

**HOW CONSUMERS GIVE PURCHASE INTENTION
TOWARD NON-BRANDING OF PALM OIL**



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TOWARD NON-BRANDING OF PALM OIL**

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ABSTRACT

Nowadays, everything has branding but my family business product is palm oil without branding. I would like to know how branding will be related to our sales volume or customer loyalty on our product. So I try to perform the research by use questionnaire to be my tools for collecting data. The data I get stated that in customer perception, branding has relation to quality of palm oil. They will purchase palm oil with have the reliable packaging with branding on it. However, some of them choose the price to be the bigger important criteria to help on making decision when they intend to purchase palm oil.

This result helps us to know how we should develop our product to make customer get an intention to purchase our product and how to get more customer.

KEY WORDS: Palm Oil / Non-Branding / Purchase Intention / Customer behavior

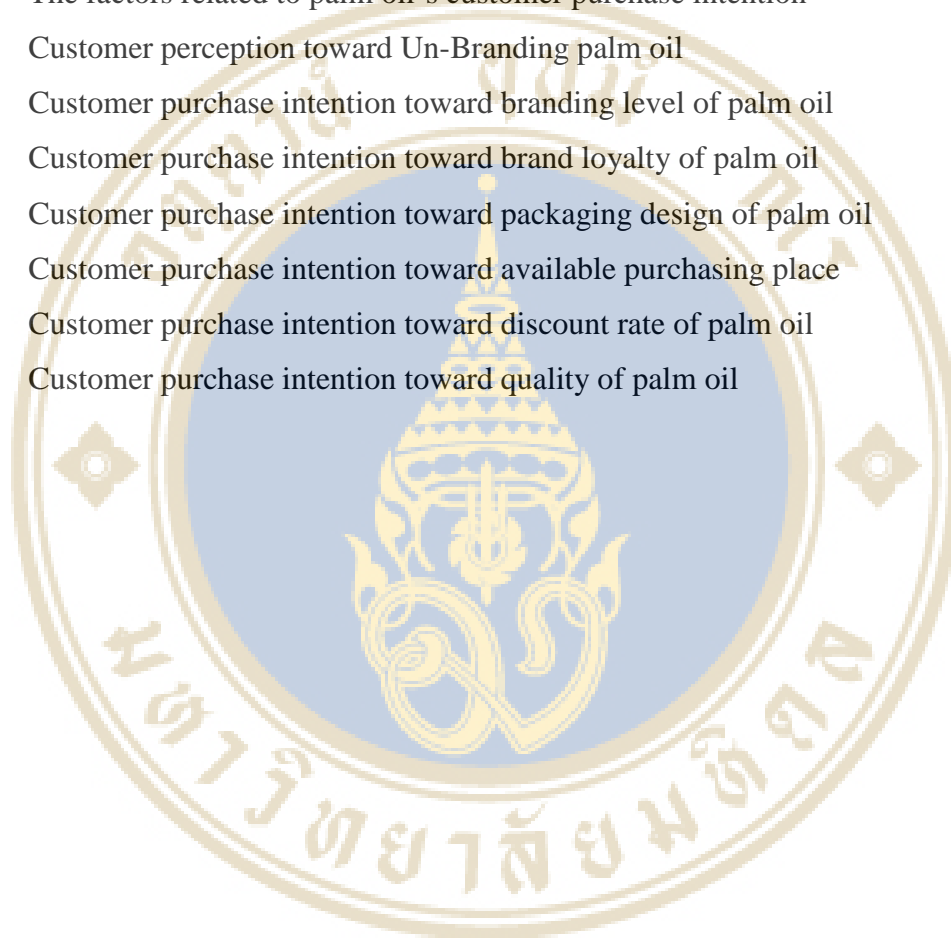
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CHAPTER I

INTRODUCTION

As you know, everything in the world is more branding such as beef, sugar, pepper, fish sauce, palm oil, etc (Hawkins, Mothersbaugh and Best, 2007). In the past all ingredient and food were sold non-branding. Every customer feels familiar with it. They choose to purchase product from pricing which suitable with the quantity and quality of it. When time changed, seller add more branding to their product because they believe that branding is the way to increase the price for value-added.

