respondents who gained income between 30,001 to 60,000 THB per month would be concentrated with their satisfaction with the product, impacting their purchasing intention than respondents who gain income less or equal 15,000 THB per month.

4.6.3 Occupation

Table 4.6 Multiple Comparison of Occupation

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
Q3.3 I feel comfortable shopping online.	Company / Government employee	Freelance	.650*	.045
Q3.4 I think that the online shopping process is easy to use.	Company / Government employee	Freelance	.683*	.024

*. The mean difference is significant at the 0.05 level.

The occupation factor, the respondents in terms of Company/Government employee occupation have a higher concern about online shopping experience such as feeling comfortable and the easy process of shopping in an online channel than Freelance occupation.

4.7 Linear Regression Analysis

The linear regression analysis will test for two parts are;

In the first part, I will study independent variables divided by perceived quality, word of mouth, online shopping experience, and perceived risk compared with customer satisfaction (dependent variable). This analysis will show the key factors that impact customer satisfaction. And then, I will study between customer satisfaction and purchasing intention, whether it will affect each other or not.

Table 4.7 Model Summary (a)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786[a]	.617	.599	.37981

a. Predictors: (Constant), Perceived Risk, WOM, Perceived Quality, Online Shopping Experience

The model summary is shown R-square 0.617, which means the independent predictor variables of this study can explain the change in dependent variable 61.7%.

Table 4.8 ANOVA (a)

<div align="center">ANOVA^a</div>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.008	4	5.002	34.674	.000^b
	Residual	12.406	86	.144		
	Total	32.413	90			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Perceived Risk, WOM, Perceived Quality, Online Shopping Experience

Table 4.9 Coefficients (a)

<div align="center">Coefficients^a</div>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.369	.367		1.004	.318
	Perceived Quality	.041	.083	.040	.491	.625
	WOM	.329	.057	**.444**	5.818	**.000**
	Online Shopping Experience	.375	.086	**.373**	4.361	**.000**
	Perceived Risk	.140	.054	**.180**	2.583	**.011**

a. Dependent Variable: Customer Satisfaction

The Coefficient analysis is shown that positive Word of Mouth (H2), the high in online shopping experience (H3), and negative of perceived risk (H4) have an impact on the customer satisfaction significantly difference at a 95% confidence interval (as shown p-value less than 0.05). From the result, Word of Mouth got the highest beta score (0.444), online shopping experience (0.373) , and perceived risk (0.180) got the beta score, respectively. Which means that if the positive Word of Mouth scale increases by one scale, the satisfaction from the customer would increase by 0.329. Simultaneously, more customers have positive in shopping experience online by one scale that made raise satisfies by 0.375. And on the other hand, the perceived risk of customers increased by one scale that negatively impacted customer satisfaction on 0.140.

However, the most One of Three independent variables influenced with customer satisfaction is word of mouth (WOM) information based on the Standardized Coefficients Beta.

And the last linear regression analysis is finding the relationship between the factor of customer satisfaction that will impact on purchasing intention or not.

Table 4.10 Model Summary (b)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635[a]	.403	.396	.62344

a. Predictors: (Constant), Customer Satisfaction

The model summary is shown R-square 0.403, which means the customer satisfaction predictor variables of this study can explain the change in purchasing intention (dependent) variable 40.3%.

Table 4.11 ANOVA (b)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.364	1	23.364	60.112	.000[b]
	Residual	34.592	89	.389		
	Total	57.956	90			

a. Dependent Variable: Purchasing Intention

b. Predictors: (Constant), Customer Satisfaction

Table 4.12 Coefficients (b)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.528	.455		1.159	.249
	Customer Satisfaction	.849	.110	.635	7.753	.000

a. Dependent Variable: Purchasing Intention

The Coefficient analysis is shown that positive in customer satisfaction have an impact on purchasing intention significantly at a 95% confidence interval (as shown p-value less than 0.05). The last result showed that customer satisfaction increased by one scale; the purchasing intention would increase effect scales on 0.849 as well.

