

**CONSUMERS' INTENTION TO PURCHASE ORGANIC FOOD IN
BANGKOK**



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Soraya A.
.....
Miss Soraya Arpanuthut
Candidate

.....
Asst. Prof. Simon Zaby,
Ph.D.
Advisor

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

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

.....
Manjiri Kunte,
Ph.D.
Committee member

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I hope this study will be useful for all organic consumers, sellers and producers.

Soraya Arpanuthut

CONSUMERS' INTENTION TO PURCHASE ORGANIC FOOD IN BANGKOK

SORAYA ARPANUTHUT 6349026

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. SIMON ZABY, Ph.D., ASSOC. PROF. RANDALL SHANNON, Ph.D., MANJIRI KUNTE, Ph.D.

ABSTRACT

The objective of this thematic paper is to look at why people consume organic food and to understand the needs and their willingness to purchase organic food. The result of consuming organic food toward their personal factors, health and their external consideration which is environmental benefits. To find out the difference between organic food and normal food consumption. The finding used both Quantitative and Qualitative methods. Since I did not reach the required number of interviewees. I had made the questionnaire survey in order to support the findings with 219 respondents, lived in Bangkok and purchased organic foods in the past year. The interview was conducted into 3 groups Producer, Seller and User.

The inclusion of running two different types of searches gave the opportunity to compare and see if the results matched and supported each other. Most consumers appear to believe that organic food is not only chemical-free, but also of higher quality, safer to eat, and better for the environment, according to both qualitative and quantitative results.

KEY WORDS: Organic/ Customer Satisfaction/ Environmental friendliness/ Health consciousness/ Attitude toward organic food

28 pages

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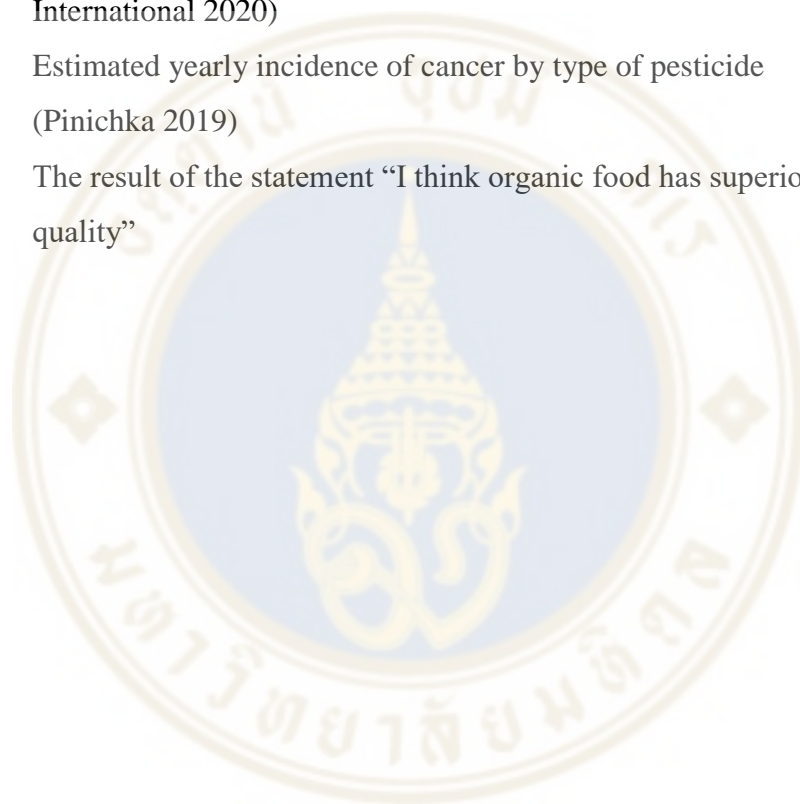
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CHAPTER I

INTRODUCTION

The consumption of organic food has grown substantially and is becoming increasingly popular throughout the world. Consumers in Thailand are gradually becoming more aware of the issue, encouraged by more public advertising, and people are becoming more concerned about a healthier lifestyle, food safety, and environmental issues. As a result, people are more likely to purchase organic and clean items that have not been treated with pesticides that are harmful to humans. The word "organic" refers to how agricultural goods are developed and processed by natural fertilizers. All-natural weed management methods include crop rotation, manual weeding by hand, mulching, and tilling. Natural pesticides made from plants are used to control pests. Synthetic pesticides, insects, fertilizers, and other chemicals are not used in the production of organic crops, or GMOs, bio-engineered genes. (Lawrence Robinson, Jeanne Segal, Ph.D., and Robert Segal, M.A.,2020).

