



**WORKING PROFESSIONAL ATTITUDES TOWARD
BUYING READY TO EAT HEALTHY FOOD
THROUGH FACEBOOK AND INSTAGRAM**

BY

MISS PORNTIDA LAOCHARIYAKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2014
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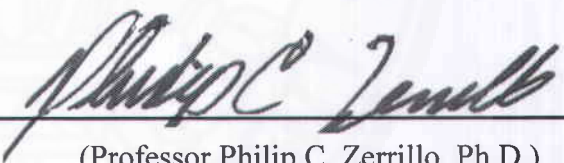
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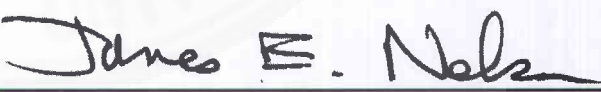
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the degree of Master of Science Program in Marketing (International Program)
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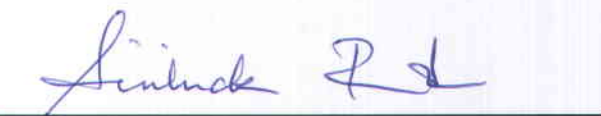
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Thesis Title	WORKING PROFESSIONAL ATTITUDES TOWARD BUYING READY TO EAT HEALTHY FOOD THROUGH FACEBOOK AND INSTAGRAM
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ABSTRACT

The objectives of this research were to study working professionals' attitude towards purchasing ready to eat healthy food via Facebook and Instagram. The study investigated triggers that encourage working professional to purchase ready to eat healthy food through Facebook and Instagram and examined barriers that obstruct them to purchase the product via Facebook and Instagram. Sample for this study was 101 respondents from conducting questionnaires. Questionnaires were collected from online and offline approaches. The online questionnaire were acquired through personal Facebook account, Line and E-mail. The offline questionnaires were collected from shopping events at K-Village. Data were analyzed using Frequency, Mean, Percent, Standard Deviation and Independent T-Test. Findings indicated that fresh and delicious food that contained a number of valuable nutrition and selling at reasonable price were the top three important factors towards purchase. In addition, a majority of respondents' perceptions about ready to eat healthy food was food without preservative, MSG and synthetic color and the main barrier keeping them away from shopping online is low warranty and claims while the main reason that they purchase ready to eat healthy food online was convenience. The suggestion of the study is to guarantee product quality and return money if product is broken and choosing high standard logistics companies including providing product detail on product label and on website.

Keywords: Online shopping, Online shopper attitude, Online shopper perception, Ready to eat healthy food, Facebook, Instagram, Marketing Strategies, Factor of online purchase



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CHAPTER 1

INTRODUCTION

In the present we cannot deny that Internet substantially influences our daily life. We not only use Internet for searching information, communicating with people but we also use it for buying products. We call the service of selling or buying products online as “E-Commerce”. E-Commerce become a popular business because of the dramatical growing of online purchase. Only one click, people can order products from anywhere worldwide which is extremely convenient for people living in this era.

E-Commerce have been become very popular since 2013, the market value of E-Commerce had a growth rate of about 25 percent to 30 percent which is approximately 1.32 to 1.35 trillion baht (K-Research, 2013). Only the value of retail sales was 94.4 billion dollars (Pongwithayapanu, 2014). Facebook is the most popular social network and Instagram is the second media which are used as tools of e-commerce. In 2013-2014, there were 22% an increase of Thai online users and Thailand was ranked in a third place of the country which had the highest growing of e-commerce in ASEAN. In 2015, there are 31.2 million Thai people from 67 million Thai population using Internet which is accounted for 46%. More than 34 million Thai people have Facebook accounts and Thailand is ranked number 7 of the country where has the highest number of Facebook users (Tarad.com). Therefore, social media play an important role to assist and increase revenue for the various types of business online enterprises.

Another factor that supports growing of E-Commerce in Thailand is new advanced technology. It is an important factor to drive E-Commerce business to grow significantly. People watch movies, share information, review products and make an online purchase through many channels such as tablets, mobile phones, and computers. In particular, Smartphone is the must-have item for people in this period (Positioning, 2014). According to the report of veedvil.com, there were 24 million of Thai people are using smartphone which is 25% of total Thai mobile market in 2014. This number tends to increase continually which is related to increasing market value of smartphone during 2012-2014 (veedvil.com, 2014) and high competition of smartphone market.

Currently, there are increasing numbers of online shopping platforms which are alternative channels for entrepreneurs to sell products and these help customers get new choices of shopping experiences. Sabuy.com is the number one e-commerce in Thailand which there are more than 1,400 online stores. This website is the online shopping center of quality products with more than 200,000 product lines (sanook.com, 2013). However, new online vendors who have no knowledge regarding technology and don't want to heavily invest to create their websites choose to utilize Facebook and Instagram as main channels to sell their products as these platforms are easy to use and they can update or manage the system by themselves. Well-known companies choose Instagram and Facebook as new channels to expand their market and to be a channel that helps companies reach a number of customers easily and support them to capture right target groups. Moreover, it is a channel that enhances brand awareness as many people spend much of their free time on social media. Therefore, online media become a main tool to advertise and promote products effectively and also help them to gain more customers and expand market boundary. In addition, continually developed technologies in Thailand such as 3G combine with busy daily lives encourage people to shop products online. More importantly, many payment methods support e-commerce businesses which offer both convenience and reliability. Online payment system and basic online operation system effectively support retailers to run businesses through online. All of these are critical factors that influence the growing trend of online shopping in Thailand. Furthermore, the top five best-selling product categories on social online showed the changing behavior of consumers. The number one top sellers were Beauty Care and Healthy products followed by Clothing products and Accessories, Electronics and Gadget, DVDs and movies and Mobile accessories respectively (TakraOnline, 2014).

Ready to eat healthy food business is also apparently popular due to people being concerned of their health and their consumption habits and online shopping is more reliable than before which could persuade Thai people to use it. By doing business through these channels, not only do business owners reduce significantly the cost of investment such as cost of rental shop and store features which may reduce the risk of

investment. It is also convenient for both business owners and customers because they do not have to go to shop to buy products.

Ready to eat healthy food is functional food. It does not contain artificial chemicals or much sugar or fat. It also is a benefit to consumers both mind and health. Consumers have to heat products only few minutes by microwave or can eat immediately. The increasing demand of ready to eat products along with growing trend of healthy food essentially effect ready to eat healthy food business to be popular (Pilot, 2012). Currently, there are a variety ready to eat healthy food products on online such as bread or healthy cookies with low calories and healthy food lunch set which consumers can order in advance for their whole week. Customers can compare products and reach information as much as they need without travelling to restaurants. In addition, online business is available 24 hours. If customers have any questions, they can ask it directly with sellers. Moreover, customers can access online store easily and can post comment or review other client feedbacks which customers consider it as a tool to help them make a purchase decision easier.

This report focuses on technology opportunities in order to study online distribution channel which are Facebook and Instagram of ready to eat healthy food. It investigates a contemporary topic in applied marketing, technology theme. The research objectives are defined as follow;

1. Determine triggers that encourage working professionals to purchase ready to eat healthy food online.
2. Determine barriers that obstruct working professionals to purchase ready to eat healthy food online.
3. Determine main reasons why working professionals prefer to shop online rather than to shop traditional store.

CHAPTER 2

REVIEW OF LITERATURE

A summary of published works, dissertations or thesis or related reports which providing related information regarding “Working professional attitudes toward buying ready to eat healthy food through Facebook and Instagram” is as follows.

JungEun Kim(2004) studied “Understanding Consumers online Shopping and Purchasing Behaviors”. He graduated the degree of Philosophy in major Apparel Merchandising and Design from the faculty of the graduate college of Oklahoma State University. He studied the different groups of never purchasing online, group of visiting website online with no intention to buy, group of searching online store for purchasing and group of purchasing online. He compared behavior of these four groups which based on theory of reasoned action of Fishbein and Ajzen.s (1980), theory of E-Tailing of Cowles, Kieker, and Little.s(2002). From this study, there were 266 respondents which were students from Oklahoma State University. The statistic tool to analyze the data was Alpha value of Claude Balnc for testing the reasonableness of questionnaires. This study also utilized chi-square, T-test, ANOVA and linear regression to test the different of consumer behaviors between online purchaser and non-online purchaser in terms of demographic, experience, style of using Internet and computer towards attitude of online shopping and intention of online shopping by determining 13 assumptions. There were significant difference among groups of non-online shoppers, visiting website online with no attention to buy, searching online store for purchasing, and purchasing online in terms of marital status, number of credit cards, hours of Internet use, and the main purpose of using Internet. Online shops might find ways to increase sales from this research results and understand consumer behavior in each group more clearly. From research result determined that online shop should focus on convenience, security of money transactions, clear information about products and friendly users of purchasing procedure. All of these which were the advantage to compete other online stores. Lastly, the study suggested that successful online stores should meet customers’ demand in each particular group. This strategy also potentially attracted non-online shoppers to become online shoppers.

