

**FACTORS INFLUENCING CONSUMERS
TO SELECT BAKERY GOODS IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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TO SELECT BAKERY GOODS IN BANGKOK**

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FACTORS INFLUENCING CONSUMERS TO SELECT BAKERY GOODS IN BANGKOK

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ABSTRACT

The onset of Covid-19 has boosted consumers' health awareness, accelerating the already existing trend toward healthier food options, including baked goods. Most consumers may prefer low-calorie foods due to concerns about their health. However, the consumer's purchase perception differs from person to person on whether bakery products can meet their satisfaction or not. This thematic paper aims to study the key determinants influencing consumers to select bakery goods in Bangkok and recommend that further entrepreneurs who want to own bakery shops in Bangkok consider important factors related to customer satisfaction and repurchase intention.

This research used a quantitative method to collect questionnaires through an online Google form. The data was assorted and screened to 455 respondents as completed data appropriate to use as an input into the SPSS program for analysis. The research results showed that 'Taste' is the only factor with significant positive regression weights that could indicate the most impact on customers' satisfaction, leading to customer repurchase intention.

KEY WORDS: Bakery goods / Customer satisfaction / Repurchase intention /
Bangkok

40 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Market size	1
1.3 Problem statement	2
1.4 Research Objectives	3
CHAPTER II LITERATURE REVIEW	4
2.1 Conceptual framework of the research	4
2.1.1 Price	5
2.1.2 Quality	5
2.1.3 Taste	6
2.1.4 Freshness	6
2.1.5 Location	6
2.1.6 Atmosphere / Ambiance	7
2.2 Customer Satisfaction	7
2.3 Food consumption satisfaction and repurchase intention	7
CHAPTER III RESEARCH METHODOLOGY	9
3.1 Research Design	9
3.2 Data Collection	9
3.2.1 Introduction	9
3.2.2 Screening Questions	9
3.2.3 General Questions	10
3.2.4 Specific Questions	10

CONTENTS (cont.)

	Page
3.2.5 Demographic Questions	11
3.3 Data Analysis	11
CHAPTER IV RESEARCH FINDING	12
4.1 Descriptive Analysis of Respondents' information	12
4.2 Descriptive Analysis of general views	13
4.3 Descriptive Statistics of level of agreement	16
4.4 Factor Analysis	18
4.5 Multiple Regression	21
4.6 ANOVA Analysis	22
4.6.1 The significant differences between Income and Variables	23
4.6.2 The significant differences between Age and Variables	25
CHAPTER V CONCLUSION AND RECOMMENDATION	27
5.1 Conclusion	27
5.2 Recommendation	28
5.2.1 Product	29
5.2.2 Price	29
5.2.3 Place	29
5.2.4 Promotion	30
5.3 Limitations and Further Research	30
REFERENCES	31
APPENDICES	34
Appendix A Questionnaire	35
BIOGRAPHY	40

LIST OF TABLES

Table	Page
4.1 Descriptive Analysis of respondents' demographic	12
4.2 Purchasing frequencies of bakery goods within a month	13
4.3 Time period of purchasing bakery goods	14
4.4 Type of bakery respondents usually purchase	14
4.5 Purchasing purpose in general to purchase bakery goods	15
4.6 Location to purchase bakery goods	15
4.7 Descriptive Statistics of questionnaires	16
4.8 Initial result of rotated component matrix	18
4.9 Final result of rotated component matrix	20
4.10 Model Summary	21
4.11 ANOVA ^a	21
4.12 The Result of Regression	22
4.13 Anova Income	23
4.14 Descriptives Income	24
4.15 Multiple Comparisons Income	24
4.16 Anova Age	25
4.17 Descriptives Age	25
4.18 Multiple Comparisons Age	26

LIST OF FIGURES

Figure		Page
1.1	Sales of Baked Goods Forecast 2007-2026	1
2.1	Conceptual Framework	8
5.1	Adjusted Conceptual Framework	28



CHAPTER I

INTRODUCTION

1.1 Research Background

During the Covid-19 pandemic, Thai consumers have indicated a shift to higher quality bakery goods such as products that contain grains, vitamins, fruit, and vegetables. Whole wheat bread gained popularity within baked goods due to its health benefits such as high fiber content and suitability as a breakfast food. Baked goods have not suffered from the pandemic and will continue to grow this year. Despite spending more time at home in the last couple of years, consumers still seek convenience from their food options. Therefore, they seek efficiently and widely available foods on the streets and in convenience stores and supermarkets, as these outlets could remain open during the lockdowns. Baked goods will remain popular as a snack or part of breakfast in Thailand in 2022, particularly for those working from home or in isolation following a positive test of the virus.

1.2 Market size

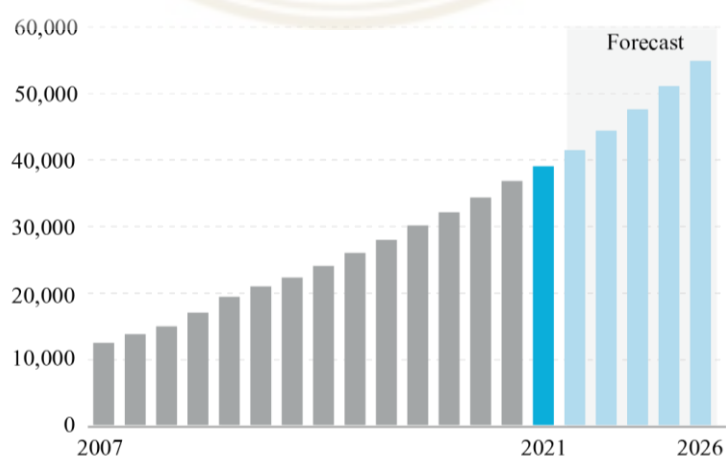


Figure 1.1 : Sales of Baked Goods Forecast 2007-2026

Euromonitor has revealed that baked goods sales in Thailand expanded modestly to BHT38.8 billion baht in 2021, increasing by 6% against the previous year in which pastries are the most popular category 2021, with retail value sales rising by 7% to BHT14.7 billion. The market value increased at an average annual rate of 6% over the period from 2007 to 2020, and retail sales are likely to continue growing in years to come, which increase at a current value CAGR of 7% (2021 constant value CAGR of 5%) from the forecast period to THB54.4 billion in 2026.

