



**A STUDY OF HEALTH-CONCIOUS CUSTOMER  
ATTITUDES TOWARD DIET PROGRAMS FROM  
DIET MEAL DELIVERY COMPANIES**

**BY**

**MR. APIWAT AKSORNSART**

**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 2015  
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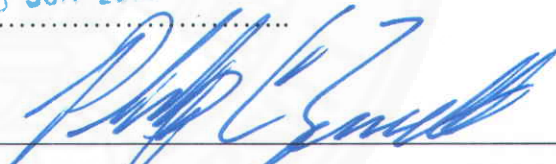
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A STUDY OF HEALTH-CONSCIOUS CUSTOMER ATTITUDES TOWARD  
DIET PROGRAMS FROM DIET MEAL DELIVERY COMPANIES

was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

on..... 6 JUN 2016 .....


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Independent Study Title	A STUDY OF HEALTH-CONSCIOUS CUSTOMER ATTITUDES TOWARD DIET PROGRAMS FROM DIET MEAL DELIVERY COMPANIES
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Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Assoc. Prof. Dr. James E. Nelson
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## **ABSTRACT**

This study researched a contemporary topic in applied marketing and mainly focused on health issue. It had two main objectives. The purpose was to understand health-conscious customer attitude toward diet programs from diet meal delivery companies. The first objective was to understand health-conscious customer attitudes and expectation toward diet programs. Another objective was to identify health-conscious customer purchasing criteria on diet meal delivery program from different companies.

There were two types of research conducted in this study. The first was exploratory research by secondary research and in-depth interview. Secondary research was based on online website such as online forum and books while in-depth interviews were face-to-face interview with business owner and health-conscious people. The result obtained from exploratory research was used in designing online questionnaire. The second was descriptive research by online questionnaire. It identified how each type of users were non user, willing to try user, past user and current user perceived diet program from diet meal delivery company. The technique of Price Sensitivity Meter was also used to identify preferable price for each type of users.

This study would be useful for current business owner, people who are studying about diet program from diet meal delivery company and health-conscious people to

understand how the programs were perceived by each type of users which were non user, willing to try user, past user and current user. In addition, this study provided preferable price of each type of user which was one of the most important in purchasing decision.

**Keywords:** healthy food, diet program, delivery food, health-conscious



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Mr. Apiwat Aksornsart



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## LIST OF ABBREVIATIONS

<b>Symbols/Abbreviations</b>	<b>Terms</b>
PSM	Price Sensitivity Meter



# CHAPTER 1

## INTRODUCTION

### 1.1 Problem Statement and Research Purpose

Nowadays, people are very health conscious. One article of Euromonitor suggested that it has been an increasing trend in consumers' health consciousness in 2014 as a result of government campaigns in Thailand (Euromonitor 2014). There are many ways to measure whether your health is in the good condition. One of the most common ways is to measure weight. Most people believe that they are healthier when they are losing weight. It is not quite true. Actually, the way to know that the weight is in normal condition or not is to calculating their Body Mass Index (BMI) which is very easy to calculate by using the free online calculators because people are having different height and gender.

There are also many ways to reduce weight such as exercise, taking weight-loss drugs or diet. People perceive taking weight-loss drugs is danger. They prefer exercise and diet but exercise requires a lot of time and also discipline. Therefore, people choose to be on diet for losing their weight. Because of high demand of losing weight, there are many people try different techniques and the one that is actually work and in the increasing trend is calorie-controlled by diet program. It is very popular because there are many people showing their success in social media and online forums such as Pantip.com or Facebook. The only problem of having diet program is food preparation. To get a low calorie food, it needs a special way to cook and also special ingredients because those fatty or tasty ingredients such as cooking oil, sugar, fatty meat have to be reduced or replaced with low calorie ingredients. It is very difficult to cook and take time. Therefore, diet program from diet meal delivery company is a solution that provides delicious and low calorie food designing as a program to make sure that calories are controlled each meal and also delicious to eat.

There is also an increasing popularity of ready meal and delivery service in Thailand. It grew 3% in the year 2014 with the total value of 23 billion baht. (Euromonitor 2015) Thai people especially in urban area has a busy lifestyle. They spend their time working, exercising, socializing and also spending 2-3 hours a day on

road traveling from home to work. They are too tired to cook. Another reason is people lives in apartment or condominium which has very limited space to cook. Some of them have only microwave or small oven to only reheat their frozen meal keeping in refrigerator.

In the market of diet meal business, companies distribute their product via delivery a lot more than placing their product in store or restaurant. The reason is because delivery service requires no initial investment and the cost of delivery is absorbed by customer. To start a business of diet meal delivery program, it requires very small amount of money and have high profit margin because most of the equipment is used already in the kitchen and the ingredients are not expensive. The hard part is how to cook diet meal deliciously and find customers in the market that have lots of companies available online. The company is success because they have been in this business for long and have high reputation. They also have lots of customers to enjoy economy of scale advantage and become barrier to entry. For those new comers, they have to find their competitive advantages such as having a group of customers in hand or be able to delivery in some location that no one want to go in competitive price.

## **1.2 Research Objectives**

This study is a contemporary topic in applied marketing and mainly focus on health issue. The purpose is to study health-conscious customer attitudes toward diet programs from diet meal delivery companies. It has two main objectives.

1. To understand health-conscious customer attitudes and expectation toward diet programs provided by diet meal delivery companies.
2. To identify health-conscious customer purchasing criteria when choosing diet program from different companies.

This study will be useful for both health-conscious customers and diet meal delivery owners. Health-conscious people will find several useful information such as what criteria to do in order to purchase diet program from diet meal delivery company. The business owners of diet meal delivery service will know what customer's attitude

toward their product is and know what is customer take in consideration in order to buy a diet program.



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

One of the book (Brennan 2014) informed that more than 33% of U.S. adult and 17% of teenagers were too fat in the year 2009-2010. However, there are many ways to lose weight including diet meal delivery but the number of obesity was still growing.

An article (Bekken 2014) about diet meal delivery service from [weightlossresources.co.uk](http://weightlossresources.co.uk) proposed the advantages and disadvantages of this business. The advantages they suggested are convenient, forced to eat only healthy food, and offered consultation toward hard times. On the other hand, they also suggested about the disadvantages such as expensive, designed only for one person.

An article (Young 2013) from [builtlean.com](http://builtlean.com) also suggested about differences between diet meal delivery companies and pros and cons of this service. This article proposed that the pros are convenience, time-saving and portion control. On the other hand, the cons are cost and unsustainable because this service makes customers to stay home that makes no social interaction. Furthermore, this article concludes that diet meal delivery is effective in reducing weight and blood pressure.

An article (Lewis 2015) from [intotheGloss.com](http://intotheGloss.com) is a life of one female New Yorker who is on diet and kitchen is under renovation. It mentions about pre-cut and measured ingredients for customer to cook in themselves but this article is still focus on ready-to-eat meal. It reviews 3 different diet meal delivery companies in US. On the summarize, the writer still prefers cooking themselves and said the programs are expensive but still enjoy three pounds of weight loss during the programs.

An article (Roongwitoo 2013) from [bangkokpost.com](http://bangkokpost.com) suggests that nutrition is one of the concerns for urban citizens. The problem is that it is difficult to find a delicious and healthy food when eating out. Another problem is about portion size. Many restaurants provide a big portion of rice and free bread which end up with too much calories for each meal. Furthermore, diet meal delivery gives enough fiber, vitamins and minerals that are important to the body while typical dishes cannot. It also helps to decrease four kg/month for heavy person that takes only 1,500 calories per day.

