

**EXPLORING THE FACTORS INFLUCING CONSUMER
PURCHASE INTENTION AT BURMESE WET MARKET
IN BANGKOK**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular with a blue center containing a golden emblem of a traditional Thai building. The outer ring of the logo contains text in Thai script. Overlaid on this watermark is the author's name.

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**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023**

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Thematic paper
entitled
**EXPLORING THE FACTORS INFLUCING CONSUMER
PURCHASE INTENTION AT BURMESE WET MARKET
IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
April 29, 2023



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ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to those who have kind permission to undertake this thematic paper and for their support, guidance, continuous motivation, enthusiasm and time through my study. Without their kind support, encouragement, valuable advice and guidance, it will not be possible to complete this thematic paper.

I would also like to express my gratitude to Assoc. Prof. Dr. Astrid Kainzbauer for leading me to successfully accomplish my study in many ways and her extensive suggestions, valuable guidance, supporting excellence lecturers and comments to complete this thematic paper.

Moreover, I would like to express my sincere appreciation to all of the professors, associate professors and lecturers who provided supervision and fortitude to help me achieve the goals set out for this study. Furthermore, I would like to thank all my interviewees at the wet market for providing me with the necessary data, their willingness to participate, and their effective cooperation to help me accomplish this study successfully.

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EXPLORING THE FACTORS INFLUENCING CONSUMER PURCHASE INTENTION AT BURMESE WET MARKET IN BANGKOK

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ABSTRACT

The qualitative study "Exploring the Factors Influencing Consumer Purchase Intention at Burmese Wet Market in Bangkok" aims to gain a deeper understanding of the factors that influence the purchase intentions of consumers in the Burmese wet market in Bangkok, Thailand. The study employed a purposive sampling method, and data were collected through in-depth interviews with 20 participants who are regular customers and vendors of the market. The interviews were transcribed and analyzed using thematic analysis. The findings reveal that consumers' purchase intentions are influenced by several factors, including product quality, variety of the products, price, store atmosphere, social interaction, and facilities. The study highlights the importance of a variety of products and price that are the primary factors that influence consumer purchase intention and to attract the customer towards Burmese Wet Market in Bangkok. Next, the study highlights the importance of cultural context in shaping consumer behavior. The study finds that cultural familiarity and social interaction are important factors that influence consumer behavior in the Burmese wet market. Therefore, businesses need to understand the local cultural values and practices to effectively market their products.

KEY WORDS: Fresh Products / Price Consciousness / Social Interaction / Hygiene /
Facilities

30 pages

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CHAPTER I

INTRODUCTION

Wet market is a marketplace, which gathers many vendors to sell meat, vegetables and fruits at cheap prices. The wet market gives the feeling of the community that is flattering. Traditional wet markets are held in narrow roads or roof halls, which is considered an old tradition in Thailand. Usually, consumers will buy food at the wet market in the morning to cook, resulting in the first floating market. In the past, water transportation has been very popular in Thailand. The word wet in the wet market means that the vendors use ice to preserve food and wash the meat panel, thus making the floor wet all the time. The wet market is classified according to the structure of the owner, size and products. In Southeast Asia, especially China, giving food importance with the main factor is the freshness and social interaction.

During the 2000 modern retail in Southeast Asia, there was rapid growth and also appeared in Thailand. The booming economy makes supermarkets, hypermarkets and convenience stores more widespread in Bangkok. Foreign business people began to invest and expand modern retail in Thailand. It can lead to supermarkets, hypermarkets and convenience stores growing rapidly especially in large cities. On the other hand, the number of wet markets and general stores continuously decreased. The instructions from the supermarket can respond to customer needs in terms of having a variety of products including import goods, cleanliness and modern facilities including technology that is not in the wet market.

There are some consumers who still use the wet market service to offer traditional culture and experience. Although the vendors presented the product at a cheaper price than modern stores but with the pandemic of covid-19, resulting in the number of wet market visitors decreased while the purchase of supermarkets increased. Because wet markets are crowded places and full of vendors and customers who use the

service, there is no protection from bacteria. Moreover, mostly spreading from the wet market with many infected people therefore leading to closing the market.

1.1 Research Questions

1. What are consumer motivations to purchase at Burmese wet market in Bangkok?
2. What are the perceived differences between Burmese wet market and supermarket when the consumers make the decision to shop?

1.2 Research Objectives

The objectives of this research are:

1. To define key factors that help explain decision-making behavior between supermarkets and Burmese wet market.
2. To know the factors that make the consumer feel positive and negative attitudes of shopping at Burmese wet market.
3. To help small traders by using the information from this study as the Burmese wet market is a gathering place for small traders and retailers.

1.3 Statement of Problem

As mentioned above in the background part, the number of shoppers who visit the wet market is drastically dropping from time to time due to the introduction of the retail, supermarket, and hypermarket. Therefore, the wet market becomes less popular which can lead to certain negative results such as a lower amount of income of the local producers and a shrink in the economic growth in a particular area of the city. This can be an important pain point that the wet markets currently encounter. In this study, the influential variables that affect the shoppers who shop at the Burmese wet

market will be identified along with discussing the psychological reason behind each factor.