Prakit Puncanjanaroj (2007) studied “Factors of choosing online shops”. He graduated master degree in business management from Kasetsart University. The study purpose was to determine factors of selecting online stores from conducting 202 Kasetsart students. The statistics tool to analyze data were Frequency, Percent, Mean and Standard Deviation. Research results found that the majority of women students who studied in year 2 and year 3 from major of Accounting, Business Administration, Economics were single and was able to use Internet more than three years and most of them had own laptops. Regarding influential factors for choosing online shops, the study found that the majority of them focused on the reliability of websites in particular personal information and financial information. Therefore, the study suggest online shops to develop security system to ensure the security of all customers’ data and this made the website look more reliable.

Arkum Wonwongpan (1999) studied “Influential factors towards motivation of shopping online”. Study objectives were to identify factors that influence customers shopping online, barriers from avoiding online shopping and online customers’ behavior. The area study of this research focused only on purchasing products online which did not include other services on Internet. Sample size was 400 people who were Internet users. The study utilized statistical analysis program to analyze data. The research result showed that the majority of respondent was male which was accounted for 58.0% and female 42.0%. The age of sample group was below 20 years old to over 50 years old. Most of respondents’ age was 21-30 years old or 38.0% and educational level of majority of respondents was bachelor degree or 53.0%. 41.0% of sample were officers and average income was over 20,000 baht per month. Most of respondents knew Internet because of friends which was accounted for 30.0% and their experience of using Internet was less than 1 year or 34.0%. The peak time of using Internet was during 6.00 p.m.-12.00 a.m. with average 1-3 hours per day. From data analysis towards key factors which influenced purchasing product online found that gender, age, educational level and income were related to motivation of time saving, shipment on time, ability to compare product prices to other sources, download speed of information products and services and credibility of brands. In contrast, career was associated to motivation of time saving, the ability to compare product prices to other sources, speed

of download of product information and service while credibility of products and services had no relationship with motivation of shipment on-time.

Chawanun Tongprew (2010) studied “Obstacle Factors towards Purchasing Product or Service Online. He graduated master degree in business administration. The study purpose was to determine barrier factors from purchasing products or services online. The research sample size was 279 people and the analysis tool were Mean, Percent, Standard Deviation, One-way ANOVA and Pearson’s correlation coefficient. The study result found that the main obstacle of purchasing products or services online were product delivery and after sale service. From One-way ANOVA analysis (F-test) showed that monthly income significant hindered them from online shopping in terms of product delivery while gender, occupation and monthly income influenced them to avoid online shopping in terms of after sale service. Lastly, researcher recommended that the method to get rid of the obstacle was to choose good logistics company to deliver products and defined clear steps and process of order process and outsourced the system of payment.

Earnaree Intarapintuwat (2000) studied “Online Customers’ Behavior and Risk Perceived from Online Shopping” The research objectives were to study customers’ behavior towards online shopping, to study risks from purchasing products online and to study risk perceived of online purchase of each personal factor. The sample size of the study was 400 respondents and the statistical tool to analyze data were Mean, Percent, Frequency, Standard Deviation, T-test and F-test. Research results showed that the majority of sample was female aged between 26-30 years old and graduated in bachelor degree, working as officers with average salary below 10,000 baht per month. Regarding online purchasing behavior, they typically buy ticket online because of convenience and safe time and they purchased products from domestic websites more than from international websites. Most websites which they visited, they found it by themselves and paid money by bank transfer. People who had the most influence on purchase decision was themselves. About assessing perceived risk from online purchase from five sides which were physical, financial, social, psychology and time was moderate level. From testing hypothesis, the study found that the different of educational level influenced the different of perceived risk level. The different of sex, age, monthly income and occupation didn’t influence the result of perceived risk.

CHAPTER 3

RESEARCH METHODOLOGY

The objective of this study was to find what factors influence working professionals to buy and not buy product online through Facebook and Instagram. This study also find out reasons that make them prefer to buy the product online. This research mainly focuses on online purchasers who have bought ready to eat healthy product and live in Bangkok. The study employed Nominal and Scale measurement. To achieve these research objectives, exploratory and descriptive research has been conducted as the tool to collect data and are used as analysis methodologies.

3.1 Exploratory Research

To understand the trend of online shopping and online shopper attitudes, perception and behavior towards purchasing ready to eat healthy food through Facebook and Instagram in order to design the questionnaire for the next step, researchers conducted:

3.1.1 Secondary Research

(1) Objective:

To understand trend of e-commerce, potential target group behavior and also to get information regarding Thai usage on social media including to find definition of ready to eat healthy food product and a list of well-known brands of ready to eat healthy food products which are sold on social media.

(2) Data Collection

There were a variety sources that were used to study for this research, namely published research reports on Internet, journals, e-commerce article and slide presentations. These resources are used to study as a reference in terms of definition, trend of e-commerce, online consumer behavior, implication, area to study and comprehensive survey. All information was collected from online and the information was beneficial to outline the direction of In-depth interview and design of the questionnaire. In addition, to clarify stimulators and obstacles of online shopping also were studied in this part of work.

3.1.2 Observation

(1) Objective:

Key objectives are to understand online shoppers' behavior who buy ready to eat healthy product and also study online vendors' behavior who sell this product category. For online purchasers, the main objective is to understand general behavior and general idea of online consumers via their comments and/or their review in public website. For online vendors, this study focus on key factors that influence them to be successful. The observation of studying online consumers will be considered as a primary factor to trigger or obstacle them from online purchase while to observe online vendors will be examined as a key answer that why consumers favor E-Commerce.

(2) Data Collection

The observation conducted through Instagram accounts and Facebook accounts of popular ready to eat healthy food product such as The Oven Farm, Clean Food, Happy Cleanse. All brands which this research study are well-known brands in Thailand and were established for more than one year. Each healthy product brand which this study observed had more than 3,000 followers. The observation method was to read all information in comment boxes and investigate operation process of each brand such as what time they post products both on Facebook and Instagram, what content they post, how many likes they get or what are feedbacks from their consumers.

3.1.3 In-depth Interview

(1) Objective:

The main objective of In-depth interview is to get deep insight regarding attitude, lifestyle and behavior of online consumers who buy ready to eat healthy food products. Conducting In-depth-interview will be considered to determine stimulus and barrier of online purchasing.

(2) Data Collection

In-depth interviews were conducted during 19th October to 30th October 2014 and the structure of interview was semi-structure interview. The sampling method was convenience sampling and collection method was face-to-face meeting. Time spending of interview was approximately 45 minutes for each participant at coffee shops on Siam Square such as Starbucks, Hollys Coffee depending on respondent's convenience. Group of respondents were divided into two groups. The first group consisted of two qualified participants who are current online shoppers of ready to eat healthy food products. The second group is one qualified participant who never buy ready to eat healthy food products online but they buy other product categories online such as clothes, electronics and they normally buy ready to eat healthy food product offline and tend to buy it through online platform. Both interviewees of two groups are working professionals who age between 25-35 years old.

3.2 Descriptive Research

3.2.1 Questionnaire Survey

(1) Objective:

Questionnaires were employed as a main tool of descriptive research approach to collect data. The objective of conducting questionnaire survey was to understand key factors which stimulate heavy users, light users and the whole users to buy ready to eat healthy food product online. The questionnaire was applied from the secondary research information, In-depth Interview and observation result consisted of four parts as follow;

Part 1: Screening Question and purchase behavior and consumer lifestyle

The objective of this question was to ensure that respondents' specification match with the research target respondents. The research allowed respondents to do next question only the respondents who have bought ready to eat healthy food products through Facebook and/or Instagram. If respondent answered "NO" in this question, they do not allow to answer next questions. However, if respondents select "YES", they have to answer following questions. The next questions asked about consumer behavior. The objective is to study online purchasing behavior of this target group such

as regarding frequency of buying the product, total years of buying the product online, their influencers towards online purchase of this product category. They were multiple choices which respondents could choose only one answer. The survey questionnaire can be found in the report appendix.