Another article (Sereemongkonpol 2014) from bangkokpost.com starts the article by mentioning about how busy of Bangkok people and tells that diet meal delivery service will be fulfill their need in eating more healthy food without changing current lifestyle. This article mentioned nine diet meal delivery companies. Most of them offer full meal but some is only a vegetable drink plan for detox.

An article (Thepkamram 2014) from thaihealth.or.th gives the definition of diet program that it should contain the major 5 macronutrients which are protein, carbohydrate, minerals, vitamins and fat in the same proportion. It is currently found in the market that some of the programs do not contain the 5 macronutrients in the right proportion and might affect to consumer's health in long term. The article also emphasized that only daily calorie intake is not enough to stay healthy.

An article (Euromonitor 2014) shows that consumer health is strongly grow in Thailand in the year 2014. It is the result of health awareness promoted through government campaigns. People are also willing to spend more for premium health products including sport gears, vitamins or dietary supplements. This industry is nominated by three big international players are Cerebos, Amway and Herbalife.

An article (Euromonitor 2015) demonstrates that home delivery service grows 3% in the year 2014 and expected to reach 23 billion baht worth. Restaurants are starting to lose shares to delivery service due to its convenience and 52% of chained pizza revenue is from delivery service. The author forecasts a continuous growth of 3% in the year 2015 but more percentage of revenue will be from delivery service. The companies will come with more varieties of menu, marketing campaign and remain a free delivery service.

A summary of the literature is as the followings: (1) researches on diet program from diet meal delivery company in both USA and Thailand show similar result, (2) Thai people and US people believe the advantages of diet program from diet meal delivery company are convenience and effective because the portion of each meal is controlled, the meal is ready-to-eat, it does not require the changing of lifestyle and it is delivered to the door, (3) The disadvantage is the price is expensive and pre-cut or measured ingredient is only a little bit less convenience but a lot cheaper.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The research methodology was designed to answer two objectives. First was to understand health-conscious customer attitudes and expectation toward diet programs from diet meal delivery companies. Second was to identify health-conscious customer purchasing decision on diet meal delivery program. Exploratory research and descriptive research were conducted respectively.

##### **3.1.1 Exploratory Research**

Exploratory research was used to gain more insights from target group and the information obtained from this phase would be used in questionnaire design in the later phase. Two types of research were conducted in this phase which are secondary research and in-depth interview respectively.

###### **3.1.1.1 Secondary Research**

Secondary research was the first step to do. The objectives of this research was to get general information of the industry such as what was going on in the market, how many big companies were in the market, what the big companies had been up to, what was the difference between Thai market and oversea market.

###### **3.1.1.2 In-depth Interview**

In-depth interview was the second process after the secondary research had been done. The objectives of this research method was to get more insights and also verify the insights getting from the secondary research. It gave more insights about attitude, perception and purchasing criteria toward diet meal delivery service. It also gave more detail on what was the barriers toward this service. Each interview took around 30-45 minutes at coffee shop, fitness club or restaurant.

### 3.1.2 Descriptive Research

#### 3.1.2.1 Questionnaire

Questionnaire was designed based on information getting from secondary research and in-depth interview. The objective of online questionnaire was to understand health-conscious customers' attitude and purchasing criteria toward diet meal delivery service. In addition, it wanted to understand what price that each type of user preferred and what demographic of each type of user was. There were 4 types of user which were non-user, past user, willing to try user and current user. The questionnaires were spread online through social media such as Facebook and Line application with the target of 200 respondents. The questionnaire was divided into three parts.

The first part was screening parts. It asked some of questions to distinguish only health conscious respondent and only the target respondent would be allowed to access other parts of the questionnaire. Several questions asked at the beginning were as below:

1. Do you know what diet meal delivery service is?
  - a. Yes
  - b. No (Thank you for your time, end of question.)

2. Do you concern about your health including one of the following: food, nutrition, weight, fitness, exercise at least once a week?
  - a. Yes
  - b. No (Thank you for your time, end of question.)

The second part asked about health-conscious customers' attitudes toward diet programs from diet meal delivery companies and purchasing criteria in choosing between different programs from different companies. In addition, it also asked 4 questions about price to each type of user for doing Price Sensitivity Meter. The objective of this part was to find characteristics of the good diet program from customer

perception, find purchasing criteria in choosing between different diet programs from different companies and find preferable price of each user.

The last part asked about personal information. The objective of this part was to get demographic and geographic information of the participants such as age, educational level, income, sex and occupation.

### 3.1.2.2 Identification of Key Research Variables

Key research variables were studied to answer research objectives are as the table 3.1.

Table 3.1: Identification of Key Research Variables

<b>Characteristic</b>	<b>Current User</b>	<b>Willing to try User</b>	<b>Past User</b>	<b>Non User</b>
Sex	Male, Female	Male, Female	Male, Female	Male, Female
Age	Mean	Mean	Mean	Mean
Monthly Income	Range	Range	Range	Range
Number of exercises per week	Mean	Mean	Mean	Mean
Calories needed per day	Mean	Mean	Mean	Mean
Preferable price per day	Mean	Mean	Mean	Mean

## **3.2 Sampling Plan**

The sampling method was convenience sampling. The interviews were with both health-conscious customers and business owners. Health-conscious customer was a person whom regularly exercises, eat low-fat food or taking dietary supplements. Business owner was someone who owned the diet meal delivery company regardless of the size.

## **3.3 Data Collection**

### **3.3.1 Secondary Research**

The data was obtained from both offline resources and online resources. Most of offline resources were in paper-based form such as magazines or newspaper. The magazine named “Chivajit” provided a lot of articles about diet meal and also diet program. Online resources were more focused such as article, news, report or discussion in online forums. We found that discussion in online forums such as Pantip.com was very insightful and useful in designing questions for in-depth interviews and questionnaire survey.

### **3.3.2 In-depth Interview**

The target was to get five in-depth interviews. There were one interview with business owner, two interviews with female health-conscious customer and two with male health-conscious customers. The interviews aimed to get more variety of information. Face-to-face interview was the first priority but phone interview was also acceptable depending on availability of the interviewees.

### **3.3.3 Questionnaire**

Online questionnaires were distributed to get 297 target respondents. The period was during 2 Mar 2016 – 20 Mar 2016. The questionnaires were mainly distributed via Facebook, Instagram and Line application. The questionnaires were posted in the group of health-conscious such as fitness club group or body building group.

## **3.4 Data Analysis**

### **3.4.1 In-depth Interview**

Data from in-depth interviews was analyzed and categorized as demographic information and attitude toward diet program. For demographic information, personal information, demographic and behavioral data were asked and collected such as age, income, marital status, occupation, education, number of exercise per week and how much calories needed per day. For attitude toward diet program, there are factors that made people buy or not buy diet program from diet delivery company and how they perceived diet program from diet delivery company

### **3.4.2 Questionnaire**

The data collected was analyzed using SPSS. Frequency analysis was used to see how data is distributed along with mean and standard deviation. Custom-table was used to analyze frequency of personal information data. Cluster was used only in willing to try user to separate this user into group of similar interest. Lastly, Price Sensitivity Meter (PSM) was used to see what acceptable price range is and what optimal price point for each type of user is.

### **3.5 Limitations of the Study**

#### **3.5.1 Limitation of spreading questionnaire to the right target**

It was hard to find a group of current user and past user of diet program from diet meal delivery company. There were groups of body-building, fitness club member or health-conscious people but there was not a group of people who are applying for diet program. This had an effect to the result of past user and current that might be less accurate as it should be but most of them still went accordingly to secondary research and in-depth interviews.

#### **3.5.2 Time Limitation**

It took a lot of time to figure out how to spread the questionnaire to the right target because on the first three week of spreading the questionnaire, there were only 65 respondents and more than half were screening out by screening questions because they did not know what diet program is or were not health-conscious people. On the last three day, I found groups of body-building, fitness club member and health-conscious people but it was still too late to find the group of current user or past user.