Another problem statement for the wet market is a negative perception that the majority of consumers perceive towards this business. Those negative perceptions have restrained new generation shoppers from choosing a wet market as their place for groceries shopping. The problem can be classified into two main dimensions regarding the quality of the atmosphere and the degree of convenience such as the unpleasant atmosphere of the wet market and the inconvenience that the consumers experienced when visiting the wet market.

1.4 Scope of the Study

The researcher studies hygiene, facilities, fresh products, price consciousness and social interaction that affect consumer purchase intention at Burmese wet market in Bangkok, Thailand.

This report was qualitative research and used interviews to collect the data. The sample size is 5 vendors and 15 customers who sell and shop at Burmese wet market located in Bangkok. The period of the interview is between February to March 2023.

1.5 Benefits of the Study

This study will investigate the factors that affect the customer's purchase intention at Burmese wet market in Bangkok. Moreover, the result can be beneficial for people who are interested in the topic or starting their own business or small traders and small retailers in this market. The result will come from the interviews with customers' parts and the vendors in this market.

CHAPTER II

LITERATURE REVIEW

Currently, many consumer groups have changed their buying behavior to the supermarket instead of shopping at the wet market. In order to investigate the needs and perspective of consumers in wet markets, relevant facts about purchase intention of consumers at wet markets are needed to be considered in this literature review.

2.1 Fresh Product

Fresh products can drive most customers to visit the wet market because most Asian families often cook and use fresh ingredients. Vegetables in China market directly from producers resulting in the sellers getting fresh products. It can indicate that customers frequently visit wet markets to buy fresh products (Goldman, Krider, & Ramaswami, 1999). People prefer to buy meat in traditional wet markets because of its freshness, flexibility in selecting specific meat parts, and lower prices (Goldman, Ramaswami, & Krider, 2002). Traditional wet markets have additional advantages over other types of markets. Freshness is one of these advantages (Gorton, Sauer, & Supatpongkul, 2011). Many rural and urban people choose to purchase their fresh vegetables at wet markets due to a number of perceived instrumental benefits, including shopping convenience, freshness, and affordability (NGO, VU, Liu, Moritaka, & Fukuda, 2019). Freshness of fresh foods is defined as a utilitarian benefit in Vietnam since it connects to the product's look and is seen as a fundamental food attribute by consumers (S. C. Wertheim-Heck & Spaargaren, 2016).

2.2 Price Consciousness

In terms of fresh foods, supermarkets are gradually becoming price competitive. Supermarkets initially sell vegetables at a higher price than traditional retailers do. They only lower their prices and compete on fruit and, eventually, vegetables (Minten & Reardon, 2008). With the low price of fresh foods, traditional markets have enabled access to healthy foods among low-income urban households that are excluded from modern retail outlets (Mai, Hansson, Abu Hatab, Darr, & Shakur, 2022). Most of the time, the products that are being sold at the wet market come up with lower prices than those in the supermarket and it attracts a lot of price-conscious shoppers. This is because the wet market does not have a higher cost of operations like the supermarket. For example, the wet market does not have a reliable quality control system like supermarkets, the overall facilities provide in the supermarket generate more value to consumers than in the wet market such as offering parking lots and great refrigerators to control meat temperatures, and the supermarkets also invest in human resources to create a better customer service practice to consumers. All these instances certainly allow the wet market to charge lower prices for goods because they do not require a lot to support the expense.

2.3 Social Interaction

Traditional wet markets have advantages such as social benefits (personal trust with buyers, buying-selling conversation, and personal connection) (Kniazeva & Belk, 2010; Malhotra, Ulgado, Agarwal, Shainesh, & Wu, 2005). Fresh produce purchases at wet markets are consistent with daily shopping routines and social norms, such as in-person interactions between consumers and sellers (S. C. Wertheim-Heck, Spaargaren, & Vellema, 2014). Personal relationships and social interaction between vegetable buyers and their regular sellers at wet markets may shape consumers' attachment to this local shop and their perceived benefits of fresh foods bought at local

markets (S. C. Wertheim-Heck et al., 2014). Not only that, wet markets provide opportunities for employment and the development of the local economy. Moreover, they perform as a hub of social interaction, connection and interconnection among localities. Therefore, the people can get the exposure of different cultures and build a sense of local community in the wet markets. Next, friends and families can merchandise together and then, the wet market can become a particular community not only for regular traders and shoppers but also for them. It can make a stronger social bonding between them. Therefore, social interaction becomes one of the positive attitudes of consumer's purchase intention at the wet markets.

2.4 Hygiene

Although these traditional retailers are popular for fresh fruit and vegetables, food safety and hygiene have always been a concern (S. Wertheim-Heck, Raneri, & Oosterveer, 2019). According to the Retail Agglomeration Formats and Outshopping in Thai Grocery Market report (Meeyai, 2018), in Hong Kong, the most important reason why consumers did their shopping at supermarkets is food hygiene (Ho, 2005). The research from (Ngan et al., 2020) raises serious concerns over the hygiene practices performed in wet markets. The cleaning and preservation techniques used in wet markets are not sufficient for preventing the establishment of spoilage organisms.