Part 2: Key factors of purchasing ready to eat healthy food online

The objective was to figure out main factors which strongly encourage consumers to buy ready to eat healthy food product via Facebook and/or Instagram. In this part, the study divided key factors into four categories which were product, promotion, price and channel. The measure method of each question in this part was interval scale of measurement which were 1 = Strongly Not Influence, 2 = Not Influence, 3 = neutral, 4 = Influence, 5 = Strongly Influence. Five questions were used to investigate types and benefits of product which influence respondents' purchasing decision. Respondents were asked to rate the level of influence from their attitude. Next, two questions aimed to measure how much important of reasonable price and valued price. These two answers examine that whether these respondents were price sensitive. The questions were designed to clarify the level of their belief. Regarding channel, four questions clarified the good channels for brand online which it should be placed. Each question was designed to be rated according to influence scale. The first three questions asking about channel location and the question four asked about contacting with sellers. In this question was to understand respondents requirement in terms of customer service and information needed. The answers were five scales as same as the previous categories. Lastly, about promotion, five questions asked the importance of each promotion. Question 6.12 asked about general promotions but question 6.13 and 6.14 were related to product brand image and brand awareness which identified the important of reliability of brand. The rest two questions showed how important of ability of providing health care information. The measurement method were interval scale which allowed respondents to select only one answer.

Part 3: Perception and Attitude towards Brands of Ready to Eat Healthy Food Online

The objective is to study participant perception and attitude towards brands of ready to eat healthy food. In this part, there were four main topics which were definition of healthy food, stimulators and barriers of online shopping and after purchasing

behavior. The measurement method of each question in this part was interval scale of measurement which were 1 = Strongly Not Agree, 2 = Not Agree, 3 = neutral, 4 = Agree, 5 = Strongly Agree. Two questions were asked for finding the definition of ready to eat healthy food from respondent perception. The measurement method were interval scale which allowed respondents to select only one answer. Then, five questions aimed to figure out the main obstacle factors which influenced respondents to ignore purchasing ready to eat healthy food products online. Respondents were asked to rate the level of influence from their attitude. Next, four questions were designed to determine main stimulators of buying the product online. Respondents had to select only one answers from table of five scale measurement of agreement level. Lastly, three questions were asked to study typically respondents' after purchasing behavior. The answer alternatives were designed in five scale of agreement level pattern and participants could choose only one answer of each question.

Part 4: Personal Information

This part was the last part of the questionnaire. The objective was to study online consumer's characteristics who have bought ready to eat healthy food product through Facebook and/or Instagram such as psychographics, education level, occupation and income. Five questions helped to understand the overview characteristics of ready to eat healthy food product online. This data helped to understand what age was the majority of healthy online shoppers. Female or male were the potential customers, Monthly salary helped this research to determine respondents whether price sensitive or not and helped to set the right price at the right positioning.

(2) Data Collection:

Questionnaire will be collected by convenience sampling method with 100 target respondents who have bought ready to eat healthy food product online. The questionnaires were distributed through e-mails, Facebook message box, Line and hand delivery. For paper based questionnaire, the questionnaires were distributed at online shop events which were the events for popular brands to sell their products in various shopping places such as K-Village, A-Square, Siam One. For online questionnaire, Google Doc was utilized as a tool to create questionnaire and used

Google Doc link to distribute the questionnaire. Due to time limits and constrain, the study collected 101 qualified respondents.

3.3 Data Analysis

The total 101 comprehensive data set which were collected from both online questionnaire and filed questionnaire were analyzed by SPSS -Statistical Package for the Social Science. Analysis methods were Frequency Analysis and Descriptive Analysis which is a part of Descriptive Statistics.

The questionnaire part 1 and part 4 were analyzed by frequency analysis. The key reason was to use frequency number or percentage to divide respondent group and also to understand key characteristics of the respondents by using questionnaire in part 1 while questionnaire part 4 was analyzed for study respondents' characteristic.

The questionnaire part 2 and part 3 also were analyzed by Descriptive Statistics and Interferential Statistics. For Descriptive Statistics, the main purposes were to determine stimulus factors, obstacle factors and perception of respondents towards purchasing online of ready to eat healthy food product. The study divided respondent into three groups which were the heavy users, light users and the whole users and then analyzed the top five important factors and the less important in each area. The aim of running data by using this analysis showed the important weight of each factor from these three groups. For Interferential Statistics, Independent-Sample T-Test, the objectives were to evaluate the differences in means in terms of key factors of purchasing ready to eat healthy food online and perception and attitude towards brands of ready to eat healthy food online between heavy user group and light user group at a significance level of 0.05

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from Exploratory Research

4.1.1 Secondary Data

Since changing of lifestyle of Thais which their daily lives are hastier and have to work hard under pressure and time constraint, so this environment leads to demand of products which are easy to use and good for them. Trend of eat clean among working professionals, is a part effect of this situation, resulting in many new healthy food shops online which strongly respond requirement of Thai working people lifestyle. Healthy concerned people in United States pay more than 10,000 million dollar per year for buying function food products which is one alternative of health care and eating function food have become new trend in Asia as well and this trend tend to grow continually (Bangkok Post, 2013). Function food is food or nutrient which is cooked or extracted or transformed to be in natural form or beneficial substance for health such as Prune, Fish Oil (siamhealth.net).

Another reason of eating healthy trend continually increasing is because the number of Thai obesity is growing and Thai government also launch a campaign of being healthy by exercise and eating healthy meal every day and healthy food are full of nutrition, also help consumer's family to be healthy are another reason to support this trend. Brand ambassadors such as reputation stars have strong influence to consumers to buy that product. In addition, According to Mindshare marketing agency, in 2013 they found that Thailand is going to be the country of aging population in the next 8 year because Thais life expectancy is longer and the market value of products which involve health care will increase around 20-30% such as hospitals, supplement. Moreover, Mindshare showed that trend of back to basic is continually popular. From the survey, working professionals and adult people are interested in herbal products and tend to buy natural products instead of chemical products. There is an estimation that herbal market value increase from 12,000 million baht in 2013 to 14,000 million baht in 2015 (Brand Buffet, 2013).

Thai healthy market grow continually. In 2014, Thai healthy market value was over 40,000 million baht. As demand of healthy product is growing thus many businesses pay much attention on this market and attempt to adapt their products to relate to this trend or they create new product for this trend. However, to generate revenue in this market is not easy like selling healthy product without strategies. In the present, consumers pay attention to product information which each brand try to promote; therefore, to convince these consumers, companies have to show the solutions which meet their demand. Companies should not know only information and solution of their target market but they also have to be an expert of their products. They should be able to analyze what their customer need, what solutions are and know how to educate them about the cause and effect of customer problems. Marketing in current situation is not just convincing clients with beautiful advertising. There are 3 things which companies should do in order to succeed in this market. First, the companies have to educate customers to understand academic information in easy way. Second, the companies have to clarify how their products benefit to customer's health and third, the companies have to demonstrate how much benefit customer get suppose they have discipline to follow. However, by running this strategy, it do not guarantee that the companies will succeed because nowadays people life are competing with time, having many choices to choose, easily to compare products across website and like products which are easy to use and can see result quickly (Athip Asawanon, 2013).

E-Commerce is booming worldwide. Although the global economic is downturn, E-Commerce business is still growing. E-Commerce is selling and/or buying and/or promoting goods via electronics channels such as mobile, television, radio and Internet applications –Facebook, Instagram, LinkedIn, YouTube and Twitter. The important role of E-Commerce are decreasing operation cost and increasing organizational performance by reducing some role of the business elements such as sales staff, receptionist. Currently, E-Commerce is replacing the traditional market as it is more convenient. People can search products, compare products across websites and order products from anywhere at any time. Moreover, the advanced technology of protecting online information lead to more security of online purchase and make customers feel safe. There are many reasons of significantly growing of E-Commerce in various countries. First, operation cost of E-Commerce is lower than brick-and-

mortar. Second, the management system of E-Commerce is more flexible than brick-and-mortar. It's easy for E-Commerce companies for changing message, announcing information and communicating with their customers. They are able to change as many as they want with inexpensive cost. Therefore, E-Commerce system give better outcome and more effective than ordinary system of brick-and-mortar. Furthermore, an advanced technology of 3G for mobile is major factors to encourage rapidly increasing market size of E-Commerce. Faster Internet speed and cheaper service charge of Internet stimulate Thai people to access E-Commerce broadly. On the other hand, there are a variety barriers to hinder people from E-Commerce. First, Internet speed in some area is not stable and often slow. Second, some customers are concerned about the creditability of payment system of E-Commerce. Third, customers have never seen the real product and the last one, customers are unsure whether they will receive products after payment. All of these factors are key obstacle factors from online purchase (mindphp.com, 2013).

Form studying some research about factors which make people to buy products online, it showed that factors that influence consumers to buy dietary supplement online are having various product form to choose, no pressure from sellers when they seek for a product and they can buy an imported product at cheaper price than buying it from physical store (Bangkok Post, 2013).