My family is the wholesaler for palm oil with local branding. When we distribute our product, we send both packaging with and without brand label. Our target group is groceries in the fresh market. I have a chance to go to market with my mom many times for product shipment. Every times I went there, I noticed that all grocery would put our product which no brand label next to other brand product. Then I wonder why some customers choose our products which no branding or label with local brand. On the other hand, some customers choose other famous brand products.

It's possible that customer purchase intention of ingredient product will be related to branding or pricing. Palm oil is the common ingredient, which has less difference in quality of each brand. Customer may choose to purchase product from the cheapest price, or they may choose famous brand product to ensure that they get high standard of product.

I choose this topic issue about branding of palm oil because I would like to know the factors that related to customer purchase intention compare on palm oil with no branding, local brand and famous branding. The result of this research can help my family and me to find the way to increase our sales volume. There are many things I should find from this research. How about customer purchasing intention of palm oil related to branding? Does pricing related to purchase intention of palm oil? For common ingredient like palm oil, are customers concerns about quality? Are there any factors effects to customer purchase intention of palm oil?

CHAPTER II

LITERATURE REVIEW

From theories in many books, there are many factors that might relate to customer purchase intention of palm oil that we can focus on. Firstly, brand image related to customer purchase intention. Good brand will make customer feel good when they choose to purchase and consume the product (Peter Cheverton, 2002). Customers have power to choose the product, which they feel good with. If they feel better to your product, they will choose it.

Also, some customers choose product follow their brand loyalty or brand repurchasing which is related to quantity of the product (Hawkins, Mothersbaugh and Best, 2007). Customer might choose the brand randomly for the first time of their purchasing. Then after they use it and perceived this brand's quality is not too bad, they might purchase the same brand in the second time and so on. They may not try to change to other brand because they don't want to take risk of lower quality of product.

Next is purchasing quantity factor, customers who purchase in high volume tends to have higher sensitivity of discount price (Ronald J. Baker, 2006). Customers who purchase palm oil in large amount normally prefers to get higher discount or wholesale price. They do not concern much on sale service, high quality of product, or packaging. They focus only on amount of product that they get by paying one lump sum of money.

Package design and labelling also relate to customer purchase intention on palm oil. Good packaging can attract the customer attention to purchase the product (Hawkins, Mothersbaugh and Best, 2007). Packaging of product should be beautiful and make reliable feeling to customer. If packaging or labelling are look non-standardize, customer may avoid purchasing the product.

The last factor I think about is available of product. Customers sometime choose the product, which available in the shop that they go, not related to price, brand or quality of product (Hawkins, Mothersbaugh and Best, 2007). For common

ingredient as palm oil, there are not many customers who try to find for the particular brand.



CHAPTER III

METHODOLOGY

To get the useful information for analyzing in this issue of price, brand, location and quality towards customer purchase intention of palm oil, I choose to perform survey with palm oil customers using questionnaire. My target group of my survey is the people who purchase and use palm oil in every month. I will find my target group in the household area, which has both households and shops. For the shop, I will choose for grocery store, desert shop and food seller. For one survey, I plan to use average time about 3 minutes. I plan to ask for people who have difference use of palm oil because different of using might relate to purchase intention on each brand of palm oil. During the survey, I walk through the alleyway, and then I will stop at each house and ask the owner of that house to fill my questionnaire. I also have some little talk with them to know more about their reason for each answer.

I went out to collect data on Saturday 23, November 2013, at noon. I choose this time because it is the time that people are not very busy. If I went out in the evening people may have no time to answer my survey. I go there with my aunt because my aunt knows many people in that area, so it is easy to ask for their help. I use almost 3 hours for all data collection process.

During my data collection, I found many challenges. Firstly, some of my respondents may have low experience to answer this kind of questionnaire, so I need to explain them in each step. Also, some of them cannot read the questionnaire because they are farsightedness illiteracy then I should read it for them question by question, which it is very timely for me. The other big issue is politic issue. Some people who concern more about the politic issue will not prefer to answer my questionnaire because the president of palm oil community, Mr. Suthep Thaugsuban, is politician who has the conflict issue at this moment (Bangkok Post).

The following is the survey questionnaire, which I use to gather the information that I need.