2.5 Facilities

The facilities allow customers to receive comfortable experiences such as shopping carts, restrooms, and car parking. According to the Retail Agglomeration Formats and Outshopping in Thai Grocery Market report (Maruyama & Wu, 2014; Meeyai, 2018) found that consumers who give importance to accessibility, in terms of parking, were more likely to shop at modern retail formats compared to shopping at

traditional retail formats. The parking facility was one of the key factors that impacted customers to shop at modern retail formats (Belwal & Belwal, 2017).

2.6 Purchase Intention

Purchase intention is a major indicator of customer purchasing behavior and is related to purchase decisions (Morwitz, 2014). Purchasing intent is defined as something that results from the learning process and the mindset that enhances awareness (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020). Purchase intent is a type of decision that examines why customers buy a particular brand (Barber, Kuo, Bishop, & Goodman Jr, 2012).

All factors mentioned above, which are fresh products, price consciousness, social interaction, hygiene, and facilities are positive and negative attitudes towards purchase intention.

2.7 Conclusion

After analyzing the literature review, the positive and negative attitudes of the consumer can influence the purchase intention towards purchase behavior as shown in figure below.



Figure 1.1 Conceptual framework to understand the antecedents of purchase intention

CHAPTER III

METHODOLOGY

3.1 Primary Data Collection Method

Responses based on actual experiences can clearly show that the research question in this thematic paper can provide a deeper understanding of the feelings, perspectives, and purchase intentions of consumers and sellers in the wet market. As a result, the qualitative research methodology used in this thematic paper, such as in-depth interviews, is appropriate. The author can understand the overview of consumer behavior toward purchase intention by studying consumer purchase attitudes and selling experiences in the wet market.

3.2 Interview Method

The primary findings of this research will come from the interviews that will be conducted. In-depth information from interactive question and answer sessions will be collected in this way. The interview will be conducted as follows:

3.3 Sample Selection

The interviewees for this research are made up of 20 customers and vendors. Five of them are vendors who are currently selling, and the remaining fifteen are customers who have purchased in that wet market.

Table 3.1: Interview List

Sr. No	Code	Position	Gender	Age	Nationality
1	A	Vendor	Female	50 years old	Burmese
2	B	Vendor	Female	40 years old	Burmese
3	C	Vendor	Female	30 years old	Burmese
4	D	Vendor	Male	40 years old	Burmese
5	E	Vendor	Male	30 years old	Burmese
6	F	Customer	Female	45 years old	Burmese
7	G	Customer	Female	40 years old	Burmese
8	H	Customer	Female	35 years old	Burmese
9	I	Customer	Female	37 years old	Burmese
10	J	Customer	Female	30 years old	Burmese
11	K	Customer	Female	27 years old	Burmese
12	L	Customer	Female	25 years old	Burmese
13	M	Customer	Female	23 years old	Burmese
14	N	Customer	Female	20 years old	Burmese
15	O	Customer	Male	39 years old	Burmese
16	P	Customer	Male	35 years old	Burmese
17	Q	Customer	Male	32 years old	Burmese
18	R	Customer	Male	28 years old	Burmese
19	S	Customer	Male	25 years old	Burmese
20	T	Customer	Male	23 years old	Burmese

3.4 Open-Ended Questions

To discover real-life experiences that customers have with barriers to shopping at the wet market and how vendors and business owners deal with these issues, open-ended questions are used to allow interviewees to speak freely about their experiences. The table below contains a list of open-ended questions used to identify factors influencing customers' purchase intentions in the wet market.

Table 3.2: Interview Questions for Vendors

Finding Factors	Interview Questions for Vendors
Fresh Product	<ul style="list-style-type: none"> ● What are the common challenges that you face when selling fresh products in the wet market? ● How do you engage with customers for the information about the fresh products?
Price consciousness	<ul style="list-style-type: none"> ● Have you noticed any changes in the behavior of price-conscious customers in the wet market in recent years? ● How do you determine the prices of the products in the competitive market? ● How do you balance maintaining quality products with offering affordable prices for price-conscious customers in the wet market?
Social Interaction	<ul style="list-style-type: none"> ● How do you interact with your customers? Are many of them repeat customers? Do you know them personally? What makes them come back to your shop? ● How do you establish and maintain relationships with the customers in a wet market? ● How do you manage conflicts or difficult interactions with customers?
Hygiene	<ul style="list-style-type: none"> ● What are the most important hygiene practices that should be followed by a wet market vendor? ● What kind of hygiene practices or factors can persuade the buyers to shop at your shop?
Facilities	<ul style="list-style-type: none"> ● What are the necessary facilities that a vendor should provide to the customer in a wet market? ● As a vendor, what facilities do you want to provide to the customer in the wet market?
Purchase Intention	<ul style="list-style-type: none"> ● Why do customers come to shop in the wet market? What do you think of the main reasons? ● How do you leverage these factors to increase sales?