All of these which are mentioned above make many firms realize that E-Commerce will definitely play an important role for new marketing for every business. The faster companies utilize e-commerce, the faster better advantage they get.

4.1.2 Observation

The purpose is to observe ready to eat healthy food business operation and purchasing behavior of consumers by studying at trigger and obstacle toward purchasing these kind of products. The observation was conducted through well-known Facebook Page and Instagram of food product brands. After observation of various brands by studying price, benefit, promotion, packaging and management system, I find out that most online brand's price is a bit expensive but they usually have their unique characteristic. For example, bread brand named "The Oven Farm" target consumers who are vegetarians or on diet since the brand claim that its bread has no

eggs, milk, butter, preservative and synthetic compounds. More importantly, there are a variety flavors which are new and rarely found in bread shops. This brand has more than 8000 followers on Instagram and the main marketing strategy is to inform customers where they can buy its products today, together with posting appetizing picture with short caption. In addition, this brand management system is outstanding, I found out that when customers order products, administrator will check the nearest location which customer can go to buy. In case of running out of stock, customer feel disappointed and commented on its Instagram, brand administrator will apologize customer and update with a new date when its products will be available.

The current most popular ready to eat healthy food is Granola. Ingredients are whole rolled oats, raw nuts, raw sunflower seeds and dried fruit. Granola can eaten as a snack with bread or yogurt. There is low calories and a bit sweet so a majority customers are female. Most of online customers are female and loyalty customers since they took a picture and tag brand page including providing reviews such as I am so glad that I can buy it today, I love it so much.

4.1.3 In-depth Interview

Conducting In-depth Interview set on 19 October 2014. There were three females participant. The three respondents can be divided into two group which are existing online shopper and potential online shopper. Two working women aged 28 and 35 live in Bangkok and purchase product online and one working woman aged 32 who is potential customer but never buy product online. All of them are health conscious and like to buy healthy products.

Consumer insights of existing online shopper

In general, online buyers tend to purchase products online because it is convenient. The order process is easy and now online purchase is popular which make them feel safe. Importantly, online order save their time and money. Two of three respondents who usually purchase ready to eat healthy food online said they prefer to order products through Instagram rather than order via Facebook since platform of Instagram is easier to see the updated news of products. Clear information, beautiful picture and updated profile play an important key to influence purchase decision. Both

of them follow Instagram of desired brand for a while before placing an order to assure the reliability of those brands. The number of followers, likes and positive consumer reviews help them to feel more comfortable and relieve nervous feeling towards those brands and it also help them to make a decision easier. However, there were many points that struggle them or make them think for a while before making a decision. First, consumers have no chance to taste products before purchasing and they are unsure that the real product is the same as advertising. Second, consumers are concerned about quality of products. They are concerned about the freshness of products. Third, payment method, as they worried about the security when they transfer money and whether vendors received their money or not. The last one was delivery system. Online buyers didn't know what day products will arrive. In addition, both two respondents have purchased ready to eat healthy products more than 1 year and they ordered 3-4 times a month. However, they also went to shop healthy product at physical store on weekend. One respondent had a bad experience from online purchase. Finally, they thought that online channels were great alternative choices for young entrepreneurs to have chance to sell their quality healthy food products and these help them to have more choice to shop products.

Consumer insights of potential buyer

From conducting In-depth interview, one of them was a person who never buy product online. She normally buy organic fresh vegetable, healthy snack and ready to eat healthy food through physical store on weekend and she enjoy to try new product. Baimiang healthy store is the shop where she normally go to buy and seek new healthy product items. The main reason why she never order product online is that she is familiar to go to shop and then take a look of real product. Some products can be tasted before buying. Furthermore, she prefer offline shopping to online shopping because if she buy it from physical store, she have a chance to taste products and see real products and another reason is she can get products immediately after she pay it. However, she said if the products that she normally go to buy at shop are available on online channel, there is a probability that she will order it via online but she will buy for only products that it can keep for at least one week. On the other hand, new healthy product or unknown brand, she is quite worried about the quality

and reliability of it. Nevertheless, if there are some evidences such as nutrition form, Thai FDA license number, this help her to feel safe and she might buy it.

4.2 Key Finding from Descriptive Research

4.2.1 Respondent personal information

From **Table 5** in Appendix B: **Summary of respondent personal information (N=101)**

There were 101 respondents who were male 21 people and female 80 people and 97 respondents age was between 25 to 35 years old. Half of them which were 59 respondents graduated bachelor degree while the rest 42 respondents graduated master degree. Next, about the occupation, the majority of respondents was officer which was accounted for 66 percent or 67 people and 17 percent was entrepreneur. Lastly, the majority of respondent which were 34 people have monthly income between 25,001 – 35,000 baht, followed by 15,000 – 25,000 baht which accounted for 28 people. Interestingly, 14 percent of this respondent monthly income was more than 65,000 baht.

4.2.2 Online consumer purchase behavior and lifestyle

From **Table 6** in Appendix B: **Summary of online Purchase Frequency of Respondents (N=101)**

From this online purchase frequency table, the study divide account into two groups which were heavy users and light users (Question 2 in Appendix 1: Questionnaire) Heavy users were people who bought ready to eat healthy food online once a week and/or 2-3 times a month, accounted for 18 people while another group, light users were people who bought the product less once a month, accounted for 55 people and the majority of the group bought the product less once a month, followed by buying once a month which constituted 28 people.

From **Table 7** in Appendix B : **Summary of purchase behavior and lifestyle of heavy users (N=18)**

There were 18 heavy users who bought ready to eat healthy food through Facebook and Instagram once a week or 2-3 times a month. Most of heavy users have purchased the product through online for one year which accounted for 38.9% and more than 2 year (27.8%) respectively. Among of them, 72.2% or 13 people have never bought the product from retail shop before making purchase it online. More importantly, friends and families were influencers of them. 61.1% of heavy users bought ready to eat healthy food via Facebook and/or Instagram because of recommendation from their friends or families while online advertisement and offline advertisement did not strongly influence them to buy with only 16.7% and 22.2% respectively. See appendix for complete detail.

From **Table 8** in Appendix B: **Summary of purchase behavior and lifestyle of light users (N=55)**

There were 55 light users out of 101 respondents. The majority of light users have purchased ready to eat healthy product via Facebook and Instagram for more than two years which were 22 people or 40%. Interestingly, 74.5% of light users or 41 people went to retail shop first before buying through Facebook or Instagram. Next, the most important factor which encourage them to buy the product online was online advertisement (56.4%), followed by recommendation from friends and families which were 29.1%. See appendix for complete detail.

4.2.3 Key factors of purchasing ready to eat healthy food online

From **Table 9** in Appendix B: **Summary of key factors of purchasing ready to eat healthy food online (N=101)**

From conducting 101 respondents, the study found that the top five important factors of purchasing ready to eat healthy food online are (in decreasing order) reasonable price (mean=4.60), contain a number of valuable nutrition (mean= 4.50), look fresh and delicious (mean=4.48), updated website and clear information on website (mean= 4.37), and lastly, valuable recommendation in terms of health provided by seller (mean= 4.35). However, the less important factors of this group regarding purchasing the product online are having various distribution channels

(mean= 3.26) and products that are new and different (mean= 3.47) See appendix for complete detail.

From Table 10 in Appendix B: Summary of key factors of purchasing ready to eat healthy food online of heavy users (N=18)

The five most important factors of purchasing ready to eat healthy food online for the group of heavy users are (in decreasing order) fresh and delicious (mean = 4.72), containing a number of valuable nutrition (mean = 4.72), reasonable price (mean = 4.72), be able to immediately contact with sellers (mean = 4.44), and providing great information related to the products by sellers (mean = 4.44). The interesting data in this group is that there are equal scores for the top five important factors. This data can be analyzed that customers did not focus on only one factor but there are many factors combining together which stimulate them to buy. From the study of heavy users' behavior, it showed that sellers play an important role to drive business. Sellers must deeply understand their product in order to educate customers. See appendix for complete detail.

From Table 11 in Appendix B: Summary Key factors of purchasing ready to eat healthy food online of light users (N=55)

Five most important factors of purchasing ready to eat healthy food online of light users are (in decreasing order) reasonable price (mean = 4.56), valuable health recommendation by sellers (mean = 4.38), updated website and clear information on webpage (mean = 4.36), contain a number of valuable nutrition (mean = 4.34) and ability of sellers to provide product information (mean : 4.29). More interesting, channel factors such as various distribution channel, be able to contact immediately with sellers do not influence to this group. See appendix for complete detail.