CHAPTER IV

DISCUSSION OF FINDING

4.1 Basic Data

My target group of survey is 40 persons of people who purchase and use palm oil. All respondents are live in community area. From all respondents, 9 persons or 22.50% are males and 31 persons or 77.50% are females. For aging, 13 persons or 32.50% of all respondents are below 36 years old, 17 persons or 42.50% are in age range of 36 – 45 years old, and 10 persons or 25% are older than 45 years old. My survey respondents have many reasons for using palm oil. The most reason is use for household by 24 persons or 60% and use for make food for sell by 12 persons or 30%.

Normally, most of respondents will purchase palm oil from supermarket, which is about 25 persons or 62.50% of all and 13 persons or 32.50% purchase from fresh market and grocery store. Each of respondents has the difference average time of purchasing per month, 19 persons or 47.50% purchase 1-2 times per month, 10 persons or 25% purchase 3-4 times per month and 11 persons or 27.50% purchase more than 4 times a month.

4.2 Main Data

After I collecting data from my survey, I have the one summarize from the question that I asked respondents to choose the most 3 factors, which they concern on when they purchase palm oil. The table below shows the customers focus on each factor:

Table 4.1 The factors related to palm oil's customer purchase intention

No	Factors	Total	Percent
1	Branding	33	82.50%
2	Quality (FDA sign)	26	65.00%
3	Price	24	60.00%
4	Place (Availability)	21	52.50%
5	Discount	8	20.00%
6	Beautiful Package and Label	4	10.00%
7	Free gift	2	5.00%
8	Others	2	5.00%

As you can see from the table above, branding is the most factor that customer concern on. From all 40 respondents, 33 persons or 82.50% choose branding as the one of three factors that effect to their purchase intention of palm oil. They believe that the good branding means good quality of product. Most of respondents said that they will choose the product that has good branding and be well known in the market, no matter which brand they are.

The second factor that customer focus on is quality of the product by 26 persons or 65% of respondents choose this factor to be one factor when they purchase palm oil. Customer will see the reliability of quality of palm oil by the FDA sign on the packaging. If there is no FDA sign, customer will think this brand have quality lower than the standard.

Next factor is pricing, 24 persons or 60% of all respondent choose pricing to be their factor when they purchase palm oil. They will choose to purchase palm oil from the one, which has the lower price.

Forth factor is availability of product, by 21 persons or 52.50% of respondents choose this factor. They give the reason that the price between each brands are not difference too much. So, they prefer to purchase at the shop located near to their house rather than go to somewhere else to get very small amount cheaper of palm oil.

There are other factor that customer choose, which is discount, package and label, and free gift with 20%, 10% and 5% of respondents, respectively.

As the result above, there are many factors that might related to the customer purchase intention of palm oil such as, branding, pricing, brand loyalty, quality of product, packaging and design, or availability of product.

4.3 Finding on 4Ps

4.3.1 Product Factor

I did analyze deeper into each factor that I mentioned before. For the branding factor, I research on the branding perception of customer to know how they think about palm oil that has no brand. From the question, I compare the branding with the price of palm oil to see that customer will concern more about branding or not. I have three choices for customers to choose, which is famous brand with high price, unknown brands with moderate price, and no branding with cheapest price. I got the result of the branding question as the following:

Table 4.2 Customer perception toward Un-Branding palm oil

Un-Brand Perception	Total	Percent
Unreliable	15	37.50%
Moderate	15	37.50%
Reliable	10	25.00%
Grand Total	40	100.00%

From the survey, we found that branding is the one important factor of palm oil purchasing. About 37.50% of all respondents feel unreliable toward palm oil without branding because there is no anything to confirm that it is secure and will not be danger to their health. While 37.50% feel moderate with these. They think this can be safe but they still don't want to try it. Only 25% think un-branding palm oil can be reliable and some of them are food seller. They said that if this palm oil with un-branding are danger, it will not be sell normally at fresh market or anywhere else.

I also focus more on the level of customer purchase intention of palm oil toward the level of product branding. I ask respondents to answer on the question ‘which one of palm oil that you prefer most?’ then let them choose the answer from choices, which are famous brand with high price, unknown brands with moderate price and un-brand with cheap price. The result is list below:

Table 4.3 Customer purchase intention toward branding level of palm oil

Brand acceptable level	Total	Percent
High quality and price	14	35.00%
Moderate quality and price	25	62.50%
Low quality and price	1	2.50%
Grand Total	40	100.00%

The result that I found is very interesting because the result from the first finding shows that customer will purchase the palm oil with the well know branding because it can make sure that palm oil will have good quality. Conversely, when I ask more deep in the topic of quality, 25 respondents or 62.50% of respondents choose only moderate quality with sell at moderate price. Most of them said that they do not want to pay high price for the palm oil because they believe the quality of moderate and high quality might not be the big difference.