#### **3.5.3 Small Sample Size**

The sample size was still too small to get significant result, especially for past user and current user. There were only 11 and 9 for past user and current user respectively. For the PSM of current user, the number of respondent was too small to be unable to interpret the result. For the PSM of past user, the number of respondent was also too small to get highly accurate result.

#### **3.5.4 Low Variety of Respondent**

For in-depth interview, all of the respondents were only in Bangkok and Nonthaburi province to represent Thai population. For questionnaire survey, only online survey was conducted to represent Thai population. There were still a lot of

people in Thailand that were not able to do an online survey because of limitation in using technology and also lots of people did not have access to the internet.



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Secondary Research**

According to many articles from Euromonitor International, there were a lot of findings about diet meal and delivery service in Thailand. There were increasing trend of both healthy food and delivery service. There was an increasing trend in consumers' health consciousness in 2014 as a result of government campaigns (Euromonitor 2014). The statistics showed that consumers had raised their willingness to consume packaged food. (Euromonitor 2015). There was an increasing popularity of ready meals and delivery service in Thailand. It grew 3% on the year 2014 with the total value of 23 billion baht.

There was a lot of discussion in online forum such as Pantip.com as shown in Figure 4.1 and 4.2. There was a lot of well-known company but their size is still very small (cover only 10 km of delivery from its company and no branch). There was no big diet meal delivery chain available in national scale. For example, no company like The Pizza Company in this industry. Lots of people think they did not need to pay for delivery. It could easily cook by their own and ingredients are easy to get in supermarket. A lot of people believed the price of diet meal delivery program is too expensive. The price could be a lot lower. Some diet meal delivery could sell in cheap price but they will not delivery every day and the taste is not good. Some people did not like delivery meal because they have to reheat the meal. They believed only freshly cook food was the best for their health.



Figure 4.1: Diet program help in weight loss from 78 kg to 63 kg

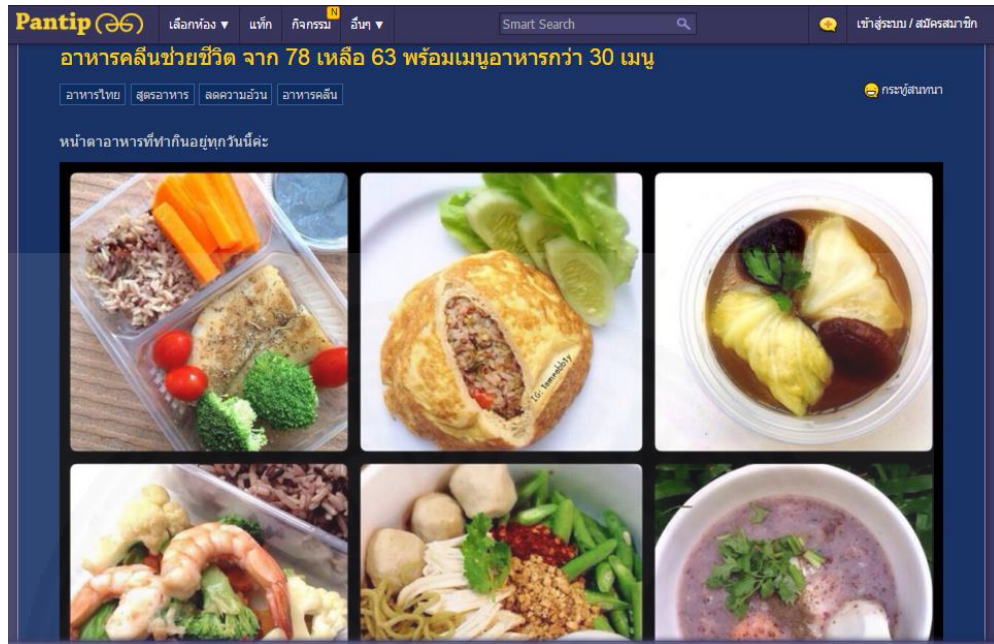
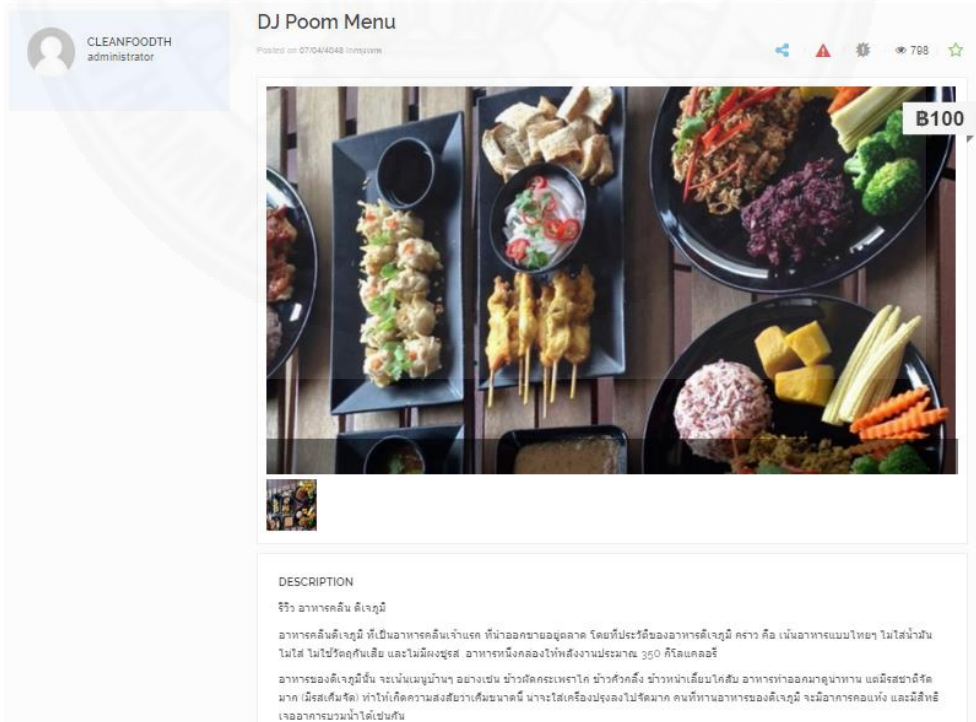


Figure 4.2: customer review of diet program



## 4.2 In-depth Interview

There were three in-depth interviews had been done and the result was as below:

In-depth interview with an owner of diet meal delivery company on October 23. He was currently a personal-trainer at one fitness club in Bangkok and supplied diet meal to his customers. Therefore, most of his customers were health-conscious because they went to fitness club for exercise at least once a week which usually three times a week. The objective of this interview was to understand health-conscious customer attitudes and purchasing criteria toward diet meal delivery service in business owner's perspective.

In-depth interviews with health-conscious people on October 16 and October 17. Two males are age 23 working as entrepreneur and age 25 working as office worker respectively. The first one exercises 6 days a week by going to the fitness club for 3 days, 2 days for badminton and one day for swimming. The second one exercises 3 days a week by playing badminton, going to the gym and swimming. The objective of this interview was to understand health-conscious customer attitudes and purchasing criteria toward diet meal delivery service.

In-depth interviews with female body-building people on November 17. They were 31 and 34 years old. They went to fitness club 5 day per week together and very serious about every meal to control his diet program. Their thinking was very similar which might because they were close friends. They have tried diet meal program from one of the online company 9 months ago.

