# THE STUDY TO UNDERSTAND CONSUMER BEHAVIOR AND FACTORS THAT INFLUENCE BUYING DECISION OF SHARK FIN SOUP IN THAILAND

BY

MR. RAVIT KTICHAROENROJ

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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INDEPENDENT STUDY

BY

MR. RAVIT KITCHAROENROJ

ENTITLED

THE STUDY TO UNDERSTAND CONSUMER BEHAVIOR AND FACTORS
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| | |
|---|---|
| Independent Study Title | THE STUDY TO UNDERSTAND CONSUMER BEHAVIOR AND FACTORS THAT INFLUENCE BUYING DECISION OF SHARK FIN SOUP IN THAILAND |
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# ABSTRACT

The propose of the study to understand consumer behavior and the factors that influence buying decision of shark fin soup in Thailand is to reduce the consumption of shark fin. By increase the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins. And the possible effect to eco-system if number of shark decline. The result of this study will be beneficial to anti-shark fin campaigns both in form of organization, such as NGO, or website bloggers to be able to communicate its campaign to reach the target consumer.

The research findings show that light user group characteristic is female (75%), who age between 20 to 30 years old (59.4%). And Light user's relatives (41.5%) and family (30.8%) are the one who involve in buying decision of shark fin soup. While, there are only 10.8% of light user that are involve in buying decision.

The heavy user group characteristic is male (86.7%), who age between 41 to 50 years old (26.70%) and between 51 to 60 years old (33.3%.). Moreover, heavy

user's family (33.3%) and myself (28.6%) are the one who involve in buying decision of shark fin soup

And heavy user group find that health factor (M=0.56483, SD=1.12679); t=-3.169, p = 0.003, which consists of high nutrition and health benefit, and culture factor (M=0.24417, SD=0.85244); t=-2.189, p = 0.031, which consists of a part of Chinese culture factor, are the factors that influence buying decision for heavy user. While light user group find that both heath factor and Chinese culture factor are not the factors that influence buying decision for heavy user.

**Keywords**: Shark Fin Soup

# ACKNOWLEDGEMENTS

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# INTRODUCTION

## 1.1 Introduction

"Understand consumer behavior and the factors that influence buying decision of shark fin soup in Thailand" is a contemporary study topic in applied marketing, related with the marketing knowledge area of societal issue. The main propose of this study is to reduce the consumption of shark fin. By increase the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins. And the possible effect to eco-system if number of shark decline. The result of this study will be beneficial to anti-shark fin campaigns both in form of organization, such as NGO, or website bloggers to be able to communicate its campaign to reach the target consumer.

## 1.2 Problem Statement

According to Food and Agriculture Organization of the United Nations 2014 (UNFAO, 2014), the global shark catches have tripled since 1950 reaching all-time high in 2000 of 888,000 tons. Since then, there has been only about 15% decrease in catches to 765,000 tons in 2012 or ten year after. In respond to concern about growing shark harvests internationally more than 10 countries, not include Thailand, that have banned shark fishing in their waters in favor of promoting tourism opportunities (NOAA, 2014).

Moreover, Thailand is listed as one of the top 20 shark catchers' country, according to Food and Agriculture Organization of the United Nations 2014

(UNFAO, 2014), and between 1950 to 2003, over 580,000 tons of shark were catch in Thailand (TRAFFIC Oceania, 2006). Shark populations have a threat of extinction due to the overfishing cause by the high demand of shark fins, and experts believe that by only banning shark fin is not the solution.

As Thailand is respond to one of the top country shark catcher for over 60 years, and tourism industry is our major economic. By decreasing shark fishing and shark fin soup consumption in Thailand, can help drop Thailand out of top 20 list, through an educational communication to the right target will benefit country image and overall Thailand's economy.

## 1.3 Purpose of the Study

The propose of this study is to reduce the consumption of shark fin. By increase the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins. And the possible effect to eco-system if number of shark decline. The result of this study will be beneficial to anti-shark fin campaigns both in form of organization, such as NGO, or website bloggers to be able to communicate its campaign to reach the target consumer.

### 1.3.1 Identify and understand consumer behavior and characteristics of light and heavy user of shark fin soup in Thailand.