4.2.4 Perception and attitude toward brands of ready to eat healthy food

From Table 12 in Appendix B: Summary Key perception and attitude towards brands of ready to eat healthy food (N=101)

The majority of 101 respondents' perception about ready to eat healthy food was food without preservative, MSG and synthetic color (mean=4.39) and the main barriers that keep them away from shopping online is low of warranty and claims

(mean=4.16). Next, the main reason that they purchase ready to eat healthy food online is convenient (mean=4.32). Lastly, they normally discuss with their friends or families about the product after purchasing it (mean=4.14). See appendix for complete detail.

From Table 13 in Appendix B: Summary Key perception and attitude towards brands of ready to eat healthy food of heavy users (N=18)

The majority of 18 heavy users perception towards definition of ready to eat healthy food is food with no preservative, MSG and synthetic color (mean=4.66). Then, the key barrier which hinder them from purchasing ready to eat healthy food online is high shipping cost (mean=4.27). while the primary reason that encourage them to purchase the product is the product cannot buy from physical stores (mean=4.22). Finally, after they receive products, they typically discuss products with their friends and families (mean=4.16). See appendix for complete detail.

From Table 14 in Appendix B: Summary Key perception and attitude towards brands of ready to eat healthy food of light users (N=55)

Perception of 55 light users towards healthy food is quite interesting comparing to other groups. Half of them believe that healthy food is food with high nutrition such as fiber, Protein (mean= 4.25) and another half of them believe that healthy food is food with no preservative, MSG and synthetic color (mean= 4.29). Next, low warranty and claims are main obstacles that encourage them from online purchase (mean= 4.34) whereas purchasing online is convenient which is the key factor that stimulate them to buy product online (mean= 4.34). Last but not least, light users usually discuss products with friends and families as same as group of heavy users (mean= 4.09).

4.2.5 Summary of Research Hypothesis

In this part presented data analysis of the difference of personal factors and online purchase behavior with reviews of customers to purchase ready to eat healthy food online by employing independent t-test at the level of statistical significance of 0.05

Research Hypothesis 1.1: Gender influence key factors of purchasing ready to eat healthy food online.

Table 1: Different gender against influential attributes of online purchase

Key factors of purchasing ready to eat healthy food online	Group					t	Sig (2-tailed)
	Male Group N=21		Female Group N=80				
Product	Mean	S.D.	Mean	S.D.			
Products look fresh and delicious	4.33	1.28	4.51	0.73	-0.84	0.40	
Product is ready to eat	3.86	1.24	4.16	0.92	-1.26	0.21	
Products are new and different	3.55	1.32	3.45	1.08	0.36	0.72	
Products contain a number of valuable nutrition	4.43	1.21	4.53	0.66	-0.35	0.73	
Packaging design	1.24	0.47	4.09	0.68	-0.14	0.89	
Price	Mean	S.D.	Mean	S.D.			
Reasonable price	4.52	0.60	4.60	0.49	-0.60	0.55	
Valued price	3.86	1.11	3.51	0.98	1.40	0.17	
Channel	Mean	S.D.	Mean	S.D.			
can buy from online channel	3.95	1.32	3.61	1.05	1.25	0.22	
Located near Sky Train	4.19	0.68	4.06	0.80	0.67	0.50	
Various distribution channels	3.19	1.21	3.28	1.16	-0.30	0.77	
Be able to immediately contact with sellers	4.19	1.17	4.13	0.95	0.27	0.79	
Promotion	Mean	S.D.	Mean	S.D.			
Discount, give away, coupon	4.29	0.78	3.78	1.09	2.01	0.05	
Number of likes or shares	3.86	1.06	3.95	0.74	-0.38	0.71	
Updated website and clear information on webpage	4.57	0.51	4.31	0.67	1.66	0.10	
Sellers provide some valuable recommendations in terms of health to customers	4.71	0.46	4.25	0.56	3.48	0.00	
Sellers be able to provide great information related to their products to customers	4.67	0.58	4.26	0.71	2.41	0.02	

1. The result showed that there was a statistically significant effect between gender and key factors of purchasing ready to eat healthy products online towards “*Discount, Give away, Coupon*” using Independent sample T-Test analysis $F= 1.53$ and $P= 0.05$, less than the alpha level of significance of 0.05. It can be concluded that Discount, Give away, Coupon influence purchasing decision of males more than females.

2. The result showed that there was a statistically significant effect between gender and key factors of purchasing ready to eat healthy products online towards “*Sellers provide some valuable recommendations in terms of health to customers*” using Independent sample T-Test analysis $F= 0.73$ and $P= 0.00$, less than the alpha level of significance of 0.05. It can be concluded that Sellers provide some valuable recommendations in terms of health to customers influence purchasing decision of males more than females.

3. The result showed that there was a statistically significant effect between gender and key factors of purchasing ready to eat healthy products online towards “*Sellers be able to provide great information related to their products to customers*” using Independent sample T-Test analysis $F= 0.98$ and $P= 0.02$, less than the alpha level of significance of 0.05. It can be concluded that Sellers be able to provide great information related to their products to customers influence purchasing decision of males more than females.

Research Hypothesis 1.2: Gender influence perception and attitude of purchasing ready to eat healthy food online.

Table 2: Different gender against perception and attitude of purchasing ready to eat healthy food online

Perception and attitude toward brands of ready to eat healthy food online	Group				t	Sig (2-tailed)
	Male Group N=21		Female Group N=80			
	Mean	S.D.	Mean	S.D.		
What is ready to eat healthy food?						
High nutrition such as Fiber, Protein	4.81	0.40	4.10	0.59	5.22	0.00
No preservative, MSG, Synthetic color	4.38	0.74	4.40	0.67	-0.11	0.91
What are the main barriers that keep you away from shopping online?	Mean	S.D.	Mean	S.D.		
Safety of payment	3.81	1.17	3.81	0.83	-0.01	0.99
Low trust level of online store or brand	3.67	1.28	3.79	0.85	-0.41	0.69
High Shipping Cost	4.00	0.84	3.80	0.75	0.80	0.43
Warranty and claims	4.19	0.75	4.16	0.77	0.15	0.88
Delivery slowly	4.24	0.83	3.80	0.85	2.12	0.04
What are the reasons that you purchase Ready to eat healthy food online?	Mean	S.D.	Mean	S.D.		
Try new thing	4.14	0.85	4.04	0.60	0.53	0.60
Products cannot buy from offline channels.	4.52	0.51	4.26	0.71	1.59	0.12
Products is ready to eat	4.57	0.81	4.05	0.73	2.86	0.01
Convenient	4.76	0.44	4.21	0.61	3.87	0.00
After receiving the product, do you typically?	Mean	S.D.	Mean	S.D.		
Discuss with your friends or family about the product	4.05	0.74	4.18	0.71	-0.73	0.47
Write a review about the product on social online	3.00	0.84	3.14	1.16	-0.62	0.54
Connect sellers to get more information	3.43	1.25	3.53	0.99	-0.38	0.71

1. The result showed that there was a statistically significant effect between gender and perception and attitude of purchasing ready to eat healthy food online towards “*High nutrition such as Fiber, Protein*” using Independent sample T-Test analysis $F=1.00$ and $P= 0.00$, less than the alpha level of significance of 0.05. It can be

concluded that males strong believe ready to eat healthy food is High nutrition such as Fiber, Protein more than females.

2. The result showed that there was a statistically significant effect between gender and perception and attitude of purchasing ready to eat healthy food online towards “*Delivery slowly*” using Independent sample T-Test analysis $F=0.16$ and $P= 0.04$, less than the alpha level of significance of 0.05. It can be concluded that Delivery slowly have more influence on males’ perception and attitude of purchasing ready to eat healthy food product than females and it is a main barrier that keep them away from shopping online.

3. The result showed that there was a statistically significant effect between gender and perception and attitude of purchasing ready to eat healthy food online towards “*Products is ready to eat*” using Independent sample T-Test analysis $F=2.00$ and $P= 0.01$, less than the alpha level of significance of 0.05. It can be concluded that Products is ready to eat have more influence on males’ perception and attitude of purchasing ready to eat healthy food product than females and it is a main reason that encourage them to shop online.

4. The result showed that there was a statistically significant effect between gender and perception and attitude of purchasing ready to eat healthy food online towards “*Convenient*” using Independent sample T-Test analysis $F=2.00$ and $P= 0.01$, less than the alpha level of significance of 0.05. It can be concluded that convenient factor have more influence on males’ perception and attitude of purchasing ready to eat healthy food product than females and it is a main reason that trigger them to shop online.

Research Hypothesis 2.1: Different user groups influence Key factors of purchasing ready to eat healthy food online.