Over the forecast period, many upmarket retailers set to devote more shelf space to small and niche brands. However, they are not expected to overtake large incumbents such as Farmhouse and Le Pan. Their presence is expected to accelerate innovation, with more players developing healthier ranges as they seek to protect share as some consumers move away from mainstream brands.

1.3 Problem statement

The onset of Covid-19 has boosted consumers' health awareness, accelerating the already existing trend toward healthier food options, including baked goods. Many consumers purchased baked goods to be stockpiled during their stay-at-home period, with cakes with sweet fillings enjoying notable popularity.

Most consumers may prefer low-calorie foods due to concerns about their health. By getting low-calorie foods, they will be satisfied. But, will the price be related to their customer satisfaction or not? Are our high-quality products essential? The consumer's purchase perception differs from person to person on whether bakery products can meet their taste or not. Dependent variables will be affected by independent variables. For example, if the product is high quality but cannot meet the customer's taste, that customer cannot be satisfied. It means the product or service delivered to customers, whether it meets their expectations.

1.4 Research Objectives

1. To identify the key determinants influencing consumers to select bakery goods in Bangkok.
2. To recommend for further entrepreneurs who want to own bakery shops in Bangkok to consider important factors related to customer satisfaction and repurchase intention.



CHAPTER II

LITERATURE REVIEW

High-nutrient food items are valued for high consumption, whereas a bakery product holds high nutrient food, such as breakfast, lunch, and dinner. As a result, people's eating habits have gained high nutrients, which the bakery segment has launched and triggered in the growth sector of the population (Majid et. al., 2014). Likewise, the production of bakery products has increased along with the number of the population consuming bakery products. Bakery products are bread, croissant, Danish, muffin, cookies, puffs, cake, pastry, cream caramel, etc.

The way consumers feel about a product or how they have experienced things is also known as Consumers' perception. It refers to the opinion of consumers about specific products or goods that requires what it is and why it is essential for them. It's all about their experience while using that product or seeing it. Perception differs from person to person. Similarly, buying perception depends upon their perception of the product. Perception develops how effectively the product has been marketed and the quality of product and services delivered to the consumers (Kazmi, 2012). Hence, this study will aim for the significant attributes influencing customers to select bakery goods in Bangkok. Independent variables of consumer perception are price, quality, taste, location, and ambiance, while dependent variables are consumer satisfaction, leading to repurchase intention. These two variables affect consumers' perception of those products.

2.1 Conceptual framework of the research

The research will examine several key factors influencing customers to consume bakery goods in Bangkok. This study will help the bakery owner increase their competitive advantage and generate more revenue. Based on the past literature review,

there are several common characteristics that all of the references have in common as follows:

2.1.1 Price

From the customer's perspective, price is what the customer pays or gives for obtaining the product or service. Whenever it comes to any product that might or might not be related to a bakery, price is a crucial element that comes to play while generating perceptions regarding them before the actual purchase. Price consciousness is defined as "the degree to which the consumer focuses exclusively on paying a low price" (Lichtenstein et al., 1993). For most consumers, the decisive factor is the price (Kubicová and Kádeková, 2011), which affects the purchase of specific bakery products, especially fine pastries. Various researchers have commented on the critical function that price has for consumers as an indicator of quality (Ryu and Jang, 2007). The price of the items on the menu can also greatly influence customers because the price has the capability of attracting or repelling them (Monroe, 1989). Hsu (2008) showed that perceived price and perceived quality directly affect purchase intention and an indirect effect through perceived quality. Hsu's study explored the impact of price on consumers' perceived value and buying behavior. The research of Khanel (2020) also reveals that the price of bakery products has the highest mean value, whereas location is less important than other dimensions.

2.1.2 Quality

The quality of the product is another major determinant of consumer perception regarding bakery products (Khanal, 2020). Gul, Kart, and Akpınar (1999) found that quality was the most important factor affecting purchasing behavior of bakery products. The quality of bakery products depend mainly on the baking properties of flour, the technological process, additional raw materials, and storage conditions. (Nagyová et al. (2012) pointed out that consumers perceive quality on the basis of other subjective factors, such as the shape, appearance, color, and taste of bread and pastry. Furthermore, the motivational aspect as a psychological factor may be to search for and purchase higher quality bakery products which are the basis of the food pyramid and

their consumption positively affects the health of consumers due to the high nutritional value (Kubicová, 2020)

2.1.3 Taste

Taste is one of the internal cues of bakery products that significantly influence people's purchasing intention of the product, as explained by Moslehpour, et. al. (2015). Prior studies argue that tasty food leads consumers to establish a positive attitude and behavior toward food consumption (Jang, Kim, and Lee, 2014; Kim and Kim, 2015). In addition, numerous studies chose taste as an element to measure food quality (Park, Choi, and Choi, 2009; Kim, 2010; Lee and Ko, 2011). Therefore, food taste also plays a significant role in building loyalty behavior.

2.1.4 Freshness

As an essential factor in determining consumer purchasing behavior, fresh bread and pastries are still a necessary part of the day. According to Tovar&Predaj (2018), almost half of Slovak consumers who enjoy bakery products' absolute freshness and crunchiness go shopping for bakery products. Moreover, Consumer demand for fresh bakery products encourages retailers to include bakery products that are warm and crunchy at the time of purchase. For this reason, they are increasingly focusing on parbaked products that are finished and baked in the store and arouse customers' interest with their smell, freshness, and crispiness (Retail Magazin, 2016).

2.1.5 Location

It is how to deliver or distribute products or services to customers in the time they require or in the other way how and where customers can find products or services which must be easy to access and comfortable (Jaitarb, 2013). A bakery producer's location plays an essential role in establishing perception among consumers of potential consumers. In their study, Nasir et al.(2014) claimed to choose an appropriate location. It is one of the most crucial decisions for companies since the preferability of the place highly defines the product's preferability.