The insights getting from interviews were summarized as the followings. Firstly, the business owner said the most important of their success factor was the convenience of delivery service because products are very similar and people do not care much about the taste. Secondly, the business owner said the second-most important criteria was credibility because he is a personal trainer and his customers believe he is educated and will give a proper diet program. Thirdly, both interviewees said taste as the most important criteria. They wanted to eat healthy food with good taste because healthy foods with bad taste are easy to find. Fourthly, both interviewees said price was the second-most important criteria. They knew that diet meal delivery companies use high quality ingredients but they believed there was a lot of room for price to be lower.

Fifthly, the 6-day-per-week exercise interviewee said it was convenient for him to control his calories per day because the company provides the amount of calories in each meal. Sixthly, the two female body-building people found that the diet company could not do as its advertising posted on Instagram in term of taste and arrival time that was late very often.

### **4.3 Questionnaire**

There were 297 respondents participated in this questionnaire. There were only 194 respondents that were health-conscious. Within 194 respondents, only 126 respondents had done the survey completely and correctly. There were 4 types of user which are non user, willing to try user, past user and current user.

#### **4.3.1 Non User**

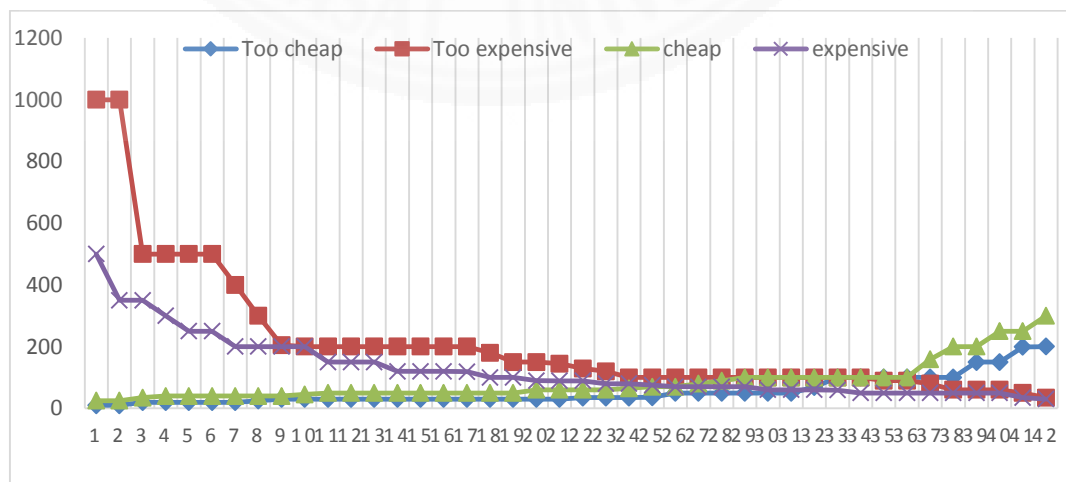
Non user was the user who know what is diet program and health-conscious but they do not want to try diet program from diet meal delivery company. As shown in table 4.1, price was the most concern according to secondary research that said prices of diet programs were too high comparing to normal food and they were freshly cooked. The convenience of the program was the second most important. As reference to secondary research, people need to have refrigerator and microwave to be able to apply for the program. It was found that it was not convenience as other delivery food and especially street foods which were everywhere in Thailand. The result showed that influence from other people did not affect purchasing decision of non user.

Table 4.1: The reason why non user did not want to try diet program. (n = 41)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
It has high price	0 (0)	1 (2.4)	15 (36.6)	16 (39)	9 (22)	3.81	.81
It is not convenience.	0 (0)	2 (4.9)	18 (43.9)	17 (41.5)	4 (9.7)	3.56	.74
I do not want to diet.	0 (0)	5 (12.2)	12 (29.3)	15 (36.6)	9 (21.9)	3.68	.96
I do not believe it will work.	5 (12.2)	9 (21.9)	21 (51.3)	5 (12.2)	1 (2.4)	2.71	.93
My friend or personal trainer told me to do not apply.	18 (43.9)	10 (24.3)	13 (31.7)	0 (0)	0 (0)	1.88	.87

The acceptable price range of non user was between 60 and 100 Baht per meal while the optimal price point was 100 Baht as reference to PSM shown in Figure 4.3. This demonstrated that non user perceived the price of the program higher than willing to try user and past user which is 50 and 70 respectively.

Figure 4.3: Price Sensitivity Meter of Non User



### 4.3.2 Willing to try User

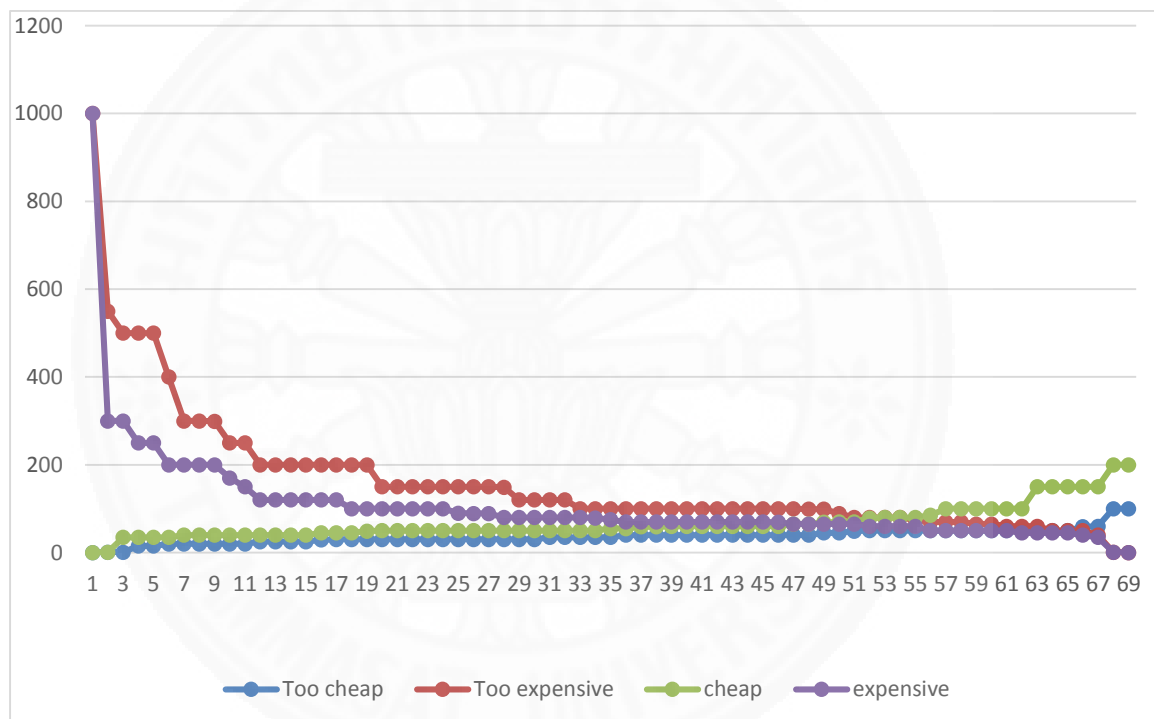
Willing to try user was the user who know what diet program was and health-conscious. They wanted to try diet program from diet meal delivery company but still had not apply for the program by some reasons. As shown in table 4.2, willing to try users wanted to apply for the program because they wanted to get a better health which was similar to secondary research. The trend of health-conscious was increasing and the easiest way to do was eating healthy food which took less effort than exercise. Good service was the second most important factor. As reference to secondary research and the interview with business owner, there were a lot of small companies owned by unprofessional owners and delivery bad service which affect the reputation to the whole industry. The third most important factors were convenience and willing to lose weight. On the other hand, influence from other people was the least important factor for purchasing decision of willing to try user which was the same as non user.