Table 3: Different user groups against influential attributes of online purchase

Key factors of purchasing ready to eat healthy food online	Group				t	Sig (2-tailed)
	Heavy User Group N=18		Light User Group N=83			
Product	Mean	S.D.	Mean	S.D.		
Products look fresh and delicious	4.72	.57	4.41	.91	1.36	0.08
Product is ready to eat	4.33	0.84	4.05	1.03	1.09	0.28
Products are new and different	3.78	1.06	3.40	1.13	1.29	0.20
Products contain a number of valuable nutrition	4.72	0.46	4.45	0.85	1.31	0.19
Packaging design	3.89	0.47	4.11	0.87	0.30	0.17
Price	Mean	S.D.	Mean	S.D.		
Reasonable price	4.72	0.46	4.55	0.52	1.30	0.20
Valued price	3.50	1.15	3.59	0.98	-0.32	0.75
Channel	Mean	S.D.	Mean	S.D.		
can buy from online channel	3.78	0.73	3.65	1.18	0.61	0.55
Located near Sky Train	4.11	0.47	4.07	0.83	0.19	0.85
Various distribution channels	3.44	1.04	3.20	1.18	0.83	0.41
Be able to immediately contact with sellers	4.44	0.70	4.06	1.03	1.50	0.14
Promotion	Mean	S.D.	Mean	S.D.		
Discount, give away, coupon	4.06	0.94	3.83	1.08	0.83	0.41
number of likes or shares	3.50	1.04	4.01	0.73	-1.98	0.06
Updated website and clear information on webpage	4.39	0.61	4.35	0.65	0.21	0.83
Sellers provide some valuable recommendations in terms of health to customers	4.17	0.38	4.38	0.60	-1.88	0.07
Sellers be able to provide great information related to their products to customers	4.44	0.62	4.32	0.72	0.70	0.49

From the table, the research hypothesis result showed heavy users and light users against influential factors for purchasing ready to eat healthy food online but the results showed that all differences are not significant.

Research Hypothesis 2.2: Different user groups influence perception and attitude of purchasing ready to eat healthy food online.

Table 4: Different user groups against perception and attitude of purchasing ready to eat healthy food online

Perception and attitude toward brands of ready to eat healthy food online	Group					t	Sig (2-tailed)
	Heavy User Group N=18		Light User Group N=83				
	Mean	S.D.	Mean	S.D.			
What is ready to eat healthy food?							
High nutrition such as Fiber, Protein	4.33	0.49	4.23	0.65	0.64	0.52	
No preservative, MSG, synthetic color	4.67	0.59	4.34	0.69	1.89	0.06	
What are the main barriers that keep you away from shopping online?							
	Mean	S.D.	Mean	S.D.			
Safety of payment	3.67	0.69	3.84	0.94	0.90	0.45	
Low trust level of online store or brand	3.94	0.80	3.72	0.97	0.90	0.37	
High Shipping Cost	4.28	0.57	3.80	0.78	2.49	0.15	
Warranty and claims	4.06	0.80	4.19	0.76	-0.69	0.49	
Delivery slowly	4.00	0.77	3.87	0.88	0.59	0.56	
What are the reasons that you purchase Ready to eat healthy food online?							
	Mean	S.D.	Mean	S.D.			
Try new thing	3.94	0.64	4.08	0.67	-0.81	0.42	
Products cannot buy from offline channels.	4.22	0.65	4.34	0.69	-0.65	0.52	
Products is ready to eat	3.83	0.92	4.23	0.72	-2.00	0.48	
Convenient	4.00	0.49	4.40	0.62	-2.54	0.00	
After receiving the product, do you typically?							
	Mean	S.D.	Mean	S.D.			
Discuss with your friends or family about the product	4.17	0.79	4.14	0.70	0.12	0.91	
Write a review about the product on social online	3.44	0.86	3.04	1.13	1.44	0.15	
Connect sellers to get more information	3.78	0.81	3.45	1.08	1.22	0.22	

1. The result showed that there was a statistically significant effect between user groups and perception and attitude of purchasing ready to eat healthy food online towards “*Convenient*” using Independent sample T-Test analysis $F=20.64$ and $P=0.00$, less than the alpha level of significance of 0.05. It can be concluded that convenient factor have more influence on light users’ perception and attitude of purchasing ready to eat healthy food product than heavy users and it is a main reason that trigger them to shop online.

4.3 Limitation of the Research

4.3.1 Time Constraint

Time to complete this study was short and I studied this topic alone. There was limited time to prepare both exploratory and descriptive research. Moreover, I did not work for conducting this marketing research topic as a full-time job, therefore there was the time limitation to conduct the whole part of the research. However, I did the best to complete this study including collecting data, analyzing data, summarizing and report.

4.3.2 Ability of questionnaires distribution to the target respondents

The target respondents that researcher aimed were people who have purchased ready to eat healthy food product online and live in Bangkok. With time constraint, researchers could collect data only 101 respondents. Moreover, researchers did not have a name list of current users and limited budget to do probability sampling so I could only conduct non-probability sampling which was convenience sampling. In addition, the number of respondents who bought ready to eat healthy food product online were quite small and might not represent the general populations of purchasing ready to eat healthy food online in Thailand.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The research aimed to study working professional attitude towards purchasing ready to eat healthy food through Facebook and Instagram. The study investigated both triggers and barriers that encourage working professionals to purchase and not purchase ready to eat healthy food through Facebook and Instagram and to determine main reasons of working professional preference on shopping online. The study evaluated and analyzed factors in various aspects which led to the solution to enhance positive attitude towards ready to eat healthy food purchasing online and the opportunity to increase sale. Factor of product, price, channel and promotion were used to investigate consumers' attitude and also to study barriers, triggers and reasons of shopping online in order to understand consumers' perception. This research utilized Descriptive Statistic Method and Exploratory research. For Exploratory research, there were In-depth interview, observation and questionnaires. All 101 respondents were online shoppers who have bought ready to eat healthy food products via Facebook and Instagram.

The study result of general information of respondents showed that 80% of sample were female and 20% were male. The majority of sample aged between 25-35 years old. 59% of them graduated in bachelor degree and 41% graduated in Master degree or above. Their average monthly income was 25,001-35,000 baht followed by 15,000-25,000 baht and 67% of respondents worked as officers.

The study result of respondents' purchase behaviors showed that 18% of respondents were heavy users and 82% of respondents were light users. The majority of heavy users did not go to retail shop before making purchase online while most of light users went to retail shop before purchasing product online. Moreover, friends and families were influencers of heavy users whereas online advertisement influenced light users the most.

The study result of key factors of purchasing ready to eat healthy food online showed that in general, product looks fresh and delicious, product contains a number of beneficial nutrition, selling at valuable price, be able to contact sellers immediately

and sellers are able to clearly inform product information were the top five important. However, when the study analyzed by segment which were heavy users and light users, the top 5 important factors of light user group had some minor different from heavy user group. Updated website and clear information on webpage were more important than products look fresh and delicious and be able to contact sellers immediately.

The study result of perception and attitude towards brands of ready to eat healthy food showed that both heavy users and light users had the same perception towards definition of ready to eat healthy food and both 2 group typically discuss about products with friends and families. However, trigger and barrier of purchasing the product online were different. The main reason of buying ready to eat healthy food online of heavy users were unavailable products on offline channel while the key reason of light users was convenience. Last but not least, the main barrier from purchasing this product online for heavy users was high shipping cost but the main obstacle for group of light users was low warranty and claim.

The study result of different gender influence key factors of purchasing ready to eat healthy food online showed that there were 3 factors which were statistically different between males and females' opinions. "*Discount, Give away, Coupon*", "*Sellers provide some valuable recommendations in terms of health to customers*" and "*Sellers be able to provide great information related to their products to customers*" have more influence on males than females about online purchase.

The study result of different gender influence key factors of purchasing ready to eat healthy food online showed that there were 3 factors which were statistically different between males and females' opinions. "*Discount, Give away, Coupon*", "*Sellers provide some valuable recommendations in terms of health to customers*" and "*Sellers be able to provide great information related to their products to customers*" have more influence on males than females about online purchase. On the other hand, the study result of difference gender influence perception and attitude of purchasing ready to eat healthy food online showed that there were 4 factors which were statistically significant different between males and females' perception and attitude. Males believe that healthy products are *high nutrition such as Fiber, Protein* more than females. *Delivery slowly* has more influence on males more than females regarding

purchase online while *products is ready to eat and convenient* are more impact on males' purchase decision than females.

The study result of different user groups influence key factors of purchasing ready to eat healthy food online showed that there was no significant different between heavy users and light users. On the other hand the study result of different user groups influence perception and attitude of purchasing ready to eat healthy food online showed that convenient is an only factor that play more important role on light users perception and attitude than heavy users.