2.1.6 Atmosphere / Ambience

The restaurant's physical environment, such as the restaurants' atmosphere, ambience, décor, furniture, and other facilities, can have a significant impact on consumer selection behavior (Kivela et al., 1999). Customers generally feel superior in restaurants with elegant ambience, décor, and furniture, and they claim that the atmosphere and style suit their esteem needs (Akbar & Alaudeen, 2012). Nasir et al.(2014) emphasize the need for aesthetic interior and decoration as the critical elements of a great ambience. Kivela, Reece, and Inbakaran (1999) found the ambience factor as an important determining choice variable for 25-34 year olds.

2.2 Customer satisfaction

Customers frequently decide whether or not to purchase/repurchase a product/service after assessing whether their previous experiences with it were satisfactory/pleasurable (Ali et al., 2016; Jeon & Hyun, 2013; Prebensen et al., 2014). Consumers will be satisfied and spread positive word-of-mouth messages if food consumption meets their expectations (Chang et al., 2014). Han et al. (2019) asserted and confirmed the link between customer satisfaction and repurchase intent.

2.3 Food consumption satisfaction and repurchase intention

In the marketing field, customer satisfaction is always related to the outcomes of repurchase intention, post-purchase attitude, loyalty, and revenue of that business (Bindroo et al., 2020). In every industry, customer satisfaction is an important key to the company's success and long-run competitiveness (Suchanek et al., 2019). Many studies have found a positive relationship between customer satisfaction and repurchase intentions (Getty and Thompson, 1994; Kivela et al., 1999; Soderlund and Ohman, 2002).

The conceptual framework has been developed based on the data collected from the intensive literature review, which establishes that this proposed framework has a theoretical basis and will be consolidated through the study. This conceptual

framework has the independent variables for the analysis on its left and the dependent variable on its right, as shown below.

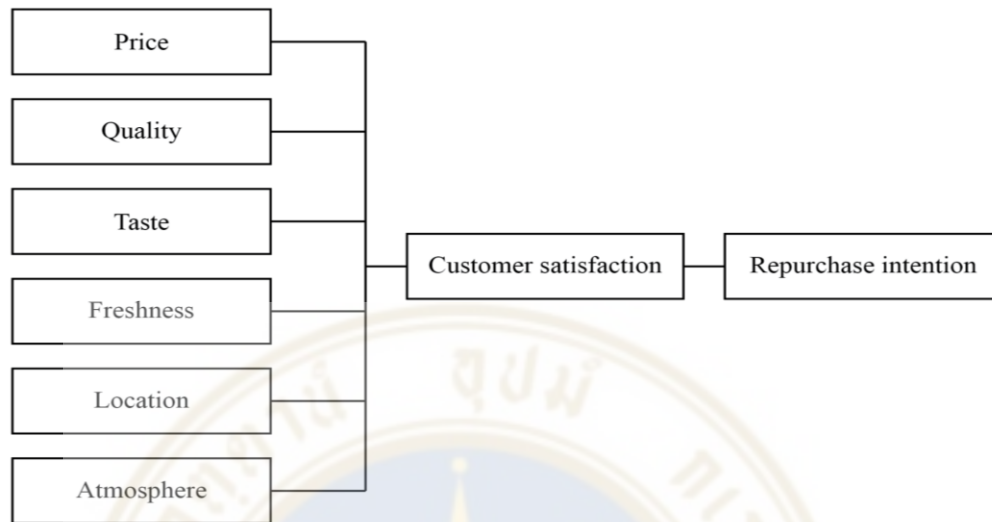


Figure 2.1 : Conceptual Framework

On the basis of these previous studies, the following hypothesis is proposed:

Hypothesis 1 : Price is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 2 : Quality is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 3 : Taste is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 4 : Freshness is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 5 : Location is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 6 : Ambiance or atmosphere is significantly related to customer satisfaction when selecting bakery goods in Bangkok.

Hypothesis 7 : Customer satisfaction is significantly related to customer repurchase intention when selecting bakery goods in Bangkok.

CHAPTER III

RESEARCH METHODOLOGY

This chapter will describe the purpose of the study and research methods that apply to the research question “Factors influencing consumers to select bakery goods in Bangkok,” divided into three main parts; research design, data collection, and data analysis.

3.1 Research Design

This research required data collection using quantitative research methods with online surveys by Google Form to gather data from 455 respondents who have experienced purchasing bakery products from bakery shops in Bangkok in the past six months. The method is to spread out online surveys to the target respondents because online channels can quickly answer the questions. Moreover, the study has a limited timeframe and boundaries, so the online survey could help reach a large group of respondents within those limitations. The google form is a professional online survey that could enhance respondents' ability to answer more accurately and precisely.

3.2 Data Collection

This questionnaire contains five parts to examine all the factors of the conceptual model by using 29 questions.

3.2.1 Introduction to introduce what the study will be explored about

3.2.2 Screening Questions to filter out people who do not have experience purchasing bakery goods in Bangkok using a nominal scale.

3.2.3 General Questions to warm up people to generate interest in the topic using a nominal scale.

3.2.4 Specific Questions to see respondents' attitudes on the factors influencing consumers to select bakery goods in Bangkok using interval scales. There are 18 questions and four-point Likert scales, from 1 to 4 -Strongly Disagree, Disagree, Agree, and Strongly Agree in the following questions to clearly understand the respondent's opinion.

Factor 1: Price and customer satisfaction of bakery goods selection in Bangkok

- I usually purchase the cheapest item of bakery goods.
- I find myself checking the prices before purchasing bakery goods.
- I usually purchase bakery goods when they are on sale only.

Factor 2: Quality and customer satisfaction of bakery goods selection in Bangkok

- I usually purchase bakery goods that use high quality ingredients.
- I prefer to select bakery goods because of high confidence in the guaranteed sources of ingredients.
- I usually check source of ingredients before purchasing bakery goods

Factor 3: Taste and customer satisfaction of bakery goods selection in Bangkok

- I usually purchase bakery goods because of its taste.
- I prefer bakery goods that have good eating texture.
- I prefer the great flavor of bakery goods.

Factor 4: Freshness and customer satisfaction of bakery goods selection in Bangkok

- I prefer to purchase fresh bakery goods without preservatives.
- I usually purchase bakery goods that are warm at the time of purchase.
- I usually check the baking schedule before purchasing bakery goods.