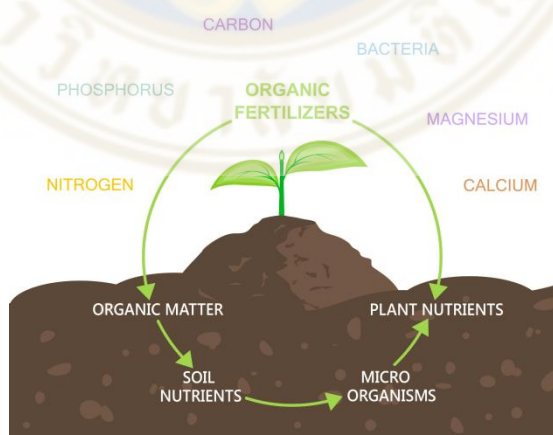


Figure 1.1 Organic Fertilization (Amman Farms 2020)

In today's world, globalization has led to an increase in the international food trade as countries rely on each other to obtain adequate and varied food supplies.

One of the main benefits to the food industry is food mobilization which makes sharing of agriculture more accessible and production practices across borders more efficient. Despite the convenience food trade, information such as food origin, storage, and transport are not often provided, which brings uncertainty to the consumers in the destination regarding food safety. Moreover, the world has encountered countless zoonotic diseases such as bird flu, swine flu, mad cow disease, and currently Covid-19, one of the worst pandemics in decades. Referring to a report by the United Nation, there are over 200,000 deaths yearly caused by the toxic effects of pesticides used in the food they consume (The business research company, 2021). The increase in food borne illness risk also raises consumers' concern about what they consume, thus increasing the demand for organic food which benefits both health, safety, animal welfare, and the environment.

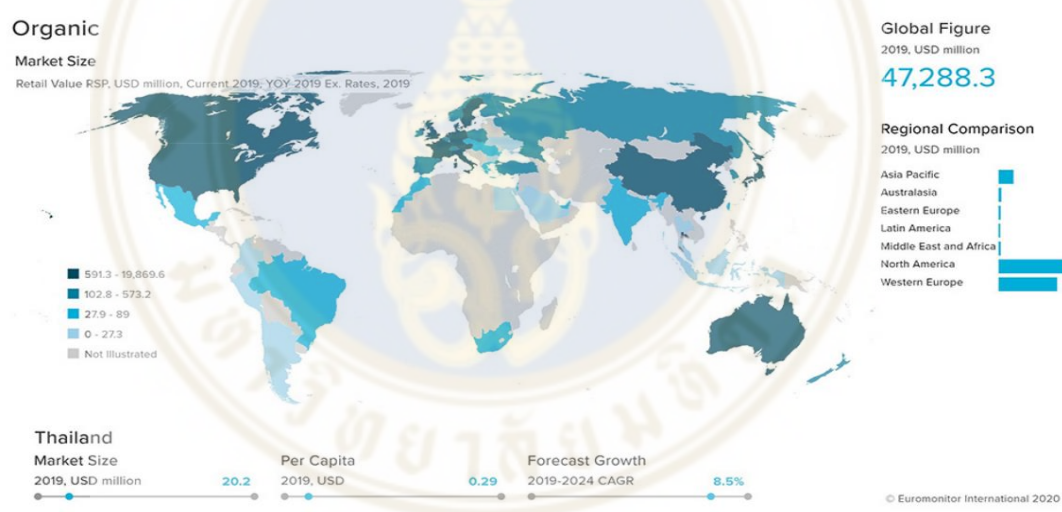


Figure 1.2 The market value of organic food worldwide (Euromonitor International 2020)

According to the organic food global market report 2021, there is a continuous growth in organic food consumption worldwide. In 2015, the market value of organic food worldwide was \$106.21 billion, with a compounded annual growth rate of 14.5%, it is expected to reach \$380.84 billion by 2025, up from USD 255.2 billion in 2020. Due to significant growth in demand for products and raise in awareness concerning benefits of organic food and beverage (The business research company,

2021). The same study also shows that organic fruits and vegetables account for 40.35% of the total market share in 2020, the highest of all segments. Currently, more than 170 countries around the world have started organic farming, with North America and Western Europe dominating the market (Organic Trade Association, n.d.). In Asia, developed countries such as China, India, Hong Kong, and Singapore are also seeing a significant increase in demand for organic food, which can be seen as an export opportunity for food. global reality like Thailand.

Thailand's agriculture is known as a food supplier for the population worldwide. However, in the 1980s, industrialization restructured Thai farming from agriculture-based to industry-based, aiming to produce more in a shorter period to gain more export revenue. To enhance productivity, farmers are also forced to use more pesticides. The pesticide has been detected in soil, water, ground, and even humans. Thailand is rated fourth out of 15 Asian nations in terms of pesticide use, according to researchers. (Kantamaturapoj & Marshall, 2020). Another research also claimed that in 2017, more than half of Thai residents, or around 35 million people are exposed to pesticides (Pinichka et al., 2019).