Table 3.3: Interview Questions for Customers

Finding Factors	Interview Questions for Customer
Purchase Intention	<ul style="list-style-type: none"> • Why do you go shopping in the wet market? • What are the benefits in your opinion? • What do you like about wet markets?
Fresh Product	<ul style="list-style-type: none"> • How do you perceive the quality of fresh products in the wet market? • Does this play a role in your shopping decision?
Price consciousness	<ul style="list-style-type: none"> • Is the price of the products important for you? Please explain. • Do you see price differences between the wet market and supermarkets?
Social Interaction	<ul style="list-style-type: none"> • Is the social interaction with the vendors at the wet market important for you? Please explain. • Do you always buy from the same vendors? Is it important for you to know the vendors personally?
Hygiene	<ul style="list-style-type: none"> • How do you feel about the hygiene standards of the food from the wet market compared to the supermarket? • What are the proper hygiene practices that should be followed by vendors in wet markets? • Are you happy with the hygiene standards in this market? Is there anything that should be improved in your opinion?
Facilities	<ul style="list-style-type: none"> • What types of facilities are typically found in a wet market? • What kind of facilities do you expect in the wet market?

3.5 Probing Techniques

In order to obtain more information from respondents, probing techniques will be used in the interviewing techniques. As a result, the first step is to begin by challenging the open-ended questions. The next step is to create probing techniques to

gather more information and determine the underlying causes. By asking these questions, the interviewer can learn more in-depth information and gain a thorough understanding of what respondents want to communicate and provide vital data. The final step is to ask closing questions, which allow the interviewer to confirm that both the interviewer and the interviewee understand the information discussed in each particular question.

3.6 Conduct the Interview

The interviews are conducted by engaging the interviewees in an interactive face-to-face conversation. The interview will take place in a coffee shop or a wet market where the interviewees will feel comfortable and relaxed and the conversation will flow smoothly. In addition to the interviewees' explanations, their body language, gestures, and facial expressions were observed, and reflective note-taking was used to record the data. Each interview lasted between 30 and 45 minutes, including introductions, open-ended and probing questions.

3.7 Research Framework

The research framework will explain how the data collected from in-depth interviews relates to the consumer purchase intention findings in the Burmese wet market. Qualitative research is a method for determining the factors of this study and the factors that influence purchase intention in the Burmese wet market, which are fresh product, price consciousness, social interaction, hygiene, and facilities. Furthermore, the finding factors of customer and vendor perception are related to each other. The research model of the relationship between the findings and factors that are related to customer purchase intention is depicted in the figure below.

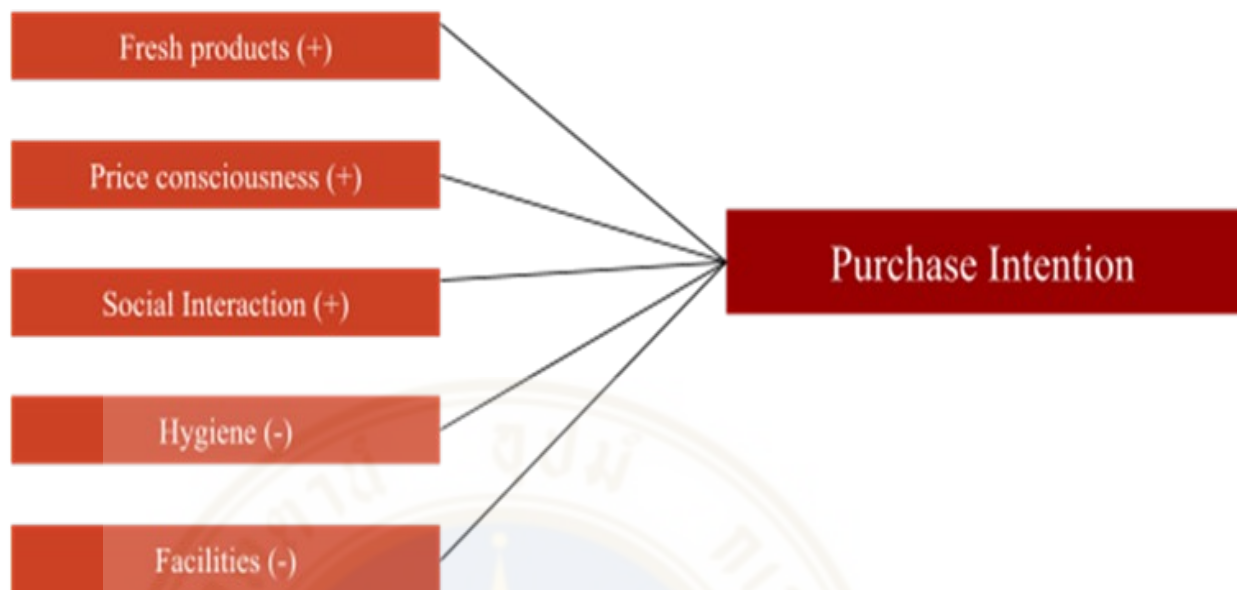


Figure 2.1 Research Framework

According to the framework, 5 positive and negative attitudes influence consumers to purchase at the wet market. Most of the attitudes are considered from consumer behavior, and based on previous academic research towards purchase intention. The 6 attitudes include,