Table 4.2: The reason why willing to try user want to try diet program. (n = 69)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I want to lose weight.	2 (3.1)	1 (1.5)	8 (12.3)	29 (44.6)	25 (38.5)	4.14	.92
I want to get a better health.	1 (1.5)	0 (0)	0 (0)	16(24.6)	48 (73.9)	4.69	.64
I want to eat delicious food.	1 (1.5)	4 (6.1)	16 (24.6)	19 (29.2)	25 (38.5)	3.97	1.02
Price is reasonable.	3 (4.6)	6 (9.2)	8 (12.3)	16 (24.6)	32 (49.2)	4.05	1.19
It has good service.	1 (1.5)	2 (3.1)	9 (13.8)	22 (33.8)	31 (47.7)	4.23	.91
It is convenience.	1 (1.5)	2 (3.1)	9 (13.8)	25 (38.5)	28 (43.1)	4.19	.90
My friend or personal trainer told me to apply.	8 (12.3)	6 (9.2)	28 (43.1)	18 (27.7)	5 (7.7)	3.10	1.09

The acceptable price range of willing to try user was between 50 and 80 Baht per meal while the optimal price point was 50 Baht as reference to PSM shown in Figure 4.4. This demonstrated that preferable price of willing to try user was 50% less than non user. As reference to secondary research, typical price was around 70 to 85 Baht per meal. It needs approximately 30% discount to match with the preferable price of willing to try user which account for 52% of the population of health-conscious customer.

Figure 4.4: Price Sensitivity Meter of willing to try user



Since willing to try user was the majority of the population, it could be clustered by using Ward method. The group of willing to try user was divided to 5 clusters as shown in figure 3. The first cluster is the cluster of people who are willing to get a better health but also concern about price and is the largest consist of 25 out of 65 of willing to try user which equivalent to 38%. The second cluster is the cluster of people who are concern on convenience and great service. The size is 17 out of 65 which equivalent to 26%. The third cluster is the cluster of who are willing to get a better health as the first cluster but they are less concern about price. The size is 20 out of 65 which equivalent to 31%. The fourth cluster is the cluster of who are willing to lose weight and getting a

better health. The size is 6 out of 65 which equivalent to 9%. The last cluster is the cluster is not significant because it is only 1 people in this cluster.

Table 4.3: Cluster analysis of willing to try user using ward method. (n = 69)

	<b>Losing Weight</b>	<b>Better Health</b>	<b>Taste</b>	<b>Price</b>	<b>Good Service</b>	<b>Convenience</b>	<b>Suggestion</b>
Cluster 1 (n = 25)							
Mean	4.44	4.88	4.16	4.64	4.32	4.04	2.28
Std. Deviation	.77	.33	.80	.57	.75	.79	.94
Cluster 2 (n = 17)							
Mean	4.53	4.88	4.88	4.76	5.00	5.00	3.94
Std. Deviation	.72	.33	.33	.56	.00	.00	.83
Cluster 3 (n = 20)							
Mean	3.55	4.65	3.4	3.25	3.95	4.15	3.45
Std. Deviation	1.05	.49	.68	1.21	.51	.37	0.60
Cluster 4 (n = 6)							
Mean	4.00	4.17	2.67	2.50	3.00	2.83	2.33
Std. Deviation	.00	.41	.52	.55	.89	.75	1.21
Cluster 5 (n = 1)							
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Std. Deviation	.00	.00	.00	.00	.00	.00	.00
Total (n = 69)							
Mean	4.12	4.70	3.94	4.03	4.22	4.16	3.04
Std. Deviation	.98	.63	1.00	1.19	.89	.88	1.09

### 4.3.3 Past User

Past user was the user who had applied diet program and health-conscious but they were not in the program anymore. As shown in Table 4.4, the most important factor that made past user to apply for diet program was to get a better health which the same with willing to try user. The second important factor was losing weight. This was much different comparing with willing to try user. This might be a big factor that had driven past user deciding to apply for the program because there were a lot of options to get better health but for losing weight the easiest way to do is to control daily calorie intake by applying diet program as reference to the secondary research. Price and good service were the third most important but not as much as the first two factors. Similar with non user and willing to try user, influencing for other people was the least important factor.

Table 4.4: The reason that past user applied for diet program. (n = 11)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I want to lose weight.	0 (0)	0 (0)	1 (9.1)	5 (45.5)	5 (45.5)	4.36	.67
I want to get a better health.	0 (0)	0 (0)	2 (18.2)	1 (9.1)	8 (72.7)	4.55	.82
I want to eat delicious food.	0 (0)	2 (18.2)	3 (27.3)	4 (36.4)	2 (18.2)	3.55	1.04
It is convenience.	0 (0)	3 (27.3)	1 (9.1)	5 (45.5)	2 (18.2)	3.55	1.13
It has good service.	0 (0)	0 (0)	4 (36.4)	4 (36.4)	3 (27.3)	3.91	.83
Price is reasonable.	0 (0)	1 (9.1)	2 (18.2)	4 (36.4)	4 (36.4)	4.00	1.00
My friend or personal trainer told me to apply.	2 (18.2)	2 (18.2)	3 (27.3)	3 (27.3)	1 (9.1)	2.91	1.30



From table 4.5, it implied that price was the most important factor for past user to stop continuing with the program followed by the taste and convenience of the program.

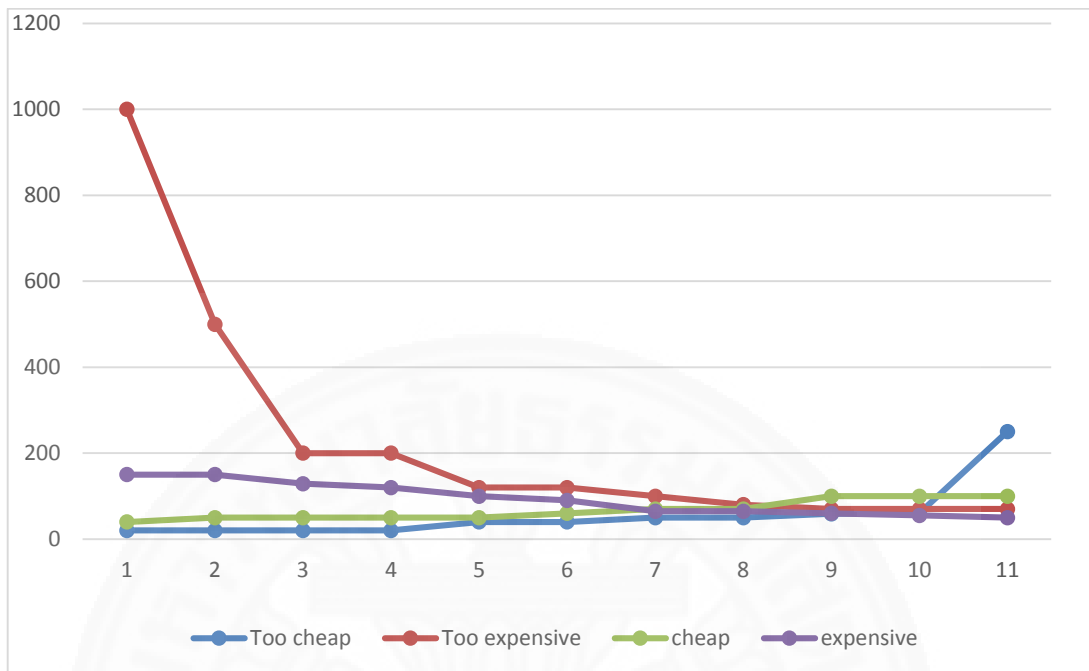
While the factors that least important were past users still want to diet and they received a bad service.