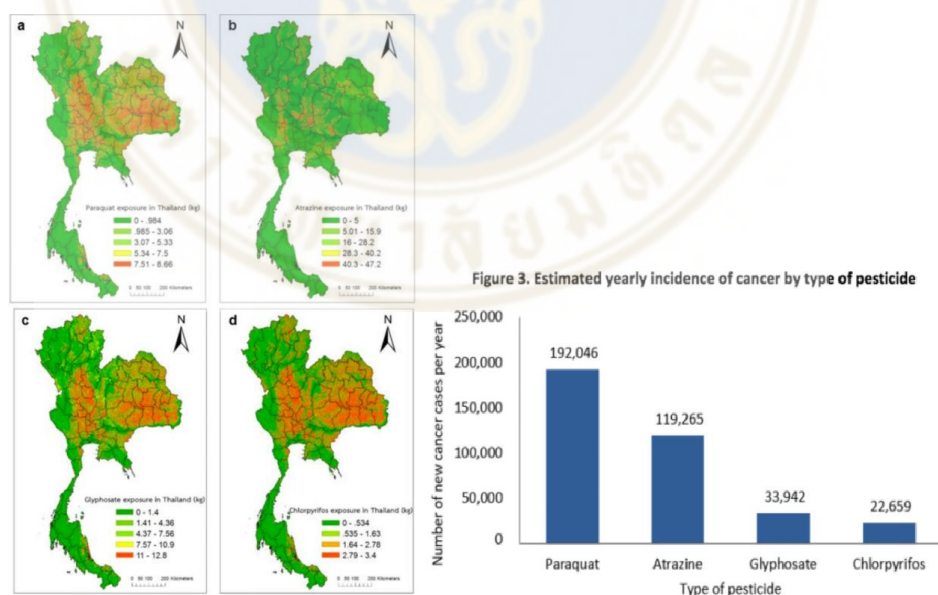


Figure 1.3 Estimated yearly incidence of cancer by type of pesticide (Pinichka 2019)

The photos above show pesticides, including exposure to paraquat, atrazine, glyphosate, and chlorpyrifos in different provinces of Thailand, where red (central and western Thailand) marks the proportions. highest levels of pesticide exposure and poisoning. The study also showed that some of the crops with the most pesticide use were sugarcane, cassava, maize, and rice, all of which are major crops grown and exported in Thailand. According to Pesticide Action Network UK, exposure to pesticides could lead to both acute and chronic toxicity. Acute toxication can cause severe effects in single contact, inhalation, or ingestion in a short time. Some of the effects are allergy, loss of consciousness, seizure, or even death. On the other hand, chronic toxicity is a disease caused by long-term pesticide exposure. For example, Parkinson's, Leukemia, and the most common disease would be cancer. The table here shows cancer cases caused by different types of pesticide exposure in Thailand in the year 2014. Only focusing on cancer, the death rate has been as high as 367,912. Furthermore, besides human health risks, the use of pesticides has been associated with several other concerns such as the death and illness in farm animals and harmful changes to the local environment.

Nowadays, awareness of chemical contamination in food production has raised awareness of people all over the world, including Bangkok people, who are more educated and concerned about their eating behavior for their health. Therefore, organic food has become an option for those who are more concerned about their health and the environment. According to a 2019 Global Organic Trade Guide report, the demand for organic food products in Thailand accounts for 0.04% of the global demand. Despite the low demand, from 2019 through 2024, Thailand is forecast to develop at an average rate of 8.5 percent, making it the world's tenth quickest developing country. For now, we can see that the growing number of stores in Bangkok, both independently and within supermarkets and hypermarkets, make organic food more accessible. The increase in supply also shows the increasing demand for organic consumption by the people of Bangkok.

CHAPTER II

LITERATURE REVIEW

This literature review is a collection of ideas and components of variables organized to achieve the goal of a research project. The objective is to determine how each variable would influence our findings on consumers' intention to purchase organic food in Bangkok. To find out the importance of each variable will include the knowledge of (2.1) customer satisfaction, (2.2) environmental friendliness, (2.3) health consciousness, and (2.4) attitude toward the organic product.