Positive attitudes

- Fresh products (positive attitude)
- Price consciousness (positive attitude)
- Social interaction (positive attitude)

Negative attitudes

- Hygiene (negative attitude)
- Facilities (negative attitude)

CHAPTER IV

DATA ANALYSIS

Following the collection of interview responses, the data is summarized to investigate the factors that influence positive and negative attitudes towards shopping at the Burmese Wet Market in Bangkok. Then, it is divided into five main attitudes influencing consumers to purchase at the wet market using the antecedents of purchase intention: fresh products, price consciousness, social interaction, hygiene and facilities. Subsequently, the information is further analyzed in the other two dimensions by vendors' point of view and customers' point of view. The results and analysis are as follows.

4.1 Price

All the buyers answered uniformly that the price plays a very important role to shop at the wet market. It has a more competitive environment than supermarkets, with many vendors selling similar products in close proximity to each other. This competition often results in lower prices as vendors try to attract customers. To demonstrate, Buyer.J responded that "Yes, the price is the most important factor for a customer for those who are getting limited income like me." Buyer.L also answered " As it is a little bit more expensive than buying at the supermarket, I can't always buy the vegetables and meat at the supermarkets and the Myanmar food at online shops which are selling Myanmar products." Buyer.N also answered that the price of the wet market's products is very fair and sometimes, cheap compared with the supermarkets. The obvious difference is in the vegetable. For example, while a bunch of the sweet potato leaves is 24 TBH at the supermarket, it is 10 TBH at the wet market. Moreover, it is

more expensive at Makro if the meat is fresher than normal. It is cheaper at the wet market. Then, regarding the price difference between Burmese wet market and supermarket, Buyer.R said that the supermarket's price is higher although the packaging is neater and cleaner. Buyer.I also said "there is 1 kg price difference of meat and vegetables are more different." From the point of view of the vendor, for the changes in the behavior of price-conscious customers in the wet market in recent years, the Vendor.B answered "Yes, I am conscious of the customer on price. I think they have a limited budget after being affected by Covid." Then, Vendor.C said that today, the prices have gone up little by little and so, the buyers are comparing prices more than before.

For the prices of the products in the competitive market, the Vendor.A responded "First, I do the market analysis on my competitors' selling point, customers' needs and wants. And then I balance the price of products between them. I have to balance the price for customers who are conscious by importing products directly from Myanmar with Cargo which is the cheapest in transportation. I deduct the transportation costs." Then, another Vendor.E said that depending on the cost, we reduce the cost and sell with a price that is comparable to other sellers. Then, the buyers always want to get the original price. So, we have to try to balance between the costs and buyer's satisfaction."

4.2 The Attraction of Burmese Foods and Fresh Products

Myanmar taste is a factor that makes the customer buy from the wet market. All the buyers who were interviewed for this research answered that they mainly go to this Burmese wet market for Burmese traditional food and the ingredients to cook Burmese recipes. According to Buyer.O, "I really love to go to this wet market as I can get nearly all the ingredients which have Burmese flavor such as bean powder for Burmese food "Mont Hin Gar" and chill powder." Another buyer. N said "I usually go there twice a month during my holidays for Burmese food. I don't know how to cook.

So, whenever I want to eat Burmese traditional food or I miss the taste, I go and eat at Myanmar restaurants in this wet market." Next, Customers choose to go to the Myanmar wet market because of the fresh vegetables and meat. To explain, Buyer.N answered that "The quality of the fresh products are very good in this market because the vegetables and meat can always be sold out within a day and the vendors don't sell yesterday's stock balance today. So, all the products are fresh the next day." Moreover, Buyer.K said that "Especially, I can get meat and vegetables in this market and there are a variety of choices of local fresh fruits. On the other hand, Buyer.M and Buyer.R think that the freshness level of the products is just normal. According to the Buyer.M, some garden-fresh vegetables are sold by the trucks and some have defects. But, the ones from the supermarket are nearly fine all the time. For the fish and meat, she can choose the fresh ones as she likes by herself in the wet market unlike the supermarket because the meat from the supermarket is always frozen." Buyer.P said that the packaging of the fresh products are clean and hygienic as the supermarkets do. For the shopping decision related to the fresh products, 12 out of 15 said that it plays an important role for the decision making of their purchasing process. However, Buyer.K said that it is not essential for her because the way to go to this wet market is convenient for her and, if the products of one shop are not fresh, another shop would be fine for her.

Regarding the Burmese foods, Vendor.B presented wet markets provide a wide variety of fresh and genuine ingredients that are necessary for preparing traditional Burmese meals. The quality and authenticity of the ingredients offered at wet markets, which might not be available at other types of marketplaces, are highly valued by many customers. It is an important part of Myanmar's culture and presents a special chance for customers to get to know the regional cuisine and try new flavors and cuisines. Related to the selling of the fresh product for the vendor, it would be one of the main challenges for all the vendors of the vegetable and meat. Vendor.A answered that to be fresh and clean is my challenge because it's an opening market. Then, Vendor.E responded that it would be a worry for me if the products are not sold out in time as they can be perishable when they don't get enough temperature. Moreover, for engaging with the buyers for the

information of the fresh product, Vendor.C replied "I always Engage with the customers not only onsite but also online, social media by posting my products on Myanmar Community in Bangkok". Then, Vendor.D answered " I usually had to tell the customer when the products arrived, what it was, and how it was cooked, like sharing information."