This can help me to know well about the branding. If I want to get into the market, I don't need to have very well known branding. I should have just the local branding to make customer feel more confident toward my brand.

For the brand loyalty, I find from the percentage of respondents who willing to try the new brand of palm oil. I use question that compare the branding which price. My question is ‘If you find new brand of palm oil with cheaper price, will you try the new brand then I let respondents to choose whether they will try this or not. Below is the result:

Table 4.4 Customer purchase intention toward brand loyalty of palm oil

Brand loyalty	Total	Percent
Try	23	57.50%
Maybe	9	22.50%
Not Try	8	20.00%
Grand Total	40	100.00%

From the survey result, I can conclude that there is not much brand loyalty on palm oil. Respondents by 57.50% or 23 persons of all are willing to try new brand of palm oil if the new one has the lower price. This means customer not concern much about repurchase or brand loyalty on this kind of ingredient. Customers said they would try the new branding if it has the cheaper price. So, if supplier can provide the better choice for customer, they can switch customers to their product easily.

Only 8 persons or 20% of all respondents are not trying the new brand of palm oil. The main reason is because they feel not secure about the quality of new palm oil brand. So, they decide to use the old brand, which they know that it have the good quality for them.

This leave 9 persons or 22.50% of all respondents who still not sure about trying the new brand, they want to see the new brand of palm oil first because they want to take a look for the big picture, such as packaging, amount of liter, price, etc.

From this point, I can find that I can launch the new brand and most of customer will try it because the loyalty of palm oil is very low because it is the common product, which have very little difference between each brand. However, I have to provide the product that can make customer feel comfortable with the product too.

I also did survey on the packaging and labeling factor. The question that I use is 'with the same quality of palm oil, which one do you prefer?' then I let the respondents to choose between beautiful packaging with high price and normal packaging with lower price. The result is in the table below:

Table 4.5 Customer purchase intention toward packaging design of palm oil

Packaging	Total	Percent
Beauty packaging	3	7.50%
Normal packaging	37	92.50%
Grand Total	40	100.00%

From the table, customer perception toward packaging of palm oil is not very important. Thirty-seven persons or 92.50% of all respondent claimed that they prefer normal packaging with the normal price rather than beautiful packaging with the higher price of palm oil. They think that palm oil is the common product, which is one time usage. Also, palm oil is the product, which use in short period of time. So, this factor does not relate more on customer purchase intention of palm oil.

On the other hands, only 3 persons or 7.50% of all respondents intend to purchase palm oil in beautiful packaging and labelling with the higher price. They choose this choice because they believe that more beauty of packaging relate to higher quality of palm oil.

4.3.2 Place Factor

However, when I separate the perception of customer depend on the place they purchase, I found that none of fresh market's customer think that un-branding palm oil are unreliable.

Table 4.6 Customer purchase intention toward available purchasing place

Purchasing Place	Total	Percent
Fresh market	7	100.00%
Moderate	5	71.43%
Reliable	2	28.57%
Grocery	6	100.00%
Moderate	1	16.67%
Reliable	1	16.67%
Unreliable	4	66.67%
Minimart	2	100.00%
Unreliable	2	100.00%
Supermarket	25	100.00%
Moderate	9	36.00%
Reliable	7	28.00%
Unreliable	9	36.00%
Grand Total	40	

From 7 respondents who purchase palm oil from fresh market, 2 persons or 28.57% have perception that un-branding palm oil can be reliable while 5 persons or 71.43% of respondents think this can be acceptable. While both 2 respondents who purchase palm oil from minimart think that un-branding palm oil are unreliable.

Only 16.67% of all respondents who purchase palm oil from grocery store think that un-branding palm oil can reliable. Other 16.67% think this can acceptable and 66.67% think these are unreliable. On the other hand, 28% from all 25 respondents who purchase palm oil from supermarket think un-branding palm oil can be reliable while 36% think this can acceptable.

So, the first think that I can conclude from this finding is un-branding palm oil can be sell most at fresh market and supermarket. We shouldn't distribute un-branding product of palm oil at minimart and grocery store.