2.1 Customer satisfaction

Nowadays, in a competitive business market, business owners and executive management teams are encouraged to pay greater attention to consumer expectations to create strategies and conduct measures to fulfill customer demand. Researchers claim that factors affecting satisfaction and level of satisfaction vary in different industries. Customer satisfaction is the conclusion of all tasks performed during the process of purchase and consumption at the post-purchase stage (Ismael, 2010). The assessment is highly personal and could be affected by one's expectations such as how significant or impact the product is. Moreover, how the satisfaction is met might not solely depend on the products or services but value-added beyond that (Anwar & Gulzar, 2011.) Customer satisfaction is one of the goals that all businesses aim forward, but it is also one of the most difficult challenges. The evaluative judgment that follows highlights areas that require development, requiring the business to adjust to changes and pursue long-term goals to obtain the best potential results for the firm and among competitors (Zairi, 2000.) Customer satisfaction also represents a sustained competitive advantage. Apart from the great impact it has on a company's profitability, it is also a core to strengthening the relationship between customers and the organization (Tripathi, 2018). The impression customers have towards the organization and their experience with the

organization is one of the most important attributes that lead to repurchase, customer loyalty, and positive word of mouth (Ahmadinejad, 2019.)

2.2 Environmental friendliness

Environmentally friendly is described as any product or service which does not affect the environment or its surroundings. People's eating habits are becoming more environmentally sustainable and more important, and this typically means being nice to Earth, which frequently entails aiming to minimize carbon emissions (Birnur Aral Ph. D,2020.) The importance of being eco-friendly is that the better we all do our part, the quicker we will create an entire living ecosystem that promotes sustainability. The first step is to start understanding the basics of what each part of life can do to become more eco-friendly. Supporting the environment focuses on reducing carbon emissions and waste, to minimize the impact on the planet. Economics is about ensuring that people around the world can make a living financially, now and in the future. Society is about ensuring that human needs are met, and human rights are respected. (Blecker, Robert and Mark Setterfield, 2019) You might also create eco-friendly habits, such as shutting off lights when you leave a place, to help you utilize less and make as much of what you have, reduce your meat consumption, and you will have a great impact on the environment. If you can avoid eating meat for 2-3 days per week, you can also reduce the amount of carbon and avoid using household cleaners every day that include several harmful chemicals that aren't ecologically friendly to produce.

2.3 Health consciousness

Refers to how seriously an individual takes health behavior. People who are more concerned about their health, loving about their health, pursuing health information, and appreciating healthy settings could be categorized into four dimensions. Maintaining a healthy lifestyle requires a good nutritional meal, particularly a functional meal. A person who is concerned about their health will seek out a source of nutritious and fresh foods. (Hoque, 2018). Organic food is preferred by health-conscious customers because it is chemical-free, additive-free, and eco-friendly (Hill &

Lynchehaun, 2002); it also includes fewer pesticides and more nutrients. Health consciousness is defined by self-awareness of one's own health and willingness to participate in health and well-being habits (Basu and Dutta, 2008). People that are concerned about their health are actively searching out and implementing information on how to improve their health. (Michaelidou and Hassan, 2008). As a result, those who have improved their health consciousness have far more positive attitudes toward eating, self-care, and exercise, and live healthier lives than those who have not (Chen, 2009; Chen & Lin, 2018). Health-conscious people prefer clean and healthy food. It is a new trend that customers gradually increase their interest to boost their immune system. Customers are increasing in the demand for consuming healthy products with a healthy lifestyle attitude such as consuming more protein, fiber, and many nutritious products. This affected most developed countries where certain groups of people started to pay more attention to what, when, and how they eat. Additional organic foods, such as non-dairy and plant-based meat alternatives, should be offered for the customers to choose according to their health awareness concerns.

2.4 Attitude toward organic food

Nowadays, the term “attitude” has become very popular and highly used among sociologists and psychologists worldwide, for this reason, is now being studied in many educational institutes. The concept of attitude includes many different factors including instinct, mentality, emotions, and feelings. It is the result and a combination of our opinions, impulse to act, wishes, values, and valuations. Attitude is often mistaken for an opinion which is only one of the many players who shape our attitude. (Bain, 1928). Attitudes can be referred to as evaluations that we have towards a specific entity, which can be an object, a person, or an issue. Attitude can be positive or negative regarding a particular entity (Lavrakas, 2008). The 3 main components that shape the attitude are cognitive such as knowledge or beliefs, affective components like emotions and feelings, and lastly behavioral components like the predisposition of an individual to whether and how to act (Marcinkowski, 2019). The attitude can be considered bipolar, it has a cognitive effect and a behavioral component, it is a response to a stimulus. Arguably, attitude can't be measured from stand measurements, we can only collect

information about it and study those actions (Dawson, 1992; Henerson, Morris, & Fitz-Gibbon, 1987). Attitude is a process that can be extended to many aspects of human intellect and behavior, all those attributes combined create a complex phenomenon which is why it is difficult to measure (Altmann, 2008). therefore, many researchers argue that attitude is a flexible, independent, and interdisciplinary approach that is hard to judge, control and change simultaneously.