5.2 Recommendations

The study result showed that there were some different key factors of purchasing ready to eat healthy food online between group of heavy users and light users. The research suggest that entrepreneurs who sell ready to eat healthy food through Facebook and/or Instagram should update product's information on their website frequently and clearly describe product information in simple way which easily understand and they also have to train their sellers to deeply understand product and educate them about information which related to the product such as product benefit, product usage. Moreover, convenient is an important factors of online purchase especially for light user groups, so this study recommend owner to make an easy step of purchase process and make the purchase process reliability by sending e-mail confirmation when they received money or sending notification when products are shipped out. All of these will increase sale revenue by encouraging both heavy users and light users to purchase the product more. In addition, to enhance positive perception from both groups, the study suggest business owners to hire standard logistic company to delivery products in order to avoid mistakes which might happen during shipment such as damaged goods, product is lost or delay shipment. Furthermore, the company might have shipment package for customer to choose according to order quantity. Besides, the company can engage current customers or new customers by create marketing activities monthly for creating closer relationship or good relationship with customers. Lastly, to increase sale revenue, this study suggest companies to buy Facebook advertising or other online advertising space to promote their products which help to create brand's credibility.

5.3 Future Research

1. Study online consumers in each region by collecting data in North, South, North East, East and West Region in order to understand consumers' characteristic and purchasing behavior in particular region.
2. Study more deep information regarding online purchase in terms of types of products, payment method and others to more understand online consumer behavior.



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APPENDICES

Part 2 Key factors of purchasing ready to eat healthy food online

Factors	Influence level				
	Strongly Not Influence	Not Influence	Not sure	Influence	Strongly Influence
PRODUCT					
6.1 Products look fresh and delicious					
6.2 Product is ready to eat					
6.3 Products are new and different					
6.4 Products contain a number of valuable nutrition					
6.5. Packaging design					
PRICE					
6.6 Reasonable price					
6.7 Valued price					
Channel					
6.8 can buy from online channel					
6.9 Located near Sky Train					
6.10 Various distribution channels					
6.11 Be able to immediately contact with sellers					

PROMOTION					
6.12 Discount, give away, coupon					
6.13 number of likes or shares					
6.14 Updated website and clear information on webpage					
6.15 Sellers provide some valuable recommendations in terms of health to customers					
6.16 Sellers be able to provide great information related to their products to customers					

Part 3 Perception and attitude toward brands of ready to eat healthy food online.

Factors	Agreement level				
	Strongly Not Agree	Not Agree	Neutral	Agree	Strongly Agree
7. What is ready to eat healthy food					
7.1. High nutrition such as Fiber, Protein					
7.2 No preservative, MSG, synthetic color					
8. What are the main barriers that keep you away from shopping online?					

8.1 Safety of payment					
8.2 Low trust level of online store or brand					
8.3 High Shipping Cost					
8.4 Warranty and claims					
8.5 Delivery slowly					
9. What are the reasons that you purchase Ready to eat healthy food online?					
9.1 Try new thing					
9.2 Products cannot buy from offline channels.					
9.3 Products is ready to eat					
9.4 Convenient					
10. After receiving the product, do you typically?					
10.1 Discuss with your friends or family about the product					
10.2 Write a review about the product on social online					
10.3 Connect sellers to get more information					

Part 4 Personal information

11. What is your age?

a. 25 to 35 years old b. 36 to 45 years old c. 46 to 55 years old d. 56 to 60 years old

12. What is your gender?

Male Female

13. What is your education level?

Matriculation or below Intermediate Master Degree or above

14. What is your monthly income?

15,000 -25,000 THB

25,001-35,000 THB

35,001- 45,000 THB

45,001- 55,000 THB

55,001-65,000 THB

More than 65,001 THB

15. What is your career?

Work in the government service

Officer

Work in State

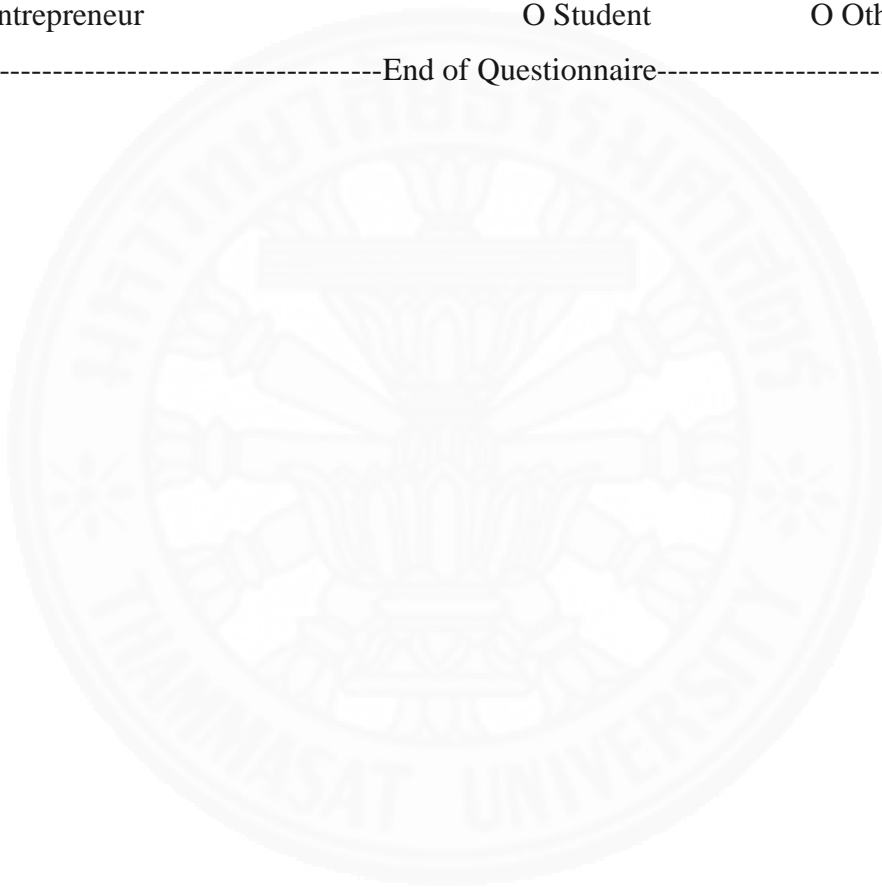
Enterprises

Entrepreneur

Student

Others

-----End of Questionnaire-----



APPENDIX 2

RESEARCH RESULT

Table 5: Summary of respondent personal information (N=101)

Personal Information	Frequency
What is your age?	
25 to 35 years old	97
36 to 45 years old	3
46 to 55 years old	0
56 to 60 years old	1
What is your gender?	
Male	21
Female	80
What is your education level?	
Intermediate	59
Master Degree or above	42
What is your monthly income?	
15,000 -25,000 THB	28
25,001-35,000 THB	34
35,001- 45,000 THB	10
45,001- 55,000 THB	11
55,001-65,000 THB	4
More than 65,001 THB	14
What is your career?	
Work in the government service	3
Officer	67
Work in State Enterprises	4
Entrepreneur	17
Student	4
Other	6

Table 6: Summary Online Purchase Frequency of Respondents

Frequency of Respondent Online Purchase	N	Percent
<u>How frequently do you buy ready to eat healthy food online?</u>	101	100
Once a week	2	2
2-3 times a month	16	15.8
Once a month	28	27.7
less once a month	55	54.5

Table 7: Summary purchase behavior and lifestyle of heavy users

Heavy consumers	N	Percent
<u>How long have you been shopping online?</u>	18	100
less than half year	3	16.7
1 year	7	38.9
1 year - 2 year	3	16.7
more than 2 years	5	27.8
<u>Do you often go to a retail store first before making your purchase online?</u>	18	100
Yes	5	27.8
NO	13	72.2
<u>How did you get the idea to buy ready to eat healthy food product through an online store?</u>	18	100
Recommend by friend/family	11	61.1
Saw an online advertisement	3	16.7
Saw an offline advertisement (brochures)	4	22.2

Table 8: Summary purchase behavior and lifestyle of light users

Light consumers	N	Percent
<u>How long have you been shopping online?</u>	55	100
less than half year	8	14.5
1 year	12	21.8
1 year - 2 year	13	23.6
more than 2 years	22	40
<u>Do you often go to a retail store first before making your purchase online?</u>	55	100
Yes	41	74.5
No	14	25.5
<u>How did you get the idea to buy ready to eat healthy food product through an online store?</u>	55	100
Recommend by friend/family	16	29.1
Saw an online advertisement	31	56.4
Saw an offline advertisement (brochures)	3	5.5
Used to see it in shopping store	5	9.1