Table 4.5: The reason why past user did not continue with diet program. (n = 11)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
It has high price.	0 (0)	1 (9.1)	1 (9.1)	5 (45.5)	4 (36.4)	4.10	.94
The food is not delicious.	0 (0)	3 (27.3)	3 (27.3)	3 (27.3)	2 (18.2)	3.36	1.12
It is not convenience.	1 (9.1)	1 (9.1)	5 (45.5)	2 (18.2)	2 (18.2)	3.27	1.19
My weight is increase or do not decrease.	0 (0)	3 (27.3)	7 (63.7)	1 (9.1)	0 (0)	2.82	.60
I do not want to diet any more.	5 (45.5)	4 (36.4)	1 (9.1)	1 (9.1)	0 (0)	1.82	.98
It has bad service.	4 (36.4)	3 (27.3)	4 (36.4)	0 (0)	0 (0)	2.00	.89
The delivery was often delay.	2 (18.2)	6 (54.5)	3 (27.3)	0 (0)	0 (0)	2.09	.70

The acceptable price range of past user was between 60 and 70 Baht per meal while the optimal price point was 70 Baht as reference to PSM shown in Figure 4.5. This demonstrated that the current selling price between 70 and 85 Baht might be a little bit too high to make this type of user continuing with the program.

Figure 4.5: Price Sensitivity Meter of past user



#### 4.3.4 Current User

Current user was the user who was applying diet program and health-conscious. As shown in Table 4.6, current users applied for diet program because they wanted to losing weight and get a better health which was similar to in-depth interviews. The mean of the statements were high comparing to other type of user because the questionnaire was based on the benefits of diet program and they were seeing the benefits. As other users, influence from other people was the least important factor.

Table 4.6: The reason why current user applied for diet program. (n = 9)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I want to lose weight.	1 (11.1)	0 (0)	0 (0)	5 (55.6)	3 (33.3)	4.00	1.22
I want to get a better health.	0 (0)	0 (0)	1 (11.1)	5 (55.6)	3 (33.3)	4.22	.67
I want to eat delicious food.	0 (0)	2 (22.2)	2 (22.2)	3 (33.3)	2 (22.2)	3.56	1.13
It is convenience.	0 (0)	0 (0)	4 (44.4)	3 (33.3)	5 (55.6)	3.78	.83
It has good service.	0 (0)	0 (0)	4 (44.4)	5 (55.6)	0 (0)	3.56	.53
Price is reasonable.	0 (0)	2 (22.2)	3 (33.3)	1 (11.1)	3 (33.3)	3.56	1.23
My friend or personal trainer told me to apply.	2 (22.2)	2 (22.2)	2 (22.2)	3 (33.3)	0 (0)	2.67	1.22

From table 4.7, the most significant factor that made current user continuing with existing diet program was effectiveness of calorie intake control. This result was solid because it was similar with secondary research and in-depth interviews. Even the losing of weight was less important because some of people did not want to control calorie for losing weight only but for other purposes such as maintaining weight or building their muscles. Again, influence from other people was the least important factor.

Table 4.7: The reason why current user was still continuing with diet program. (n = 9)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
My weight is losing.	1 (11.1)	0 (0)	1 (11.1)	5 (55.6)	2 (22.2)	3.78	1.20
It is convenience.	0 (0)	2 (22.2)	1 (11.1)	4 (44.4)	2 (22.2)	3.67	1.12
It is effective to control daily calorie intake.	0 (0)	0 (0)	0 (0)	3 (33.3)	6 (66.7)	4.67	.50
It has good service.	0 (0)	0 (0)	5 (55.6)	2 (22.2)	2 (22.2)	3.67	.87
Delivery time is usually on time.	0 (0)	0 (0)	4 (44.4)	3 (33.3)	2 (22.2)	3.78	.83
Price is reasonable.	0 (0)	0 (0)	4 (44.4)	3 (33.3)	2 (22.2)	3.78	.83
My friend or personal trainer forced me to take the program.	4 (44.4)	1 (11.1)	2 (22.2)	2 (22.2)	0 (0)	2.22	1.30

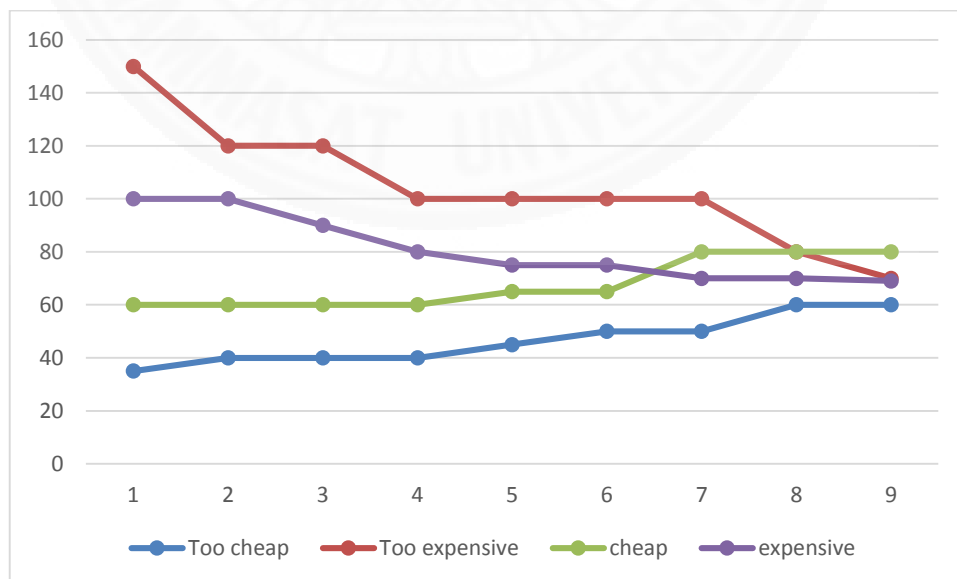
As reference to table 4.8, the top three most important factors for current user to switch to other companies were quality of service, price and convenience respectively. These three factors were the factors that business owners should be concerned. It went accordingly with in-depth interviews. As other users, influence from other people was the least important factor.

Table 4.8: The reason why current user would switch to apply other diet programs.  
(n = 9)

Statement	Number (Percent) of Respondents					Mean	Std Dev
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
It has high price.	0 (0)	0 (9.1)	1 (9.1)	4 (45.5)	4 (36.4)	4.33	.71
It is not convenience.	0 (0)	0 (27.3)	1 (27.3)	4 (27.3)	4 (18.2)	4.33	.71
It has bad service.	0 (0)	0 (27.3)	1 (27.3)	3 (18.2)	5 (18.2)	4.44	.73
My weight is increase or do not decrease.	2 (0)	0 (27.3)	2 (63.7)	2 (9.1)	3 (0)	3.44	1.59
My friend or personal trainer tell me to.	1 (45.5)	0 (36.4)	6 (9.1)	2 (9.1)	0 (0)	3.00	.87
I do not want to diet any more.	2 (36.4)	0 (27.3)	2 (36.4)	3 (0)	2 (0)	3.33	1.50

Since the number of respondents of current user was only 9, it was impossible to find acceptable price range and optimal price point by using PSM.

Figure 4.6: Price Sensitivity Meter of current user



## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

Health-conscious customer attitudes toward diet programs from diet meal delivery companies based on qualitative and quantitative research could be summarized as below.

#### **5.1. Price was the most important factor for all types of user**

Price was the most concern for all types of user. This showed in both qualitative research and quantitative research. From in-depth interview, the business owner claimed that the company had high selling price because it used high quality ingredients. As reference to economy of scale, if there was a company in nationwide scale, the cost would be lower and might be able to sell in lower price. As reference to preferable price of willing to try user which accounted for 52% of all types of users, the decrease in price might be the great opportunities to target the biggest group of customers which should be a lot bigger than current market size.