CHAPTER III

METHODOLOGY

The sampling plan will be doing (3.1) quantitative method and (3.2) qualitative method. (Krittinee and Thøgersen 2015) The questionnaire survey (Pattweekongkaa & Chaiyasoonthornc 2019) is decided to select for the study includes both male and female individuals aged between 25 to 65 years. (Abhigyan 2020) This age group generally purchases only what they need. There is a limitation of time and a lack of excitement in evaluating. People are committed to brands, and they will only spend money sensibly on things after having experienced things and making opportunities of special offers for repeat buyers. In comparison to teenage individuals, they make decisions more quickly. Time, money, and trust all play a big role in this generation's shopping habits (Yashu Bansal 2015). The sample population includes Thai nationals only to have a more consistent sample and with the condition that they must have been living in Bangkok for at least the past year. To point out these conditions is because Bangkok people have less opportunity in growing organic products than rural people. As city areas are limited by space and hard to find organic and fresh products. This brings Bangkok people who would have more interest and would like to gain more knowledge about organic products in consumption. To avoid biases, only customers who have purchased organic food in the previous year will be considered. The sample will identify the potential to understand the different drivers that lead to satisfaction and the willingness to purchase organic food.

3.1 Quantitative method

Data gathering, the selection for questionnaire survey methodology using online distribution channels. The questionnaire is divided into two sections; screening questions and factors that influence customer satisfaction and purchase intention. Secondly, to understand respondents' cogitation towards sustainable and environmental

friendliness, as well as their attitude towards organic food, health consciousness, satisfaction, and purchase intention. This section will help interpret factors that contribute to customers' satisfaction with their purchasing and consuming organic food as well as factors that influence consumer behavior towards repurchasing organic food in Bangkok.

Table 3.1 List of Screening questions

Gender	<ul style="list-style-type: none"> a) Male b) Female c) Other
Age	<ul style="list-style-type: none"> a) Gen Y (25-45 years old) b) Gen X (46-65 years old)
Income	<ul style="list-style-type: none"> a) Less than THB10,000 b) THB10,001 - THB30,000 c) THB30,001 - THB50,000 d) More than THB50,000
Occupation	<ul style="list-style-type: none"> a) Officer b) Government Officer c) Business Owner d) Freelance e) Student f) Other
Do you live in the Bangkok Metropolitan area?	Yes, or No
Have you purchased organic food in the past year?	Yes, or No

Table 3.2 List of Factors questions

Customer Satisfaction	<ol style="list-style-type: none"> 1) I am pleased with my choice to buy organic produce. 2) My post-purchase experience has been satisfactory. 3) I am delighted to buy organic food. 4) I believe that purchasing organic food was a wise move. 5) My expectations have been fulfilled after consuming organic food. 6) I am satisfied with the ratio of product value to price.
Health Consciousness	<ol style="list-style-type: none"> 1) Eating healthily is important to me. 2) I live a healthy lifestyle. 3) I am very self-conscious about my health. 4) I cared about eating products labeled eg. low fat, organic. 5) I feel guilty when I do not make a healthy choice. 6) I prefer organic food as it causes fewer diseases than conventional food.

Table 3.2 List of Factors questions (cont.)

<p>Attitude toward consumption of organic food</p>	<ol style="list-style-type: none"> 1) I think that the consumption of organic food is healthy. 2) I think that the consumption of organic food is favorable. 3) I think that the consumption of organic food is safe. 4) I think organic food has superior quality. 5) I prefer organic food because it is processed without any chemicals. 6) I prefer organic food because it is more nutritious than non-organic food.
<p>Environmental Friendliness</p>	<ol style="list-style-type: none"> 1) I think consuming organic foods can help to protect the natural environment. 2) I think organic foods create less carbon footprint. 3) I consume organic food because it helps our environment. 4) I think that consuming organic foods is a sustainable consumption behavior. 5) I consider organic foods as environmentally friendly products. 6) I consider choosing environmentally friendly products important to me.

3.2 Qualitative method

For this interview questionnaire, gathering and analyzing to understand the concept, opinions, or individual experiences. The questions cover the period in about 2-3 years past because organic foods were noticed. The interviews had conducted both online and offline interviews with 3 focus groups including organic food producers, sellers, and consumers based in Thailand due to the more convenient accessibility to conduct an interview.