Factor 5: Location and customer satisfaction of bakery goods selection in Bangkok

- I usually go to bakery shops that are located near my home.
- I usually go to bakery shops that are easily accessible.
- I usually go to bakery shops that are convenient with a sufficient car parking area.

Factor 6: Atmosphere or ambience and customer satisfaction of bakery goods selection in Bangkok

- I usually go to bakery shops that have beautiful and different decorations.
- I usually select bakery shops rather than bakery goods because of its atmosphere.
- I usually go to bakery shops if the design looks attractive.

Customer satisfaction and customer repurchase intention of bakery goods selection in Bangkok

- To what extent, do you plan to continue purchasing at your main bakery shops?

3.2.5 : Demographic Questions to see the information of the respondents.

3.3 Data Analysis

The data analysis was performed and illustrated by SPSS (Statistical Package for Social Sciences) with Google sheet to identify the independent variables: price, quality, taste, freshness, ambience, and location to measure customer satisfaction with repurchase intention as a dependent variable. Apart from this, there are other statistical methods such as factor analysis and cluster analysis between demographics as appropriate. Then a conclusion and recommendation will be given in the next chapter.

CHAPTER IV

RESEARCH FINDING

The data was collected through an online survey by Google Form between 3rd March and 11th March 2022, which targeted the customers who have experienced purchasing bakery goods in Bangkok in the past six months.

From the result, there are 496 respondents in total, and 41 respondents were removed, which is 8.3% refer to people who have never purchased bakery goods within the past six months. Therefore, the researchers utilized 455 samples as a sample size for this study as 100% found complete for the research.

4.1 Descriptive Analysis of Respondents' information

Table 4.1 Descriptive Analysis of respondents' demographic

Demographic	Characteristic	Frequency	Percentage
Gender	Male	102	22.4
	Female	353	77.6
Age	0-29 Years old	107	23.5
	30-44 Years old	85	18.7
	45-59 Years old	190	41.8
	More than 60 Years old	73	16.0
Income	0 - 30,000 Baht	121	26.6
	30,001 - 50,000 Baht	110	24.2
	50,001 - 100,000 Baht	119	26.2
	More than 100,000 Baht	105	23.1
Live in Bangkok	Yes	437	96.0
	No	38	4.0

Table 4.1 shows the respondent's profiles among their demographic from the findings. The result shows that most respondents are female, as 353, calculated at 77.6%, while 22.4% are male, with 102 respondents. Age demographic consists of 4 ranges, the most respondents are between 45 and 59 years old at 190, 41.8%. They are followed by 107 respondents, 23.5% aged between 0-and 29 years old. 85 respondents are aged between 30-44 years old, or 18.7%. And another 73 respondents or 16% are over 60 years old. The range of total income of the respondents from 0 to more than 100,000 Baht which is composed of 4 ranges. The frequency is between 0-30,000 Baht as 121 respondents or 26.6%. Slightly followed by 119 respondents or 26.6%, a group of 50,001-100,000 Baht. 110 respondents or 24.2% of 30,001-50,000 Baht. And the smallest frequency is the group over 60 years old, consisting of 105 respondents or 23.1%. 437 people, or 96%, currently live in Bangkok Metropolitan Region, while another 38 respondents, or the rest 4% live outside Bangkok or abroad.

4.2 Descriptive Analysis of general views

Table 4.2 Purchasing frequencies of bakery goods within a month

Views	Frequency	Frequency	Percentage
Purchasing frequency	Less than once a month	43	9.5
	1-2 times per month	161	35.4
	3-4 times per month	135	29.7
	More than 4 times per month	116	25.5

For table 4.2, most respondents usually buy bakery goods 1-2 times per month, resulting in 161 people or 35.4%. In comparison, 135 respondents, or 29.7%, purchase bakery products 3-4 times per month, followed slightly by 116 respondents, or 25.5%, who are likely to buy more than 4 times per month. And the last group is 43 respondents, or only 9.5%, who usually purchase bakery goods less than once a month.

Table 4.3 Time period of purchasing bakery goods

Views	Time period	Frequency	Percentage
Purchasing time period	Before 10 a.m.	62	13.6
	10:00 a.m. - 2:00 p.m.	173	38
	2:00 p.m. - 6 p.m.	150	33
	After 6 p.m.	70	15.4

Table 4.3 demonstrates the period respondents usually buy bakery products from 10:00 a.m. - 2:00 p.m., resulting in 173 people or 38%. On the other hand, 150 respondents or 33%, usually purchase around 2:00 p.m. - 6 p.m., while 70 respondents or 15.4%, typically buy after 6 p.m. And the remaining respondents, which accounted for 13.6% or 62 people, usually purchase bakery goods before 10 a.m.

Table 4.4 Type of bakery respondents usually purchase

Views	Type	Frequency	Percentage
Type of bakery	Bread	318	69.9
	Croissant	306	67.3
	Cake	217	47.7
	Puff Pastry	168	36.9
	Cookie	148	32.5
	Tarts	91	20.0
	Others	31	6.3

From table 4.4, this question allowed respondents to answer more than 1 answer. Based on 455 respondents with 1,279 responses, the majority of respondents, 69.9%, are likely to buy bread, followed by croissants, cake, puff pastry, and cookies with 67.3%, 47.7%, 36.9% and 32.5%, respectively. And the minor majority type is tarts with 20%. However, there are others 6.3%, who answer apart from the selection, such as donuts, waffles, brownies, and bagels. This can show the popular bakery products in Bangkok that people usually buy from shops.

Table 4.5 Purchasing purpose in general to purchase bakery goods

Views	Type	Frequency	Percentage
Purchasing purposed	For consumption	410	90.1
	For gifts	26	5.7
	For any special occasions (Birthday, Celebrations)	12	2.6
	Others	7	1.5

Most of the respondents usually purchase bakery goods for self-consumption, resulting in 410 people or more than 90%. While 36 respondents or 5.7% tend to buy bakery goods for gifts. 12 respondents, only 2.6% buy bakery goods for special occasions such as birthdays or celebrations. And other 7 respondents answered that they tend to buy for all the listing purposes.