4.3.3 Promotion Factor

For the factor of discount earn on the higher volume of purchasing, I asked respondent by the question 'will you purchase more palm oil if you can get more

discounts from high volume of purchasing'. Customer can choose to answer on 2 choices, which is yes or no. Then I got the result as below:

Table 4.7 Customer purchase intention toward discount rate of palm oil

Discount	Total	Percent
Interesting	32	80.00%
Not interesting	8	20.00%
Grand Total	40	100.00%

Customer will purchase more if they can earn more discounts on palm oil. From survey, 32 persons or 80% of respondents have higher intention to purchase if they can get higher discount. Most of them think that they normally use palm oil for cooking, so they can purchase more because they will use it for sure. They like to get higher discount and purchase in the higher volume than they need at that time rather than purchase on their demand with the normal price.

However, 8 persons or 20% of all respondents said that they will not purchase more no matter they can get higher discount because they want to purchase just on their demand. They do not like to purchase high volume then keep it in their stock because they might not cook their meal themselves too often.

From this topic, we can know that we can use discount to increase sales volume or clearance our stock in the short period of time. If we already get some amount of customer, when we give the discount to customer, they will purchase more because they want to purchase palm oil when it has the lower price. This will help to increase the sales in the short period. However, we cannot use this program too often because customer will wait to buy out brand only when our palm oil has the discount to customers.

4.3.4 Price Factor

For the last topic that I find from the question 'will you purchase non-brand palm oil with lower price if you know that quality is not difference with famous

brand', customer choose to answer on the choices of yes, no or maybe. The result is in the table below:

Table 4.8 Customer purchase intention toward quality of palm oil

Equal quality between each brand	Total	Percent
Buy	19	47.50%
Maybe	9	22.50%
Not Buy	12	30.00%
Grand Total	40	100.00%

If customers know that un-branding and branding palm oil have the same quality, they will have purchase intention to use it. Nineteen persons or 47.50% of all respondents have intention to purchase un-branding of palm oil if it has equal quality with the branding palm oil. From the survey at the beginning, most of customers believe that un-branding palm oil is unreliability, so they will not have intention to purchase those products.

Twelve persons or 30% of all respondents answer that they still not buy the un-branding palm oil because they not believe that un-branding palm oil will have the good quality as branding palm oil. Only 9 persons or 22.50% of all respondents said they might try un-branding palm oil.

From this finding, I know that if I want to sell un-branding palm oil that has the quality follow the standard, I should find the way to inform about the quality to all customers.

When I talked with respondents during my survey, I also got new idea from the respondents suggestion, which is value added on the palm oil. One of respondents suggested that they want to have palm oil that included other things, which provide more benefit to customers. For example, palm oil that included vitamin or iodine. If the palm oil has benefit added like this, they will intent to buy no matter how much is it price.

4.4 Adaptation

As I perform my survey, I found that I should adapt many things, which I find into the real situation. I will separate it into many steps to adapt as below:

4.4.1 First Step: Find good quality of palm oil.

I have to supply palm oil from the reliability suppliers, so I can have the good quality of palm oil to sell to customers. As the result from my finding, customer will purchase palm oil, which they expect that the quality will reach the standard. If I have low quality of palm oil, customer will avoid purchasing my brand.

There are many supplier of palm oil in Thailand. We can buy palm oil from them as the large amount then supplier will ask buyer to drive car tank to pick up palm oil or send it directly to customer stock warehouse. For my family business, we let the supplier to deliver palm oil to my plant. When they reach, we can see that all faucets are sealed, which can ensure that there are no exchange, damaged, or shortage of oil during the transportation.

4.4.2 Second Step: Have a good system of packaging

After we got the good quality of palm oil, we should have the good system of packaging and labelling. We have to use standard quality of system to maintain the quality of palm oil because low quality system can make the quality of palm oil to be decreased.

4.4.3 Third Step: Ask for FDA sign

From the survey that I got, customer concern more on Food and Drug Administration (FDA) sign. They believe that the product, which has the FDA sign, is the product that has standard quality and be reliability. On the other hand, the product that has no FDA sign attached is the product, which unreliability and might harmful to their health.