3.2.1 Questions for producers

- 1) Why did you decide to start producing organic food?
- 2) What do you think is the meaning of the word “organic”?
- 3) Has the demand for organic food increased in the past 2-3 years?
- 4) Do you reckon organic food will become more popular in Bangkok/Thailand in the next 2-3 years?
- 5) What percentage of your buyers request organic food?
- 6) Do you have any certification issued by any official organization that can prove your products are organic?
- 7) In percentage, how much more expensive is it for you to grow organic food instead of non-organic?
- 8) Are you considering increasing the variety of organic products that you are producing?
- 9) What do you think is the main difference between organic farming and normal farming?
- 10) What do you think is the main difference between organic food and normal food?
- 11) As an organic food producer, are you the buyer of organic food as well? (Do you think it is important to consume organic food?)

3.2.2 Questions for sellers

- 1) Do you sell exclusively organic food?
- 2) How long have you been selling organic food?
- 3) Do you know the meaning of the word “organic”?

- 4) Are your suppliers from Thailand? (If not please specify)
- 5) Does the supplier have organic certification?
- 6) Who are your main target customers?
- 7) Is the feedback from the customer positive or negative?
- 8) How much more in percentage do the suppliers charge you roughly for organic products?
- 9) Have you had an increase in sales since you started selling organic products?
- 10) Have you had an increase in revenue since you started selling organic products?
- 11) What is the availability of organic food at the places you shop?
- 12) As an organic food seller, are you a buyer of organic food as well? (Do you think it is important to consume organic food?)

3.2.3 Questions for users

- 1) When you hear the word organic, what do you think of it?
- 2) What are the main 3 reasons for you to buy organic products?
- 3) Are there enough availability to consume?
- 4) Do you think you will keep buying organic food in the future?
- 5) How often do you buy organic food in a week?
- 6) Do you think the extra price for organic food is justified?
- 7) Are your friends and family buying organic food as well?
- 8) Do you think the markets and supermarkets in Bangkok/Thailand offer enough organic options?
- 9) Do you think it is easy to find organic food in Bangkok?
- 10) Do you trust the organic label on the products?
- 11) Do you choose restaurants based on their organic food selection?
- 12) Do you think organic food will become more popular in Bangkok/Thailand in the future?

CHAPTER IV

FINDINGS

The findings are divided into two groups: qualitative results and quantitative results. According to the (4.1) quantitative results, there are two components to the questionnaire survey. The first section is intended to evaluate the respondents' feelings on the question they were asked. The survey consists of 4 factors in which the questions in each topic are 5 questions with 1-5 scales of the answer (1 = strongly disagree, 2 = disagree, 3 = indifference, 4 = agree and 5 = strongly agree). The samples for (4.2) qualitative results are divided into three groups which are Producers based in Bangkok and upcountry lists of vegetable farms, fruits, and eggs. Second, the sellers are snacks that use organic ingredients, and they sell online channels additionally, with a restaurant that serves their own organic ingredients. Last with 4 users that had been consuming organic products for several years.

4.1 Quantitative results

According to the online questionnaire survey, only 219 samples have qualified for the screening questions which means they should have lived in Bangkok and purchased organic foods in the past year. In terms of gender, 151 of the respondents are female, 58 are male, and 10 are other. The result shows that females are more interested in consuming organic foods than males and others.

For the age of generation, 121 people were generation Y aged between 25 to 45, and 98 people were generation X aged between 45 to 65. The Generation Y group tends to focus on buying what they need such as buying organic food for the benefit of their health. According to the result, the perception that organic food consumption is 'favorable' and 'safe' are two factors that influence the Attitude toward organic food variables. When it comes to purchasing organic, Gen X is more concerned about people who are close to them, such as family, friends, and partners. Gen Y, on the other hand,

is more satisfied with their post-purchase experience, has a perception that they live a healthier lifestyle, and are more likely to repurchase in the future. Environmental friendliness is the only variable that does not differ between the two age groups.

Regarding income, 67 respondents earn THB 30,000 or below, 73 respondents have a monthly income of THB 30,001 to 50,000 while 71 respondents' earnings are THB 50,000 and more. The outcome shows that people who earn THB 30,000 or below have no considerable difference from other groups. However, from the finding, People who earn more than THB 50,000 are happier to buy organic food than those who earn between THB 30,001 and THB 50,000. This demonstrates that income can influence organic food purchasing decisions; organic food becomes more affordable as one's income rises.

Lastly, with 90 officer workers, 14 government officers, 57 business owners, 33 freelancers, and 25 in other areas of business. The result found that Office workers are more satisfied, happy to purchase organic food, and are more likely to buy organic food again, despite its high prices on the highest scale. Business Owners are satisfied with their decision to purchase organic food but were not aware of environmental friendliness much. For health consciousness, the results revealed that Office workers and Others are more likely to agree that they live a healthy lifestyle than Government Officers, Business Owners and Freelancers did. Other occupations have the highest mean score among all occupations, they are most likely to continue buying organic food products in Thailand. Meanwhile, Freelance's mean score is the lowest compared to all other groups. This indicates that they have the least purchase intention with Thai-produced organic food.