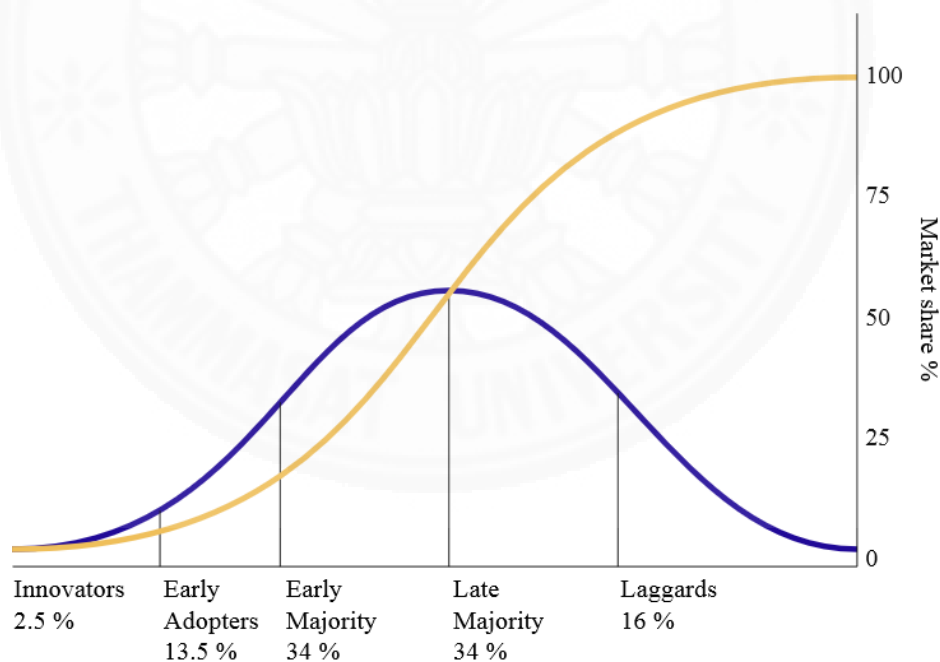
#### **5.2. Recommendation was the least important factor**

The result from quantitative research showed that recommendation from friend or fitness trainer was the least important factor for all types of user in applying for diet program from diet meal delivery company. Therefore, when the business owner decided to do advertising, word-of-mouth would not be the most impactful as most industries.

### 5.3. Big willing to try user

From the 126 respondents of non user, willing to try user, past user and current user, the biggest type of user was willing to try user which is 65 out of 126 which equivalent to 52%. As reference to diffusion of innovation as shown in figure 5.1 (Everett 1962), willing to try user should be the combination of Early Majority and Late Majority which combined is 68% of the market. Currently, there is no company be able to capture this group because the quantitative research showed that price is the most important factor for this type of user but current price is 35% higher than its preferable price of 50 Baht. Big investment to go for large scale might be able to solve the problem of high cost that is currently a big barrier of companies to reduce their selling price.

Figure 5.1: Diffusion of Innovation



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The image features a large, faint watermark of the Thammasat University seal in the background. The seal is circular and contains the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom. The central emblem depicts a crown atop a lotus flower, with two figures holding a banner across the lotus. The word "APPENDICES" is centered over the seal.

**APPENDICES**

## APPENDIX A

### Diet Program Advertisement



## KAOWHOMPINTO clean food

14-18

ธ.ค. 58

ไม่ต้องอด..ไม่ต้องทนทิว..ลดหุ่น สุขภาพดี ด้วยอาหารคลีน  
ดูแลสุขภาพรับปร-ทานอาหารให้ครบ 5 หมู่ ให้ KaowhomPinto ดูแลคุณนะคะ-

MENU : 3 มื้อ(2000), 2 มื้อ(1600)ต่อสัปดาห์

จันทร์	ข้าวผัดทูน่า	แพนงไก่	ปลาซาบะย่างเกลือ
อังคาร	ผัดถั่วงอก	ลาบกุ้ง	ไก่อบสับปะรด
พุธ	ต้มจืดเห็ดรวม	ไก่ผัดพริกเผา	แซลมอนย่างมะม่วง
พฤหัสบดี	แซนวิชเนยถั่ว	กระเพราทูน่า	ไก่ย่างตะไคร้
ศุกร์	เต้าหู้หน้าไข่	ไก่กระเทียม	ปลาทุย่างขมิ้น

\*ใน Set ข้าวกล่องเฉพาะ: มื้อเช้า/มื้อเที่ยง+มื้อว่าง ผลไม้ 1 กล่อง+นมแก้วเหลือง\*ราคาไม่รวมค่าจัดส่ง



ติดต่อ หรือสั่งซื้อ

Line id : farm.zabb

โทร. 097 126 8856 Facebook : Kaowhom Pinto Delivery

## **APPENDIX B**

### **QUESTIONNAIRE**

This survey questionnaire is conducted by a graduate student in marketing of Thammasat University. The purpose is to study health-conscious customer attitude toward diet program from diet meal delivery companies.


I appreciate for your time and kindness to participate in this survey. The survey should take around 5 minutes to complete. Please answer each question as completely and accurately as possible. Your responses will be processed confidentially.

#### **Screening Questions**

1. Do you know what diet meal delivery service is?
  - a. Yes
  - b. No (Thank you for your time, end of questions.)
2. Do you concern about your health including one of the following: food, nutrition, weight, fitness, number of exercise per week?
  - a. Yes
  - b. No (Thank you for your time, end of questions.)

- End of screening question -

**Main Questions**

3. Have you ever been in diet program from diet meal delivery company?
    - a. Yes (Go to question 5)
    - b. No (Go to question 3)
  
  4. Are you willing to try diet program from diet meal delivery company?
    - a. Yes (Willing to try user) (Go to question 11)
    - b. No (Non User) (Go to question 6)
  
  5. Are you currently in diet program from diet meal delivery company?
    - a. Yes (Current User) (Go to question 22)
    - b. No (Past User) (Go to question 16)
- 

**NON USER QUESTIONS**

6. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you do not want to try diet program from diet meal delivery company.**  
*(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)*

Statement	1	2	3	4	5
It has high price.					
It is not convenience.					
I do not want to diet.					
I do not believe it will work.					
My friend or personal trainer told me to do not apply.					
Others (please specify) _____					

7. At what price would you consider a diet program to be so low that you question about the quality? \_\_\_\_\_
8. At what price would you consider a chilled burger to be so expensive that you would not buy? \_\_\_\_\_
9. At what price would you consider a chilled burger to be worth for money? \_\_\_\_\_
10. At what price would you think a chilled burger is getting expensive but you still buy it? \_\_\_\_\_

(Go to Personal Information section)

**WILLING TO TRY USER QUESTIONS**

11. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you want to try diet program from diet meal delivery company.**

*(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)*

Statement	1	2	3	4	5
I want to lose weight.					
I want to get a better health.					
I want to eat delicious food.					
Price is reasonable.					
It has good service.					
It is convenience.					
My friend or personal trainer told me to apply.					
Others (please specify) _____					

12. At what price would you consider a diet program to be so low that you question about the quality? \_\_\_\_\_

13. At what price would you consider a chilled burger to be so expensive that you would not buy? \_\_\_\_\_

14. At what price would you consider a chilled burger to be worth for money?  
\_\_\_\_\_

15. At what price would you think a chilled burger is getting expensive but you still buy it? \_\_\_\_\_



## PAST USER QUESTIONS

16. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you applied diet program from diet meal delivery company.**

(1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*)

Statement	1	2	3	4	5
I want to lose weight.					
I want to get a better health.					
I want to eat delicious food.					
It is convenience.					
It has good service.					
Price is reasonable.					
My friend or personal trainer told me to apply.					
Others (please specify) _____					

17. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you do not continue the previous diet program from diet meal delivery company.**

(1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*)

Statement	1	2	3	4	5
It has high price.					
The food is not delicious.					
It is not convenience.					
My weight is increase or do not decrease.					
I do not want to diet any more.					
It has bad service.					
The delivery was often delay.					