4.8 Discussion of Result

According to research found that the Ready-To-Cook (RTC) product through the online channel, mains mostly are female gender, graduate with Bachelor's degree, work in company or government, and income per month more than 60,001 THB. 63% of the respondents have the experience to shop through online channels and 95% of acquaint themselves with the RTC product but haven't shopped experience the RTC product through online channels. Respondents have the satisfaction to buy depending on the online shopping experience, perceived quality, word of mouth, and realized about the perceived risk from the brand and service's trust and security. Which makes the consumer satisfaction impacted to the purchasing intention of the customer In independent T-Test analysis, the relationship between gender and variables, Female has more confidence in terms of perceived quality than Male. In terms of One-Way ANOVA found that age, income and occupation have significance from each variable. Age of respondents between 29 to 39 years and between 18 to 28 years compared with above 50 years. There are substantial variables that include perceived quality, word of mouth (WOM), and online shopping experience. The income of respondents who gain income between 30,001 to 60,000 THB per month compared with less or equal 15,000 THB per month. There are significant variables including their satisfaction in product and purchasing intention of the product. And respondents who gain income less or equal 15,000 THB per month compared with above 60,001 THB per month have significant variables, including perceived risk, especially trust and security in privacy. An occupation of respondents who compare between company/government employees have significant variables including their satisfaction in product and purchasing intention of the product.

Linear Regression analysis is divided two-part. The first, the key variables with substantial customer satisfaction, are word of mouth (WOM), online shopping experience, and perceived risk. The second part showed customer satisfaction that was significant with purchasing intention.

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study aimed to understand customer behavior of purchasing decisions and customer satisfaction of Ready-To-Cook (RTC) products through the online channel. And guide entrepreneurs to adoption and improve in the online channel for consistent consumer satisfaction in the future.

According to finding and research, the variables are WOM, online shopping experience, and perceived risk affected customer satisfaction. And customer satisfaction also impacted purchasing intention in linear regression tests. Which age, income and occupation of respondents affect each variable's comparison in the insight of One Way ANOVA. And in terms of Linear Regression, the most impactful factor impacted is word of mouth (WOM). From the above research, make sure to understand consumer behavior, both purchasing decisions, and consumer satisfaction. And I can use the study results to recommend for entrepreneurs or those interested in this topic. Also, further research can be carried out in the future.

5.2 Recommendation for Entrepreneur

According to the study's objective, to guide entrepreneurs to develop in the brand and online service for consistent with consumer satisfaction in the future. Throughout our studies and surveys with respondents, I was able to recommend the factors that affected the Ready-To-Cook (RTC) product through the online channel as it didn't lack to concentrate word of mouth (WOM) Which means your product has to be good for the consumer to want to buy. The producer's quality must ensure the strength and reliability of its products because of consumer concern about the quality in terms of brand quality and service quality. Consumer will talk about your product, keep talking and then peoples will come to buy your product more.

The entrepreneur should have a high standard to meet expectations that make a high-quality standard in the online channel draw more interest and create awareness from customers by suggesting the high-quality product and stability of the service. It can be built trust in the brand and service, reinforced in the first impression. The owner should offer a special event in an online channel, such as promotion or advertisement, using an influencer or reviewer. Online channels can stimulate positive word-of-mouth. Accessibility in terms of information can build relationships between customers and make a good experience and get feedback to the customer, for example, to access advertising on Facebook, Instagram, and variety in the delivery channel. The shopping online experience ensures that leads quite serve the consumer and product.

And to be careful about the risk, perceived risk in terms of trust and online security which consumers may be afraid of and concerned about. The payment and delivery procedures must be clear. With the high response in customer service, the customer satisfaction impacts high purchasing intention of the customer and might have repurchase intention of the product.

5.3 Limitation of the Research

The most important limit was the timeframe in which I was able to conduct the research. With a timeline of the survey, I was limited to the sample size I could attain. This research is shown in the data I received for quantitative only reaching a sample size of 185 people and only 91 respondents to study. Should I have had more time, I could attain a bigger sample size that represents a better analysis of Bangkok's population. And because the RTC product is becoming more widely available via an online channel, the experience and perception of respondents are still low. Explanations and illustrations are included in the survey (Google Form).

However, I lack a deep questionnaire of RTC products and frequency of food consumption too. In terms of frequency of food consumption such as type of RTC products, category of dish size per serving, related price per time and frequency of buying.

5.4 Directions for future research

Due to the limitation of this research, I should employ long term study to take action to find the relationship between the current and future of behavior. This study might change behavior through the online development system too. Long term study would provide insight into each other's factors, fill up in the gap, and customers need to increase customer satisfaction and purchasing intention more for example using marketing mix adapted to finding and analysis for find some reasonable to buy the RTC product in online channel, type of food, frequency each time to buy. All of further research might be repurchasing plans and making the product to sustainability in the future.

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