4.2 Qualitative results

The interview was conducted both online and offline with 3 groups of people including organic food producers, are Thanyachart Farm, Sutee Organic Farm, Watcharawan Greenfarm, and Raja Bhum Farm. For sellers are 3 online shops and 1 local restaurant that mainly serve organic ingredients for many of the dishes and do farming on their own vegetables and eggs. There are A Bake cookies and tea, The Floury Brittle cookies, Rice Puff by BEGIN, and ProokRuk Coffee and Garden. Last for

consumers, 4 individuals are the main customers of organic food products and purchase organic food in their daily life. The frequent answers from the producer, seller, and consumer that had been interviewed were grouped into four major themes: health consciousness, reasonable and affordable price, non-chemical, and lack of trust in certification.

The focus of most interviewees when talking about organic food is health consciousness which could be concluded as one of the main themes retrieved from the interview answers. From the statement “there is an increase in demand that comes along with the increase in health consciousness”, “I set my target to be older people who are concerned about health or consume healthy products in their daily life because of health issues” and “I am still willing to keep buying organic food because it quite matches my health consciousness.”. All statements show that producers, sellers, and consumers all emphasize health concerns. Consumers who purchase organic food are leaning towards a better and healthier eating behavior for personal benefits while producers and sellers are targeting those with healthy dietary habits.

The next theme is organic food is a reasonable selling price, from the statement saying that “for an organic egg it is a double price to a non-organic egg but because the consumer chooses an organic egg for better choice.”, “They are most willing to pay, we can also sell it at a higher price so at the end it is still worth it.” and “The price is not that different and products are of a better quality hence having the price a bit higher it is reasonable.” It can be concluded that despite higher costs, producers and sellers are willing to keep producing and selling because they are able to make a profit out of it with a higher selling price in exchange for the higher quality. From the consumer side, they also think it is worth spending more on ingredients and products that could benefit their health in the long term. This shows that perceptions from the supply and demand side match each other and the quality products are also worth the amount of money it costs.

Thirdly, the non-chemical theme from the answer argues that organic food should be “non-chemicals”, “zero chemicals”, and “growing without chemical pesticide”. From the statements, we can summarize that consumers are willing to pay for organic products because it is chemical-free. On the other hand, some other interesting points we found from the producers' side is that their main purpose of organic

farming apart from producing better quality products for consumers is also to prevent their own farmers from being in contact with pesticides and chemicals daily as it could lead to dangerous health effects in long run.

The fourth theme is the lack of trust in certification. From the statement saying that “I do not trust them all”, “it can be irrelevant, some information on the label can be altered from fact” and “I personally do not think label or certification is the proof of whether the products are pure organic or not”. We found another interesting point that organic food certificates might not be the focus for consumers when selecting the products. As for producers and users, they also don’t think labels or certifications are proof of the quality of their products.



CHAPTER V

DISCUSSION

The inclusion of running two different types of searches gave the opportunity to compare and see if the results matched and supported each other. Most consumers appear to believe that organic food is not only chemical-free, but also of higher quality, safer to eat, and better for the environment, according to both qualitative and quantitative results. Another common viewpoint revealed is a general attitude toward the organic food trend; based on these results, people of all demographics expect this trend to expand in popularity in the Bangkok area over the next few years.

5.1 Conclusion

In general, the surveys were consistent, and the results mainly corroborated each other. Showing the chart below can be seen as the result of the statement “I think organic food has superior quality” from the quantitative survey. The result over 70% out of 219 respondents from the quantitative sample agrees or strongly agree with the statements. This is supported by the common answers found in the qualitative finding from users regarding choosing to eat organic food for its better quality. Moreover, other common points found were the perception of healthy food in relation to organic products as well as a general satisfaction feeling about the purchase of organic products.