4.3 The Importance of Hygiene at the Wet Market

Many people understand that the wet market is less clean than the supermarket. Buyer.P explained "Compared to supermarkets, wet markets are a little less clean. Meat and fish are not kept in the refrigerator, so there are often flies." Then, Buyer.P goes for Myanmar dry food and does not consider buying meat and fish at wet markets. However, Buyer.G accepted "Some products are cleaner in supermarkets however they have different processes in delivering food to customers. For example, supermarket has rich human resources for cleaning, putting the products on display, however in wet markets they have limited human resources for that kind of delivery process and their main intention is also to sell the products at cheap price with direct delivery processes."Buyer.G will then typically visit the wet market.

For proper hygiene practices that should be followed by vendors in wet markets, Buyer.O mentioned that the vendors should wear gloves when they sell the meat and fish. Other Buyer.R suggested that the trays where the meat is placed should be kept clean and the vendors should also manage to prevent flies. Floors should also be managed so that water does not pool. For the hygiene standards in this wet market, the Buyer.L answered " Compared to the price paid, the standard of cleanliness in the market is acceptable." However, the Buyer.N provided "The suggestions are 1. To have better ventilation and use a good amount of water resources to clean the products and the area of shops. 2. To reduce the usage of plastic to sustain the environment." 11 out of 15 customers stated that hygiene is the most important factor to them. Regular cleaning and disinfection of wet markets, including stalls, floors, and equipment, can help prevent the

spread of germs and diseases. Vendors should also keep their hands and utensils clean to avoid cross-contamination between different food items.

From the vendors' point of view for the most important hygiene practices that they should follow, Vendor.B said "We have to clean not only our shops but also our environment. We have to throw the trash every day." Next, for the hygiene practices that can persuade the buyers to come to their shop, the Vendor.D mentioned "We always keep our products fresh and clean. Not only the products but also the employee is neat and tidy. We make sure that the customers can feel fresh and clean when they enter our shop."

4.4 Social Interaction

12 out of 15 answered that the social interaction with the vendors at the wet market was important for them. To explain in detail, Buyer.H mentioned that "Being a Burmese shop, it is convenient to communicate. If you can't find out which meat shop is better and there is no Myanmar shop at the meat aisle, you can ask a Burmese person from the Burmese grocery stores." Additionally, Buyer.O said "I don't speak Thai, so when I go to a barbershop, it's very awkward to talk about what to do. Now that there is a Burmese barbershop in this market, it is easy to communicate and I am very happy. That's why I always come to this market." Another Buyer.R thought "Since we are friendly with the Burmese vendors, it is easy to communicate when shopping, and we can ask and buy openly. There are many ethnic vendors such as Burmese food shops, Myanmar traditional dress shops, Burmese grocery stores and so on. Burmese vendors are patient." And also, Buyer.J said that by buying from the Burmese vendor I usually buy from, he gives me a discount and I often put aside good products for me because I am familiar with him." Then, Buyer.Q answered "I rarely buy products from the different vendors because social networks are one of the important factors to get discounts or to ask for help for shopping issues from these vendors."

Regarding the way the vendor interacts with the buyers and to persuade them to make a purchase again, Vendor.B mentioned "Mostly are my loyal customers. We have a Myanmar Community and thus we are easily friendly. The reason why they return to my shop is the quality. I do provide the Myanmar traditional taste which is demanded by Myanmar people in Bangkok." Vendor.E said that there are new customers, but there are regular customers who buy again because they believe in me and I believe that the price at my shop is right, and I think that the way I speak is friendly. Moreover, for the establishing and maintaining the relationship with the buyers, Vendor.A is trying to get it by posting on social media and keeping them with the product quality. Another Vendor.E said "When the customers come to my shop, I remember the things they bought. And when they come again, I carefully tell them that they have just arrived. At that time, I see the satisfaction of the buyers on their faces because they like that they are treated as priority." Related to the conflicts or difficult interactions with customers, Vendor. C answered "Whenever I got in conflict with my customers, I took full responsibility because the customer is always right. Our first priority is our customers.". Another one, Vendor.E responded that I understand that everyone has to struggle in their daily life. Thus, I try to treat the buyers politely as much as I can." Next, Vendor. D stated Wet markets are often deeply ingrained in local culture and offer a sense of community and tradition that cannot be replicated in more modern shopping environments.