Others (please specify) _____					
-------------------------------	--	--	--	--	--

18. At what price would you consider a diet program to be so low that you question about the quality? \_\_\_\_\_
19. At what price would you consider a chilled burger to be so expensive that you would not buy? \_\_\_\_\_
20. At what price would you consider a chilled burger to be worth for money? \_\_\_\_\_
21. At what price would you think a chilled burger is getting expensive but you still buy it? \_\_\_\_\_

(Go to Personal Information section)



**CURRENT USER QUESTIONS**

22. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you applied diet program from diet meal delivery company.**

(1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*)

Statement	1	2	3	4	5
I want to lose weight.					
I want to get a better health.					
I want to eat delicious food.					
It is convenience.					
It has good service.					
Price is reasonable.					
My friend or personal trainer told me to apply.					
Others (please specify) _____					

23. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you still continue with the existing diet program from diet meal delivery company.**

(1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*)

Statement	1	2	3	4	5
My weight is losing.					
It is convenience.					
It is effective to control daily calorie intake.					
It has good service.					
Delivery time is usually on time.					
Price is reasonable.					
My friend or personal trainer forced me to take the program.					

Others (please specify) _____					
-------------------------------	--	--	--	--	--

24. Please put “√” to rate the extent of your agreement with the following statements for the reason **why you will switch to apply the program from different diet meal delivery company.**  
*(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)*

Statement	1	2	3	4	5
It has high price.					
It is not convenience.					
It has bad service.					
Food is not delicious					
My weight is increase or do not decrease.					
My friend or personal trainer tell me to.					
I do not want to diet any more.					
Others (please specify) _____					

25. At what price would you consider a diet program to be so low that you question about the quality? \_\_\_\_\_
26. At what price would you consider a chilled burger to be so expensive that you would not buy? \_\_\_\_\_
27. At what price would you consider a chilled burger to be worth for money?  
\_\_\_\_\_
28. At what price would you think a chilled burger is getting expensive but you still buy it? \_\_\_\_\_

(Go to Personal Information section)

**Personal Information**

1. What is your gender?
  - a. Male
  - b. Female
  
2. How old are you?  
\_\_\_\_\_ (Integer only)
  
3. What is your marital status?
  - a. Single
  - b. Married
  - c. Divorced
  
4. What is your monthly income?  
\_\_\_\_\_ (Integer only)
  
5. What is your education level?
  - a. High School or lower
  - b. Bachelor degree
  - c. Master degree
  - d. Doctoral degree
  - e. Others (Please specify) \_\_\_\_\_
  
6. What is your occupation?
  - a. Business owner
  - b. Employee
  - c. Freelancer
  - d. Student
  - e. Government Officer
  - f. Unemployed
  - g. Others (Please specify) \_\_\_\_\_

7. What is your current job level?
  - a. Student
  - b. Entry level
  - c. Senior level
  - d. Middle management
  - e. Top management
  - f. Unemployed
  - g. Others (Please specify) \_\_\_\_\_
  
8. How many times do you exercise per week?  
\_\_\_\_ (Drop-down list from 0, 1, 2 to more than 7, Integer only format)
  
9. How much calories do you need per day?  
\_\_\_\_ (Fill the number, fill "0" if you do not know, Integer only format)

- End of questionnaire -

**::: THANK YOU FOR YOUR PARTICIPATION :::**



## APPENDIX C

### RESPONDENT PROFILE

Frequency distribution of gender

**What is your gender?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	26.3	37.7	37.7
	Female	129	43.4	62.3	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

Frequency distribution of age

	Frequency	Percent	Cumulative Percent
Valid	90	30.3	30.3
14-22	75	25.3	55.6
23-31	89	29.9	85.5
32-40	28	9.4	94.9
41-48	9	3.1	98
49-57	4	1.3	99.3
58-66	1	0.4	99.7
67-75	0	0	99.7
76-84	1	0.3	100
Total	297	100.0	

## Frequency distribution of marital status

**What is your marital status?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	177	59.6	85.5	85.5
	Married	24	8.1	11.6	97.1
	Divorced	5	1.7	2.4	99.5
	Widowed	1	.3	.5	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

## Frequency distribution of monthly income

		Frequency	Percent	Cumulative Percent
Valid		90	30.3	30.3
	0-30000	170	57.2	87.5
	30001-60000	23	7.7	95.2
	60001-90000	10	3.4	98.6
	90001-120000	2	0.7	99.3
	120000-150000	1	0.3	99.6
	150000-180000	1	0.3	100
Total		297	100.0	



## Frequency distribution of education level

**What is your education level?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Lower	54	18.2	26.1	26.1
	Bachelor degree	117	39.4	56.5	82.6
	Master degree	36	12.1	17.4	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

## Frequency distribution of occupation

**What is your occupation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	93	31.3	44.9	44.9
	Government Officer	20	6.7	9.7	54.6
	Employee	61	20.5	29.5	84.1
	Business Owner	23	7.7	11.1	95.2
	Freelancer	10	3.4	4.8	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

## Frequency distribution of job level

**What is your current job level?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	91	30.6	44.0	44.0
	Entry level	58	19.5	28.0	72.0
	Senior level	18	6.1	8.7	80.7
	Middle management	9	3.0	4.3	85.0
	Business Owner	25	8.4	12.1	97.1
	Unemployed	6	2.0	2.9	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

## Frequency distribution of how many exercise per week

**How many times do you exercise per week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1	60	20.2	29.0	29.0
	1	28	9.4	13.5	42.5
	2	22	7.4	10.6	53.1
	3	48	16.2	23.2	76.3
	4	17	5.7	8.2	84.5
	5	15	5.1	7.2	91.8
	6	9	3.0	4.3	96.1
	7	8	2.7	3.9	100.0
	Total	207	69.7	100.0	
Missing	System	90	30.3		
Total		297	100.0		

## Frequency distribution of calorie needed per day

How much calorie do you need per day? ('0' if you do not have target)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	90	30.3	30.3	30.3
0	133	44.8	44.8	75.1
1000	3	1.0	1.0	76.1
12	1	.3	.3	76.4
1200	7	2.4	2.4	78.8
1300	1	.3	.3	79.1
1309	1	.3	.3	79.5
1400	2	.7	.7	80.1
150	1	.3	.3	80.5
1500	12	4.0	4.0	84.5
15000	1	.3	.3	84.8
1600	1	.3	.3	85.2
1670	1	.3	.3	85.5
1700	3	1.0	1.0	86.5
1770	1	.3	.3	86.9
1800	4	1.3	1.3	88.2
1900	1	.3	.3	88.6
1950	1	.3	.3	88.9
2000	12	4.0	4.0	92.9
2100	1	.3	.3	93.3
2200	2	.7	.7	93.9
2300	2	.7	.7	94.6
2400	1	.3	.3	94.9
250	1	.3	.3	95.3
2500	5	1.7	1.7	97.0
300	1	.3	.3	97.3
3000	3	1.0	1.0	98.3
500	1	.3	.3	98.7
600	1	.3	.3	99.0
800	2	.7	.7	99.7
900	1	.3	.3	100.0
Total	297	100.0	100.0	

## **BIOGRAPHY**

Name	Mr. Apiwat Aksornsart
Date of Birth	March 3, 1991
Educational Attainment	2013: Bachelor of Engineering, Thammasat University
Work Position	Head of Sales and Marketing, Intercoolingtech Co., Ltd.
Work Experiences	2013-20151: Engineer, Advanced Info Service PLC.