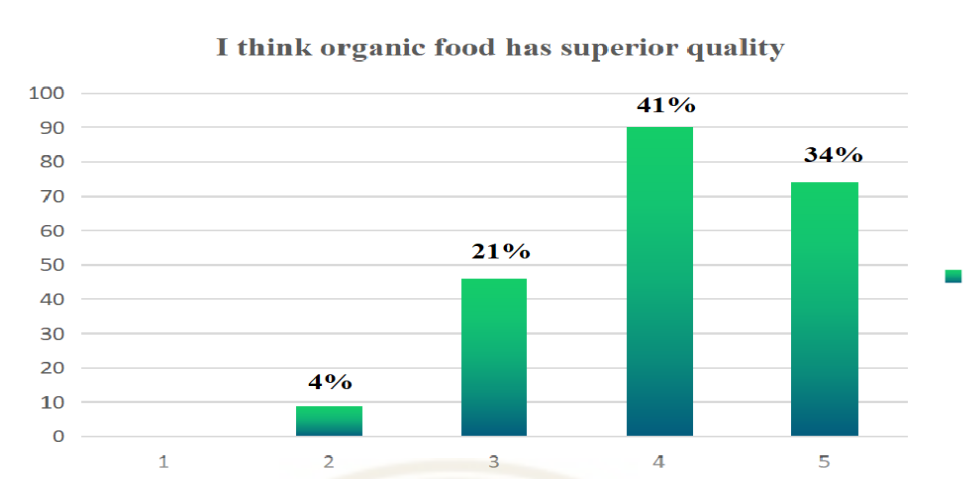


Figure 5.1 The result of the statement “I think organic food has superior quality”

From examining the findings and then comparing Gen X and Gen Y customers, it was discovered that personal health and attitude, are the two factors that contribute to satisfaction, are more likely to influence Gen Y. Then, by looking at purchase intention, it also sees that health, attitude, and satisfaction are the key elements that lead to this factor with an additional factor of environmental friendliness. As a result, it is possible to conclude that satisfaction is initially generated by personal factors. When a person is satisfied with themselves, they will give greater attention to external considerations such as environmental friendliness.

5.2 Limitation

This study has some limitations, beginning with the geographic coverage of the participants and interviewees. Bangkok is home to those who replied to the poll questions. As a result, the information gathered from them may not be genuinely random, which seems to refer to a sample bias. Because I didn't get the required number of interviewees, I created a survey question and conducted an interview. I have easier access to individuals in Bangkok to conduct an interview. The study gathered information and data from 219 respondents, which is considered a small sample size. In order to obtain a legitimate study conclusion, when conducting research, it is necessary to have a sufficient sample size. If the sample size is too small, it will be difficult to find

significant suggestions in the data. It had noticed that the gender distribution was not even, with females being more responsive than males and others who had smaller samples. Because of Covid-19 situation, the majority of the study's interviews were conducted via phone and video sessions. Because of this limitation, the interviewees' body language was not observed as the session progressed. The interview had conducted 4 representatives of each group and they are in a small community at the flea market, as they do not represent the general population but a special group. Lastly, the sample was primarily made up of friends, or family members, which may not fully represent Bangkok's population because they are all from the same social class.

5.3 Recommendation

Based on the study result, there is a demand for organic products in Bangkok. Even though it is still a small market, there is potential in this industry and prospects for it to expand as an important component of local consumption. Considering the benefits that organic food may provide to all parties involved, concerning that the Thai government could take an effective role in organic farming. Currently, the main entity trying to promote organic farming in Thailand is the Thai Organic Agriculture Foundation (FFTC, 2020), which is a Thai NGO. (Herique & Nicolas, 2021) The government appears to be providing a general recommendation for obtaining a certificate (ACT, 2019). Environmental concern proved to be a strong motivator from the research result and for this reason, the benefit of organic farming should be widely advertised. The government should improve the public's comprehension and awareness of the advantages of organic products and organic farming. Organic means not only better food for consumers, but also better working conditions for farmers and less pollution in the soil and water. The standard guideline should be developed and applied; currently, there appears to be considerable uncertainty about what is and is not considered organic. Varied organizations have different requirements, and the criteria for certification are not necessarily the same. The government might clarify what standards must be followed in collaboration with the Thai Organic Agriculture Foundation (TOAF). This could increase consumer confidence in the organic label. The creation of a team that could assist farmers in making the transition to organic farming.

Moreover, there should be a team that could provide farming consulting, information, and financial services to help the transition. For example, “Ricult is a data science company that enables stakeholders in the agricultural industry to have complete control over farm activities, gain deep insights into all processes, optimize costs and improve yields with powerful analytics.”

As Generation Y grows up in an age of technology and innovation, they practically do everything online in terms of marketing channels. As an outcome, if producers and sellers can successfully introduce agricultural knowledge and products through internet platforms, it will create stronger sales. This could be said that, as much as Gen Y wants to buy organic items, they will not make the effort to travel to locations, so if sellers could support them by providing an online channel and an e-payment method, it would significantly improve their decision-making and intention to purchase the products more easily. Additionally online channels that sell through applications, could have an additional icon that contained all organic items. This could assist in the recognition of organic products. However, because Gen X is less familiar with social media, word-of-mouth from their surroundings will be the most effective marketing method. As a result, producers and sellers should concentrate on retaining Gen X customers while expanding their offerings to better manage client relationships and build customer loyalty. These loyal customers as it is these loyal customers who will help attract new customers. Furthermore, the younger generation's awareness and satisfaction are important, as word of mouth from children or grandchildren greatly influences their decision-making.

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