Table 9: Summary Key factors of purchasing ready to eat healthy food online

Key factors of purchasing ready to eat healthy food online	N	Minimum	Maximum	Mean	Std. Deviation
Product					
Products look fresh and delicious	101	1.00	5.00	4.4752	.86711
Product is ready to eat	101	1.00	5.00	4.0990	.99504
Products are new and different	100	1.00	5.00	3.4700	1.12326
Products contain a number of valuable nutrition	101	1.00	5.00	4.5050	.79528
Packaging design	101	1.00	5.00	4.0792	.82077
Price					
Reasonable price	101	3.00	5.00	4.5842	.51512
Valued price	101	1.00	5.00	3.5842	1.01259
Channel					
can buy from online channel	101	1.00	5.00	3.6832	1.11293
Located near Sky Train	101	1.00	5.00	4.0891	.77587
Various distribution channels	101	1.00	5.00	3.2574	1.16322
Be able to immediately contact with sellers	101	1.00	5.00	4.1386	.99025
Promotion					
Discount, give away, coupon	101	1.00	5.00	3.8812	1.05154
number of likes or shares	101	1.00	5.00	3.9307	.81557
Updated website and clear information on webpage	101	3.00	5.00	4.3663	.64378
Sellers provide some valuable recommendations in terms of health to customers	101	3.00	5.00	4.3465	.57333
Sellers be able to provide great information related to their products to	101	2.00	5.00	4.3465	.69908

Table 10: Summary Key factors of purchasing ready to eat healthy food online of heavy users

Key factors of purchasing ready to eat healthy food online	N	Minimum	Maximum	Mean	Std. Deviation
Product					
Products look fresh and delicious	18	3.00	5.00	4.7222	.57451
Product is ready to eat	18	2.00	5.00	4.3333	.84017
Products are new and different	18	2.00	5.00	3.7778	1.06027
Products contain a number of valuable nutrition	18	4.00	5.00	4.7222	.46089
Packaging design	18	3.00	5.00	3.8889	.47140
Price					
Reasonable price	18	4.00	5.00	4.7222	.46089
Valued price	18	2.00	5.00	3.5000	1.15045
Channel					
can buy from online channel	18	2.00	5.00	3.7778	.73208
Located near Sky Train	18	3.00	5.00	4.1111	.47140
Various distribution channels	18	2.00	5.00	3.4444	1.04162
Be able to immediately contact with sellers	18	3.00	5.00	4.4444	.70479
Promotion					
Discount, give away, coupon	18	2.00	5.00	4.0556	.93760
number of likes or shares	18	1.00	5.00	3.5000	1.04319
Updated website and clear information on webpage	18	3.00	5.00	4.3889	.60768
Sellers provide some valuable recommendations in terms of health to customers	18	4.00	5.00	4.1667	.38348
Sellers be able to provide great information related to their products to customers	18	3.00	5.00	4.4444	.61570

Table 11: Summary Key factors of purchasing ready to eat healthy food online of light users

Key factors of purchasing ready to eat healthy food online	N	Minimum	Maximum	Mean	Std. Deviation
Product					
Products look fresh and delicious	55	1.00	5.00	4.2182	1.03084
Product is ready to eat	55	1.00	5.00	3.9636	1.12157
Products are new and different	55	1.00	5.00	3.1667	1.19354
Products contain a number of valuable nutrition	55	1.00	5.00	4.3455	.96644
Packaging design	55	1.00	5.00	4.0727	.97856
Price					
Reasonable price	55	3.00	5.00	4.5636	.53623
Valued price	55	1.00	5.00	3.5818	1.03084
Channel					
can buy from online channel	55	1.00	5.00	3.6545	1.23556
Located near Sky Train	55	1.00	5.00	4.0000	.92296
Various distribution channels	55	1.00	5.00	3.1091	1.16544
Be able to immediately contact with sellers	55	1.00	5.00	4.0727	1.15237
Promotion					
Discount, give away, coupon	55	1.00	5.00	3.7091	1.16544
number of likes or shares	55	2.00	5.00	3.9636	.76893
Updated website and clear information on webpage	55	3.00	5.00	4.3636	.55656
Sellers provide some valuable recommendations in terms of health to customers	55	3.00	5.00	4.3818	.59289
Sellers be able to provide great information related to their products to customers	55	2.00	5.00	4.2909	.76189

Table 12: Summary Key perception and attitude towards brands of ready to eat healthy food

Perception and Attitude toward brands of Ready to eat healthy food	N	Minimum	Maximum	Mean	Std. Deviation
What is ready to eat healthy food?					
High nutrition such as Fiber, Protein	101	3.00	5.00	4.2475	.62299
No preservative, MSG, synthetic color	101	2.00	5.00	4.3960	.67940
What are the main barriers that keep you away from shopping online?					
Safety of payment	101	1.00	5.00	3.8119	.90236
Low trust level of online store or brand	101	1.00	5.00	3.7624	.95025
High Shipping Cost	101	2.00	5.00	3.8812	.76534
Warranty and claims	101	2.00	5.00	4.1683	.76249
Delivery slowly	101	2.00	5.00	3.8911	.85908
What are the reasons that you purchase ready to eat healthy food online?					
Try new thing	101	2.00	5.00	4.0594	.66063
Products cannot buy from offline channels	101	3.00	5.00	4.3168	.67721
Products is ready to eat	101	2.00	5.00	4.1584	.77114
Convenient	101	3.00	5.00	4.3267	.61821
After receiving the product, do you typically?					
Discuss with your friends or family about the product	101	2.00	5.00	4.1485	.71255
Write a review about the product on social online	101	1.00	5.00	3.1089	1.09454
Connect sellers to get more information	101	1.00	5.00	3.5050	1.04522

Table 13: Summary Key perception and attitude towards brands of ready to eat healthy food of heavy users

Perception and Attitude toward brands of Ready to eat healthy food	N	Minimum	Maximum	Mean	Std. Deviation
What is ready to eat healthy food?					
High nutrition such as Fiber, Protein	18	4.00	5.00	4.3333	.48507
No preservative, MSG, synthetic color	18	3.00	5.00	4.6667	.59409
What are the main barriers that keep you away from shopping online?					
Safety of payment	18	2.00	5.00	3.6667	.68599
Low trust level of online store or brand	18	2.00	5.00	3.9444	.80237
High Shipping Cost	18	3.00	5.00	4.2778	.57451
Warranty and claims	18	3.00	5.00	4.0556	.80237
Delivery slowly	18	3.00	5.00	4.0000	.76696
What are the reasons that you purchase ready to eat healthy food online?					
Try new thing	18	2.00	5.00	3.9444	.63914
Products cannot buy from offline channels	18	3.00	5.00	4.2222	.64676
Products is ready to eat	18	2.00	5.00	3.8333	.92355
Convenient	18	3.00	5.00	4.0000	.48507
After receiving the product, do you typically?					
Discuss with your friends or family about the product	18	3.00	5.00	4.1667	.78591
Write a review about the product on social online	18	2.00	5.00	3.4444	.85559
Connect sellers to get more information	18	2.00	5.00	3.7778	.80845

Table 14: Summary Key perception and attitude towards brands of ready to eat healthy food of light users

Perception and Attitude toward brands of Ready to eat healthy food	N	Minimum	Maximum	Mean	Std. Deviation
What is ready to eat healthy food?					
High nutrition such as Fiber, Protein	55	3.00	5.00	4.2545	.61518
No preservative, MSG, synthetic color	55	2.00	5.00	4.2909	.71162
What are the main barriers that keep you away from shopping online?					
Safety of payment	55	1.00	5.00	3.6545	.98542
Low trust level of online store or brand	55	1.00	5.00	3.6364	1.02494
High Shipping Cost	55	2.00	5.00	3.8727	.74671
Warranty and claims	55	2.00	5.00	4.3455	.75076
Delivery slowly	55	2.00	5.00	3.9091	.96748
What are the reasons that you purchase ready to eat healthy food online?					
Try new thing	55	2.00	5.00	3.9455	.70496
Products cannot buy from offline channels	55	3.00	5.00	4.2727	.75656
Products is ready to eat	55	3.00	5.00	4.1636	.78796
Convenient	55	3.00	5.00	4.3455	.61518
After receiving the product, do you typically?					
Discuss with your friends or family about the product	55	2.00	5.00	4.0909	.79983
Write a review about the product on social online	55	1.00	5.00	2.7636	1.17005
Connect sellers to get more information	55	1.00	5.00	3.2000	1.17694

BIOGRAPHY

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