As the following, we should process the FDA approval for our product to approve that our product, process of packaging and resource that we use to make packaging are safe. However, supplier of the palm oil normally has FDA authorization for their product, so we can ensure that our palm oil is safe.

4.4.4 Fourth Step: Packaging and labelling

Most of customer do not have purchase intention on beautiful packaging of palm oil, they just need to purchase palm oil in normal packaging and labelling, which means standard package that made from safety material, also have the standard label that put on the branding, FDA sign, ingredient, etc.



Figure 4.1 Old palm oil packaging style of my family business

In the following picture, this is my family product old packing of palm oil. My family business sells palm oil both in plastic bag with branding and plain plastic bag without branding. After I did survey, I found that we should sell our palm oil in plastic bag, which made from safety material and put basic label on it.

After my lesson that I learned from survey, our packaging is needed to have some change. Our packaging have to made from high quality plastic that hard to damage and seal it very good to protect it from unexpected open, which we already do like this, so nothing to be concern more on packaging. We just need to maintain the quality of our packaging.

On the label, we have to put the name of our product, branding picture, and our branding name, amount of palm oil and vegetarian sign, which we also do this as usual. Only one thing that we have to focus more is FDA sign. We have to ask for FDA authorization number then put it on the label to ensure to customer that our product are safe and have quality to standard.

4.4.5 Fifth Step: Choose the correct distribution

For distribution channel, we already distribute to the suitable channel which is fresh market. In supermarket and minimart, customer always intend to purchase palm oil with the brand that they familiar with. Also, if I will sell our brand in the supermarket or minimart, I should pay for shelf fee to let the owner allow us to sell our product on their shelf. So, fresh market is the best channel for us to save our cost.

However, if we want to reach new target which is supermarket customer, we should improve our packaging. For example, we might have many size of palm oil product, have packaging in the plastic bottle, or have higher quantity that we produce in each day.

4.4.6 Sixth Step: Add more value

After we can gather more customers to our brand, we might have value added to our product. For example, palm oil included vitamin which give benefit to consumers' health. We should find for more information about how to combine it

together because some nutrient has the reaction to destroy other nutrient's benefit. Some nutrients also harm to consumer's health if they receive it in the over amount.



CHAPTER V

CONCLUSION

From all of discussion above, I can found that attitude of customer toward un-branding palm oil is very low in terms of reliability and purchase intention. From all finding, the main point that I can use to adapt to my family business in order to increase our sales is to improve our packaging and ask for FDA authorization approval. We should have the standard packaging with FDA sign put on it to make customer feel safe to purchase and consume our product. We also can use un-branding plastic bag package, however we should have big packing case with branding and FDA putting on it. If we can perform this, customer will have higher intention to purchase our product, which means our sales will be increasing.

However, my result is still preliminary because these results are based on small size of sample group. It can have further investigation for accuracy result.

As I discussed these results with my family, they agree with my finding that customers will concern about the packaging. The packaging should be standardized and not be damaged easily. Customer also concern on price of product. My family said that most of fresh market customers not concern more about beautiful packaging or high quality of palm oil. They just want to get the cheapest price of product.

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Appendix A Survey Questionnaires

- Gender: Male Female
- Age Range: Under 30 years old 30 – 35 years old
 36 – 40 years old 41 – 45 years old
 46 years old and over

How many times you purchase palm oil in a month:

- Lower than 2 times 3 – 4 times
 More than 4 times

Where is the place you purchase palm oil:

- Fresh Market Supermarket
 Grocery Convenience Store
 Others Please specific

Reason for using palm oil:

- Household meal Food Selling
 Dessert
 Others Please specific

Please choose the most 3 factors you concern on purchasing palm oil:

- Brand Price
 Packaging Availability
 Quality Discount
 Free Gift
 Others Please specific

What is your attitude toward low price palm oil without branding:

- Unreliable Moderate Reliable

Which one of palm oil that you prefer most:

- Famous brand with high price
 Unknown brands with moderate price
 No brand with cheap price

With the same quality of palm oil, which one do you prefer:

Beautiful packaging with high price

Normal packaging with lower price

If you find new brand of palm oil with cheaper price, will you try the new brand:

Yes No Maybe

Will you purchase non-brand palm oil with lower price if you know that quality is not difference with famous brand:

Yes No Maybe

Will you purchase more palm oil if you can get more discounts from high volume of purchasing:

Yes No