4.6 Location to purchase bakery goods

Views	Type	Frequency	Percentage
Purchasing location	Brick-and-mortar bakery shops	315	69.2
	Supermarket	59	13.0
	Online bakery shops	37	8.1
	Convenience Store	36	7.9
	Others	8	1.8

The 4.6 table presented the location where respondents usually purchase bakery goods. More than half of respondents or 315 people, at 69.2%, typically buy baked products from brick-and-mortar bakery shops. Followed by supermarkets, online bakery shops, convenience stores, and 13%, 8.1%, and 7.9%, respectively. This table shows that even online channels have become essential with a greater demand for convenience. However, most customers still prefer to purchase bakery goods from physical shops rather than online delivery.

4.3 Descriptive Statistics of level of agreement

Table 4.7 Descriptive Statistics of questionnaires

	N	Mean	Std. Deviation
Taste : I usually purchase bakery goods because of their taste.	455	3.83	.435
Fresh : I prefer to purchase fresh bakery goods.	455	3.77	.498
Taste : I prefer the great flavor of bakery goods.	455	3.58	.573
Taste : I prefer bakery goods that have a good eating texture.	455	3.57	.636
Quality : I usually purchase bakery goods that use high quality ingredients.	455	3.44	.640
Location : I usually go to bakery shops that are easily accessible.	455	3.33	.771
Fresh : I prefer to purchase fresh bakery goods without preservatives.	455	3.30	.813
Quality : I prefer to select bakery goods because of high confidence in the guaranteed sources of ingredients.	455	3.14	.875
Fresh : I usually purchase bakery goods that are warm at the time of purchase.	455	3.28	.764
Location : I usually go to bakery shops that are convenient with a sufficient car parking area.	455	3.15	.889
Location : I usually go to bakery shops that are located near my home.	455	2.88	.906
Atmosphere : I usually go to bakery shops if the design looks attractive.	455	2.80	.857
Price : I find myself checking the prices before purchasing bakery goods.	455	2.79	1.017

Table 4.7 Descriptive Statistics of questionnaires (cont.)

	N	Mean	Std. Deviation
Atmosphere : I usually go to bakery shops that have beautiful decorations.	455	2.60	.909
Quality : I usually check the source of ingredients before purchasing bakery goods.	455	2.54	.933
Atmosphere : I usually select bakery shops rather than bakery goods because of its atmosphere.	455	2.14	.829
Price : I usually purchase the cheapest item of bakery goods.	455	1.79	.824
Price : I usually purchase bakery goods when they are on sale only.	455	1.70	.781

Table 4.7 presents the result of mean and standard deviation from total 455 respondents related to the level of agreement in each questionnaire by the Likert scale. For example, the level scales between 1 and 4 strongly disagree, disagree, agree, and strongly agree. According to the result, the overall mean score is 2.89, showing that respondents tend to have a high level of agreement in the questionnaires.

From the table, the highest mean score is 3.83 out of 4, which refers to the sentence 'I usually purchase bakery goods because of their taste'. Followed by 'I prefer to purchase fresh bakery goods' with 3.77. The third and fourth highest mean scores are also about its taste in the agreement sentence of 'I prefer the great flavor of bakery goods.' and 'I prefer bakery goods that have a good eating texture.' with 3.58 and 3.57. This result can reflect that when respondents select bakery goods, they tend to focus on their taste and the freshness of bakery products to serve the highest customer satisfaction. There are several questions between 2 and 3 of mean scores, which refer to the level of mutual agreement, not disagree and not agree with the statement. The score is 2.14, 2.60, 2.80, and 2.88 with the statement of 'I usually select bakery shops rather than bakery goods because of its atmosphere.', 'I usually go to bakery shops that have beautiful decorations.', 'I usually go to bakery shops if the design looks attractive.' and 'I usually go to bakery shops that are located near my home.', sequentially. These mean

scores can indicate that most of them are mainly about atmosphere and location. Therefore, these 2 factors may not influence customers to buy baked products even at the physical store located not near their home, but they might be willing to go and purchase it if its taste can meet their needs. However, there are only 2 questionnaires below 2. It means that most of the respondents do not agree with the statement about the price. The scores are 1.79 and 1.70. It means the respondents have low levels of agreement in these factors. They do not agree to purchase the cheapest item of bakery goods and do not usually purchase when they are on sale only. Therefore, the price would not be the main factor in influencing respondents to buy baked goods, even if it is cheap.

4.4 Factor Analysis

The factor analysis will scope into each independent to explore whether it is a correlation or not. Starting the first round by cutting the three rules, low factor loading factors, the P-value must be equal to or above 0.4. Secondly, the cross-loading factors will be removed due to the confusion on the interpretation. Lastly, All variables within the group are supposed to have the same meaning direction to avoid mismatched meanings. In this research, the initial and final results will be shown to see the differences and effectiveness of the development.

Table 4.8 Initial result of rotated component matrix

	Component				
	1	2	3	4	5
I prefer to select bakery goods because of high confidence in the guaranteed sources of ingredients.	.755				
I usually check the source of ingredients before purchasing bakery goods.	.748				
I usually purchase bakery goods that are warm at the time of purchase.	.572				

Table 4.8 Initial result of rotated component matrix (cont.)

	Component				
	1	2	3	4	5
I usually purchase bakery goods that use high quality ingredients.	.542				
I prefer to purchase fresh bakery goods.	.431				
I usually go to bakery shops that have beautiful decorations.		.822			
I usually go to bakery shops if the design looks attractive.		.819			
I usually select bakery shops rather than bakery goods because of its atmosphere.		.743			
I usually purchase bakery goods because of their taste.			.754		
I prefer the great flavor of bakery goods.			.677		
I prefer bakery goods that have a good eating texture.			.624		
I usually purchase the cheapest item of bakery goods.				.737	
I find myself checking the prices before purchasing bakery goods.				.679	
I usually purchase bakery goods when they are on sale only.				.615	
I usually go to bakery shops that are located near my home.					.722
I usually go to bakery shops that are easily accessible.					.720
I usually go to bakery shops that are convenient with a sufficient car parking area.	.430				.487

According to the table 4.8, which is the first round running factor analysis, one of the cross-loading, which means that this question may be interpreted in 2 or more components. Therefore, the cross-loading was cut and rerun the factor analysis several times to clean out the insignificant question.