4.5 Lack of Facilities in the Wet Market can be a Barriers for Purchase Intention

Regarding the facilities of the Burmese wet market in Bangkok, 14 out of 15 answered that they didn't see any facilities in this market. It means that there are nearly no facilities such as car parking, bike parking and public toilets in this wet market. This is a negative fact and a barrier to come to it for the customers. To explain, Buyer.H answered, " I didn't see any public toilets in this wet market when I went there. I was in

so much trouble at that time. So, I have to use the toilet in some Burmese restaurants." On the other hand, Buyer.K said that there is a specific marketplace for meat and fish, good ventilation and good lighting in the market. It means that this is a good point for the customer to easily find the meat and fish market among so many shops in this wet market. For the facilities, the buyers expect in the wet market, Buyer.M answered "there should have a public toilet. If I have to pay money for that, I am ok. And, I want security in the market for some emergency issue. Then, I saw motorbikes passing by in shops, not on the road. It is very dangerous. So, there should be motorbike parking." Moreover, Buyer.L responded " I want a more hygienic display of the product and sales."

Related to the necessary facilities that a vendor should provide to the customer in a wet market, Vendor.E responded "I think it will be better if the shelters are provided for walking. It's hard to do shopping during the rainy season because it's an opening market." Vendor.A also wants to have the public toilet in this market for the convenience of the buyers. Additionally, Vendor.C said " I want to have a place where shoppers can relax and look around the wet market. When they walk, I want to have a clean and flat ground floor for them."

4.6 Purchase Intention

All the buyers were asked about the reason they go shopping in this Burmese Wet market and 13 out of 15 answered that Myanmar food is available in this market at one place. Buyer.Q answered "This market has Burmese groceries. I came to buy it because I can get Burmese ethnic local food." Buyer.T responded "In addition to having Burmese food at this market, I came here because I could buy a lot of fresh meat and fish and vegetables at a cheap price." Moreover, Buyer.L said " I want to promote the local economy because most of the grocery products in this market come from Myanmar." Then, for the benefit of going shopping at this market, Buyer.R replied that it's convenient to have the Burmese food he wants in one place and communicate with

the vendors. Buyer.G explained that we can buy cheap Burmese goods that are not available in other markets. Additionally, when the buyers shared why they like this Burmese wet market, they Buyer.J told "Every shop has the same price, usually the price is right. There is also a shop with a variety of Burmese restaurants and I have been there a few times. And, this market is near the bus-stop, so it's easy to get back home if I am carrying heavy weights. It is easy to get a taxi because it is near the road." Then, the Buyer.S answered "I love that this market is close to my home and in Bangkok. It's also close to BTS. Also, you can get all the Burmese food that is hard to find. I also like having Burmese restaurants in this market. Because I don't know how to cook Burmese curry."

Regarding the vendor's point of view why the customers come to shop in the wet market, Vendor.A answered "Most of the customers are Myanmar people because they would like to have Myanmar authentic food. The reason why they come to this market is that there are many kinds of products that can get the taste and smell of Myanmar here." To enhance the sales, Vendor.D responded "We need to engage with customers more and more by using Word of Mouth system among Myanmar people. And then we will have to keep our product quality fresh and clean."

To conclude, the buyers discussed why they go shopping in the Burmese Wet market and 13 out of 15 explained that Myanmar food is available at one place. Buyer.Q explained that it is convenient to have Burmese food in one place and communication with the vendors is also important. The buyers also mentioned that the market is close to their home and in Bangkok, and that most customers are Myanmar people because they would like to get Myanmar authentic food. To enhance the sales, Vendor.D suggested using the Word of Mouth system among Myanmar people to keep their product quality fresh and clean.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In this paper, factors Influencing Consumer Purchase Intention at Burmese Wet Market in Bangkok are explored by interviewing five vendors and fifteen buyers who have shopped there. In this exploration, four positive attitudes and two negative attitudes towards purchase intention are investigated in detail and the summary of the vendors' and buyers' answers are as follows.

To conclude, price is the most important factor. For the price consciousness part, the fair price of the wet market's products is important because most of the buyers are limited in their daily meal budget and how much monthly income they earn. So, the fair price has a lot of impact on the buyers' spending power. For the vendors, they feel worried about the price of the products rising little by little and day by day. It can affect the customer buying behavior. And, they have to try to offer quality products with affordable prices for price-conscious customers in the wet market by reducing the costs as much as they can. The second important part is that all the buyers come to this wet market mainly for Burmese traditional food and the ingredients to cook Burmese recipes. For the vendors, they know that this point is a big chance to attract the customers not only for the present but also for the long-term increase in sales and maintaining the value of the Burmese wet market. Next, regarding the fresh product, the buyers accept that there are plenty of fresh products in the wet market and it is a vital part of their purchase intention. However, to maintain the fresh product is the main challenge for the vendors. The third important thing is hygiene. Moreover, related to hygiene, some buyers want to buy at the wet market without caring about hygiene as the fresh product and the cheap price can attract them. But some buyers are a little sensitive about cleanliness such

as fly nests, prostrate and ways to throw garbage. On the seller's side, they focus on the cleanliness of the products for quality maintenance. Also, they always try to keep the wet market environment and their shops clean because this will always attract shoppers. The fourth important factor is social interaction. Social interaction and effective communication is a key factor to enhance the purchase intention of the buyers and to maintain the relationship as a seller. Buyer wants to get the benefits of the social interaction from the sellers such as discounts and priority. Sellers are trying to offer the right price and to get the trust from the buyer by building a better relationship with the buyers. The Final important one is the facilities issue, even though the facilities of the wet market are not as good as the supermarket, the buyers and the vendors want to have at least the public toilets in this market. The most important fact is that all the buyers are against motorbikes passing by in the market because it is very dangerous for all the people in the market. The vendors want to make the environment of the wet market a better and more pleasant place for the buyers.