Table 4.9 Final result of rotated component matrix

	Component			
	1	2	3	4
I usually go to bakery shops if the design looks attractive.	.834			
I usually go to bakery shops that have beautiful decorations.	.833			
I usually select bakery shops rather than bakery goods because of its atmosphere.	.751			
I usually check source of ingredients before purchasing bakery goods.		.825		
I prefer to select bakery goods because of high confidence in the guaranteed sources of ingredients.		.784		
I prefer to purchase fresh bakery goods without preservatives.		.688		
I usually purchase bakery goods because of its taste.			.840	
I prefer the great flavor of bakery goods.			.660	
I prefer to purchase fresh bakery goods.			.593	
I usually go to bakery shops that are located near my home.				.839
I usually go to bakery shops that are easily accessible.				.786

The table 4.9 presents the final outcome after extracting the crossing variables. There are 11 cleaning statements from 18 that can be classified into 4 groups that have the same meaning direction. Group 1 was obviously named 'Atmosphere' with 3 statements, Group 2 renamed it 'Quality' with 3 statements, Group 3 renamed it 'Taste' with 3 statements, and Group 4 named it 'Location' with 2 statements.

4.5 Multiple Regression

This study aims to identify the factors influencing customers to select bakery goods in Bangkok. According to the factor analysis, atmosphere, quality, taste, and location are the independent factors considered for customer satisfaction, leading to their level of repurchase intention as the dependent variable. Adjusted R Square is the proportion of variance in the dependent variable that the independent variables can explain. Table 4.10 shows a value of 0.153 which means that independent variables explain 15.3% of the variability of dependent variables, considering the relatively low ability in the explanatory power of that component.

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.160	.153	.546

a. Predictors: (Constant), MeanLocation, MeanQuality, MeanAtmos, MeanTaste

Next, the research will focus on significant points in the ANOVA table to test whether the overall regression model is suitable for the data or not. The table 4.11 shows .000 in the significant row, which means this result has potential to analyze in the multiple regression to interpret more in the next step of the analysis.

Table 4.11 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.631	4	6.408	21.507	.000 ^b
	Residual	134.074	450	.298		
	Total	159.705	454			

a. Dependent Variable: To what extent, do you plan to continue purchasing at your main bakery shops?

b. Predictors: (Constant), MeanLocation, MeanQuality, MeanAtmos, MeanTaste

Table 4.12 shows that the factors have the power and ability to affect the dependent variable, referring to repurchase intention. Taste is the only factor with significant positive regression weights with the level of 0.000 that could indicate that taste has the most impact on customers' satisfaction, leading to customer repurchase intention. Therefore, taste should be considered an important factor for any bakery business to influence customers to select and repurchase their bakery products.

Table 4.12 The result of regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.959	.278		3.451	.001
	MeanAtmosphere	.054	.038	.064	1.429	.154
	MeanQuality	.037	.040	.043	.934	.351
	MeanTaste	.573	.075	.353	7.668	.000
	MeanLocation	.055	.038	.064	1.446	.149

- a. Dependent Variable: To what extent, do you plan to continue purchasing at your main bakery shops?

4.6 ANOVA Analysis

This part will examine the significant differences, sig. <0.05 were run through one-way ANOVA and T-test on SPSS by focusing on main variables across the demographic such as age range and income, and gender. The result presents that there is no significant influence shown between the genders. However, there are several significant differences between age and income groups across some variables.

4.6.1 The significant differences between Income and Variables

Table 4.13, Table 4.14 and Table 4.15 illustrate that there are significant between price of bakery and income, showing between group of people who have income less than 30,000 Baht and people who have income more than 100,000 Baht. In the statement of ‘I usually purchase the cheapest item of bakery goods’, there are 0.4 differences between the mean of each group, which indicates Sig. at 0.001. As well as the statement of ‘I find myself checking the prices before purchasing bakery goods’ shows 0.00 Sig, by 0.58 difference. These two statements can assume that customers with high purchasing power might not be concerned about the price because they are financially stable compared to lower-income customers with a sufficient budget.

Apart from the price, Table 4.13, Table 4.14 and Table 4.15 also shows the significance between the location of bakery shops and income in the variable of ‘I usually go to bakery shops that are convenient with a sufficient car parking area.’ The research shows the significance between people who have an income 30,000-50,000 Baht and people who have an income of more than 100,000 Baht, with 0.04 Sig. The assumption is that people with higher income usually own car and drive themselves. While people with mid-range income would normally use public transportation. Therefore, they will not be concerned much about the parking area.

Table 4.13 Anova Income

		Sum of Squares	df	Mean Square	F	Sig.
I usually purchase the cheapest item of bakery goods.	Between Groups	11.296	3	3.765	5.713	.001
	Within Groups	297.284	451	.659		
	Total	308.580	454			
I find myself checking the prices before purchasing bakery goods.	Between Groups	22.605	3	7.535	7.600	.000
	Within Groups	447.140	451	.991		
	Total	469.745	454			
I usually go to bakery shops that are convenient with a sufficient car parking area.	Between Groups	15.357	3	5.119	6.730	.000
	Within Groups	343.069	451	.761		
	Total	308.580	454			

Table 4.14 Descriptives Income

		N	Mean	Minimum	Maximum
I usually purchase the cheapest item of bakery goods.	< 30,000 Baht	121	2.00	1	4
	>100,000 Baht	105	1.60	1	4
I find myself checking the prices before purchasing bakery goods.	< 30,000 Baht	121	2.98	1	4
	>100,000 Baht	105	2.40	1	4
I usually go to bakery shops that are convenient with a sufficient car parking area.	30,001 Baht - 50,000 Baht	110	2.94	1	4
	>100,000 Baht	105	3.34	1	4

Table 4.15 Multiple Comparisons Income

	(I) Income (Baht)	(J) Income (Baht)	Mean Diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I usually purchase the cheapest item of bakery goods.	< 30,000	>100,000	.400 [*]	.108	.001	.11	.69
	>100,000	< 30,000	-.400 [*]	.108	.001	-.69	-.11
I find myself checking the prices before purchasing bakery goods.	< 30,000	>100,000	.583 [*]	.133	.000	.23	.94
	>100,000	< 30,000	-.583 [*]	.133	.000	-.94	-.23
I usually go to bakery shops that are convenient with a sufficient car parking area.	30,001 - 50,000	>100,000	-.406 [*]	.119	.004	-.72	-.09
	>100,000	30,001 - 50,000	.406 [*]	.119	.004	.09	.72

4.6.2 The significant differences between Age and Variables

Table 4.16, Table 4.17 and Table 4.18 show the significance of bakery products' quality and age range in the variables of 'I usually check source of ingredients before purchasing bakery goods' and 'I usually purchase bakery goods that use high quality ingredients' with 0.01 sig. Customers who are aged up to 45 years old tend to place importance on high-quality bakery ingredients compared to people aged less than 29 years old. For assumption, people aged up to 45 years old are likely to be more health-conscious.

Table 4.16 Anova Age

		Sum of Squares	df	Mean Square	F	Sig.
I usually check source of ingredients before purchasing bakery goods.	Between Groups	14.483	3	4.828	5.722	.001
	Within Groups	380.515	451	.844		
	Total	394.998	454			
I usually purchase bakery goods that use high quality ingredients.	Between Groups	6.531	3	2.177	5.468	.001
	Within Groups	179.557	451	.398		
	Total	186.088	454			

Table 4.17 Descriptives Age

		N	Mean	Minimum	Maximum
I usually check source of ingredients before purchasing bakery goods.	< 29 y/o	107	2.23	1	4
	45-59 y/o	190	2.61	1	4
	> 60 y/o	73	2.75		
I find myself checking the prices before purchasing bakery goods.	< 29 y/o	107	3.24	1	4
	45-59 y/o	190	3.53	1	4

Table 4.18 Multiple Comparisons Income

Bonferroni							
	(I) Age (Years old)	(J) Age (Years old)	Mean Diff. (I- J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I usually check source of ingredients before purchasing bakery goods.	< 29	45-59	-.372*	.111	.005	-.67	-.08
	45-59	< 29	.372*	.111	.005	.08	.67
	< 29	> 60	-.520*	.139	.001	-.89	-.15
	> 60	< 29	.520*	.139	.001	.15	.89
I usually purchase bakery goods that use high quality ingredients.	< 29	45-59	-.289*	.076	.001	-.49	-.09
	45-59	< 29	.289*	.076	.001	.09	.49

CHAPTER V

CONCLUSION AND RECOMMENDATION

According to the study objective of factors influencing customers to select bakery goods in Bangkok, this chapter will provide the information that leads to a conclusion and recommendation.

5.1 Conclusion

This research aims to identify the significant factors influencing customers when selecting bakery products in Bangkok by considering price, quality, taste, freshness, ambiance, and location to measure customers' satisfaction with the repurchase intention. The research also explores the relationship between demographics such as age range and income toward each variable to understand in-depth customer information. It can be helpful as guidance for bakery businesses to analyze business and develop their marketing strategy to serve potential customers in Bangkok. This research collected data by quantitative method. 455 respondents in total have participated in this online questionnaire, distributed through social media such as Facebook and Line.

For the general information, the result has shown that most respondents usually purchase bakery products more than once a month. Moreover, one-third of them usually buy around 1 to 2 times per month. For the time period, people usually buy bakery goods at day time, starting from 10:00 a.m. to 2 p.m. This result can reflect that the bakery shops can open late in the morning till evening to serve many customers while there are only around 14% who usually purchase bakery products early in the morning, before 10 a.m., considering their breakfast. Besides, bread is the most popular baked product that customers usually buy, followed by croissants and cake. For the general purpose, more than 90 percent of respondents purchase generally baked products for their self-consumption rather than buying as a gift or for any special

occasion. Regarding the location, more than half of respondents, at 69.2%, usually buy baked products from brick-and-mortar bakery shops.

According to the hypothesis, there are seven hypotheses based on the study topic mentioned at the beginning of this research: price, quality, Taste, freshness, atmosphere, and location. The factor analysis was applied to extract mismatched data and group them into similar clusters to investigate the correlation among variables. As a result, the study revealed the practical set of variables, referred to as Quality, Taste, Atmosphere, and Location, as independent variables that are appropriate to investigate the relationship with repurchase intention as a dependent variable. After the research, the multiple regression results have shown that only two hypothesis statements are supported. First, 'Taste is significantly related to customer satisfaction when selecting bakery goods in Bangkok' Second, 'Customer satisfaction is significantly related to customer repurchase intention when selecting bakery goods in Bangkok' The adjusted conceptual framework regarding table 5.1 is as follows:

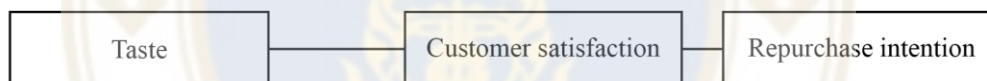


Figure 5.1 : Adjusted Conceptual Framework

For the factor of taste, the majority of respondents tend to purchase bakery goods because of their taste as well as they also prefer the great flavor of bakery goods with freshness. On the other hand, quality, atmosphere, and location are defined as not significant constructs.

5.2 Recommendation

To recommend further entrepreneurs who want to own bakery shops in Bangkok, including me. As research illustrates, the taste is regarded as the most influential factor, whereas price plays less critical, leading to customer satisfaction and repurchase intention. This discovery enhances the comprehension of marketing in terms of bakery consumption.

According to the marketing mix strategy or 4P in marketing, which was founded by Borden, an advertising professor at Harvard University, to help businesses use advertising tactics to engage their right consumers, consisting of the product, price, place, and promotion.

5.2.1 Product

First, the study established that the taste of baked products and repurchase intention have a strong relationship with hypothesis. The implication for bakery businesses is that they should ensure and prioritize that consumers will be satisfied with our taste as much as possible. The company might provide quality control with a stable recipe. According to the result, bread is the most popular product for customers in Bangkok follow by croissants, cake, puff pastry, and cookies. Therefore, businesses can start with bread as a signature menus and slightly expand their product lines.