Finally, all the buyers revealed that they like this Burmese wet market because of the variety of Myanmar groceries and food. Some people prefer it because of fresh fish, meat and vegetables and some like it because of close to public transportation such as BTS and bus-stop. According to the vendors, the main reason why the buyers come to this market is that it is cheaper. Variety of Burmese food is available in one place and they can communicate in Burmese easily.

5.2 Recommendations

According to the research, it discovers that more attitudes and facts are influencing the purchase intention of the buyers. At the same time, the barriers and challenges of the vendors are found compared with the current situation in this wet market. Thus, the study points out the following recommendations and suggestions for the benefits towards the people who are interested in the topic or starting their own business or small traders and small retailers in this market.

5.2.1 Varieties of the Myanmar Products

At this market, meat, fish and fruits are fresh. Burmese food is also available. There are Burmese grocery stores and Burmese restaurants. But there should be traditional Burmese ethnic food restaurants, even if there are a variety of Burmese groceries. It would be more perfect and complete if there were specific local food shops of the Myanmar ethnic group such as Shan which is a Burmese ethnic group. Also, although there are Burmese clothing shops, there should be small Burmese tailoring shops. Since it's Burmese Market, there should also be at least a shop like Burmese tea shop that gives you the Burmese vibe.

5.2.2 Facilities

There should be security in the market for the safety of the shoppers. And, there should also be a lost and found counter or information counter. That's why we can help buyers if they lose what they left behind. Shopping carts should also be provided to make it easy for buyers to carry them. Even if there is no space to park for cars, there should be a park for motorcycles. That way, it will be easy and fast for those who come to buy the market. In addition, there are currently no public toilets, so most buyers face difficulties. So, there should be public toilets. Most importantly, for the safety of buyers, motorcycles should not be allowed to pass through the market.

5.2.3 Hygiene

When it comes to cleanliness, the vendors are primarily responsible. It was found that vendors selling meat and fish did not use gloves. Therefore, those selling meat and fish should use gloves. In addition, meat and fish packaging should be handled and packaged cleanly and given to the buyer. There should always maintain not to be water on the floor in place of selling meat and fish. In order to dispose of waste liquid at each meat shop, there should be a separate basin for cleaning. So that in the minds of buyers, they can shop with confidence that this market is clean.

5.2.4 Other Recommendations

There is nothing to say about the variety of products and the fair prices of this market, but I think that vendors should pay a little more attention to customer relationship building. If the vendors hold a bi-weekly Burmese Food Festival, they can maintain the customer relationships and increase the sales. By selling Burmese food perfectly and giving discounts at this market, the social interaction between buyers and sellers will be better.

In summary, if we fix it according to the recommendations mentioned above, the buyers will also be satisfied to buy at this market, and for the sellers, if the number of customers increases, the sales will increase.

5.3 Limitations

There are some potential limitations to this research "Exploring the Factors Influencing Consumer Purchase Intention at a Burmese Wet Market in Bangkok." Among these limitations are:

- **Generalizability:** The results of the research may be limited to the specific context of Burmese wet markets in Bangkok and may not be applicable to other contexts or groups.
- **Sample size and representativeness:** The number of participants in the research may be limited, and therefore may not be representative of the greater community of consumers in Bangkok's Burmese wet markets. This might affect the research's findings' reliability and accuracy.
- **Data collection methods:** The study may rely on self-report data, which may be biased or inaccurate. Furthermore, data gathering methods may not capture all significant elements influencing customer purchase intent.
- **Cross-cultural differences in consumer behavior and preferences:** The study may fail to account for cross-cultural differences in consumer behavior and

choices. Consumer behavior and attitudes may change greatly among cultures, and the study may fail to reflect these differences sufficiently.

- External considerations: The study may not account for external factors such as economic conditions, political factors, or technology improvements that could influence customer purchasing intention. These variables may have a substantial impact on consumer behavior but may not be addressed explicitly in the study.

5.4 Suggestions for Further Research

There are some suggestions for future research on this topic.

- Investigate the effect of product quality and Burmese foods on purchase intention: The quality and variety of Burmese food are important parts that can influence consumer purchasing intentions. A study can be carried out to investigate the impact of product quality and variety on Burmese consumers' purchasing intentions at Bangkok's wet markets.
- Examine the impact of price on purchase intention: Price is a key factor in influencing consumer purchase intention. A study can be conducted to determine the impact of pricing on the purchasing intentions of Burmese shoppers in Bangkok's wet markets.
- Consider the significance of demographic factors on purchase intention: Age, gender, education, and income can all have significant effects on customer behavior and purchase intention. A study might be done to explore the effect of demographic characteristics in Burmese consumers' buying intentions at Bangkok's wet markets.

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