5.2.2 Price

The outcome of the result has not shown the significance of the price and repurchase intention. Still, there is a relationship between the price of a bakery and customers' income which could lead to their satisfaction. The implication for setting the bakery price should be related to the target market. If the business would like to focus on a high-income target, they would not concern much about the price. However, various researchers have commented on the very important function of price for consumers as an indicator of quality [Ryu and Jang, 2007]. Therefore, the business should set the fair price in a suitable manner with quality to remain profitable for ingredients and labor costs.

5.2.3 Place

Even though there is no significant relationship between location and repurchase intention, the descriptive analysis identifies that customers mainly buy baked goods from brick-and-mortar bakery shops rather than online channels. Nevertheless, the result shows that customers do not always purchase bakery products located near home but instead go to bakery shops that are easily accessible.

5.2.4 Promotion

The result demonstrates the time that most customers usually buy baked products in the daytime, starting from 10:00 a.m. - 6:00 p.m. Therefore, the bakery shops can set the promotion with lower prices before 10 a.m. or after 6 p.m. to increase buyers' motivation and avoid waste.

5.3 Limitations and Further Research

There are several limitations to the data collection of this study. First, this study was conducted only with the quantitative approach. Future research could perform both quantitative and qualitative methods such as interview sessions and focus groups on understanding more insight and in-depth customers' intentions with better results. As a limitation of the period for this study, the research conducted a sample size of 455 people, which is still considered a small amount of the total population compared to potential target customers in Bangkok. Moreover, the result shows that most of the respondents, over 77.6% are female, and the other 22.4% are male, which can be seen as a significant difference. This may lead to unfair or incomplete interpretability based on women's attitudes.

For the further research, it should conduct a larger sample size for the effective result and collect further in-depth information from qualitative methods to study more customers' perspectives of their repurchase intention in terms of the taste as it is quite subjective. In addition, this study should include other factors that can affect customer satisfaction which leads to repurchase intention, such as reviews, channel, packaging, and brand image.

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Appendix A: Questionnaire

Introduction

This survey is part of a thematic paper of a student at College of Management Mahidol University (CMMU). The purpose of this survey is to study the factor influencing consumers to select bakery goods in Bangkok.

The survey will take approximately 5-10 minutes. Thank you very much for your participation. If you have any suggestions, feedback, or would like to receive the research outcome. Please feel free to contact me directly.

Screening Question

1. Have you purchased bakery goods in Bangkok in the past 6 months?
 - Yes, I have.
 - No. I haven't.

General Questions

Instruction: Please kindly select the answer that most suitable describes you in the following questions

1. How often do you purchase bakery goods within a month?
 - Less than once a month
 - 1-2 times per month
 - 3-4 times per month
 - More than 4 times per month

2. What time do you usually purchase bakery goods in a day?
 - Before 10 a.m.
 - 10:00 a.m. - 2:00 p.m.
 - 2:00 p.m. - 6 p.m.
 - After 6 p.m.

3. What kind of bakery goods do you usually purchase? (Can select more than one)

- Bread
- Puff Pastry
- Croissant
- Cake
- Cookie
- Others, please specify

4. In general, what is the purpose when you purchase bakery goods?

- For consumption
- For gifts
- For any special occasions (Birthday, Celebrations)
- Others, please specify

5. Where do you usually purchase bakery goods?

- Brick-and-mortar bakery shops
- Online bakery shops
- Supermarket
- Others, please specify

Specific Questions

Instruction: Please kindly specify to what extent do you agree or disagree in the following statement. \

Factor 1: Price and customer satisfaction of bakery goods selection in Bangkok

I usually purchase the cheapest item of bakery goods.

Strongly Disagree	Disagree	Agree	Strongly Agree
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I find myself checking the prices before purchasing bakery goods.

Strongly Disagree	Disagree	Agree	Strongly Agree
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I usually purchase bakery goods when they are on sale only.

Strongly Disagree	Disagree	Agree	Strongly Agree
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Factor 2: Quality and customer satisfaction of bakery goods selection in Bangkok

I usually purchase bakery goods that use high quality ingredients.

Strongly Disagree	Disagree	Agree	Strongly Agree
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I prefer to select bakery goods because of high confidence in the guaranteed sources of ingredients.

Strongly Disagree	Disagree	Agree	Strongly Agree
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I usually check source of ingredients before purchasing bakery goods.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

Factor 3: Taste and customer satisfaction of bakery goods selection in Bangkok

I usually purchase bakery goods because of its taste

Strongly Disagree	Disagree	Agree	Strongly Agree
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I prefer bakery goods that have a good eating texture.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I prefer the good flavor of bakery goods.

Strongly Disagree	Disagree	Agree	Strongly Agree
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Factor 4: Freshness and customer satisfaction of bakery goods selection in Bangkok

I prefer to purchase fresh bakery goods.

Strongly Disagree	Disagree	Agree	Strongly Agree
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I usually purchase bakery goods that are warm at the time of purchase.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I prefer to purchase fresh bakery goods without preservatives.

Strongly Disagree	Disagree	Agree	Strongly Agree
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Factor 5: Location and customer satisfaction of bakery goods selection in Bangkok

I usually go to bakery shops that are located near my home.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I usually go to bakery shops that are easily accessible.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I usually go to bakery shops that are convenient with a sufficient car parking.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

Factor 6: Atmosphere and customer satisfaction of bakery goods selection in Bangkok

I usually go to bakery shops that have beautiful decorations.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I usually select bakery shops rather than bakery goods because of its atmosphere.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

I usually go to bakery shops if the design looks attractive.

Strongly Disagree	Disagree	Agree	Strongly Agree
-------------------	----------	-------	----------------

Repurchase intention of bakery goods selection in Bangkok

To what extent, do you plan to continue purchasing at your main bakery shops?

Extremely Unlikely	Unlikely	Likely	Extremely Likely
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Demographic Questions

1. What is your gender?
 - Male
 - Female

 2. What is your age?
 - Less than 18 years old
 - 18-29 Years old
 - 30-44 Years old
 - 45-59 Years old
 - More than 60 Years old

 3. What is your average monthly income?
 - Less than 10,000 Baht
 - 10,001 - 30,000 Baht
 - 30,001 - 50,000 Baht
 - 50,001 - 100,000 Baht
 - More than 100,000 Baht

 4. Do you currently live in the Bangkok Metropolitan Region?
 - Yes, I do.
 - No. I don't
- 