1.3.1.1 Demographic

1.3.1.2 Geographic

1.3.1.3 Behavioral

1.3.1.4 Psychographic

**1.3.2** **Define and compare factors that influence buying decision of light and heavy user.**

1.3.2.1 Social Influences

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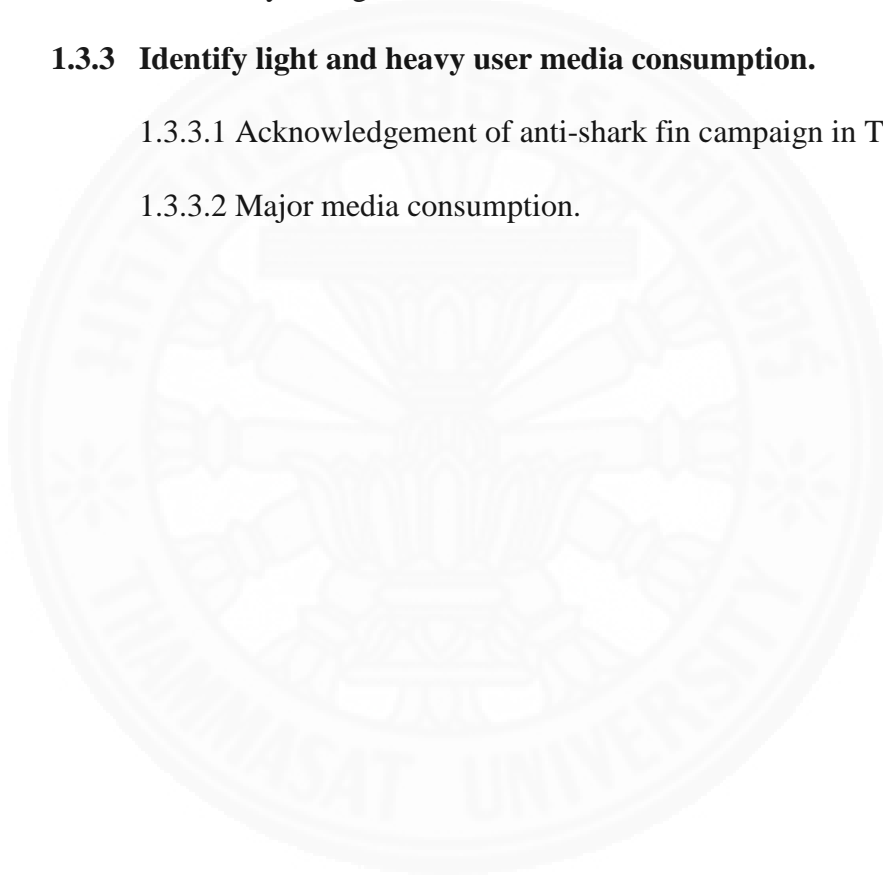
# CHAPTER 2
# REVIEW OF LITERATURE

## 2.1 Argument on The Benefits of Shark Fin.

The benefits of shark fin as documented by old Chinese medical books including rejuvenation, appetite enhancement, nourishing to blood, beneficial to vital energy, kidneys, lungs, bones and many other parts of the body (UNFAO, 1999).

However, the study of University of Miami 2013 show disagreement on health-related benefit of shark fin from old Chinese medical books. The study of Neurotoxins in Shark Fins: A Human Health Concern, report that shark fin soup has erroneously been associated with positive health benefits. However, there is no accepted scientific evidence that shark fin provides any medicinal or health benefit. In fact, studies show that shark has among the highest levels of mercury and other dangerous toxins found in fish. At the top of the food chain are the 'apex' predators: sharks. Some shark species can live for 50 years or more, consuming many toxin-laden fish and storing those toxins in their bodies throughout their lifetime. When we eat shark fin soup, we are consuming their toxins, too.

Moreover, scientists in the journal Marine Drugs has discovered high concentrations of β-Methylamino-L-alanine(BMAA) in shark fins, a neurotoxin linked to neurodegenerative diseases in humans including Alzheimer's and Lou Gehrig Disease (ALS). The study suggests that consumption of shark fin soup and cartilage pills may pose a significant health risk for degenerative brain diseases (University of Miami, 2013).

**2.2 Demand of Shark Fin.**

Even with the research from University of Miami shows that, there are no health-related benefit of shark fin, besides, shark fin and shark meat contain highest levels of mercury, which is toxin to human body. Still, there are a constant growth in demand of shark fin, which result in the global shark catches (See Appendix A).

According to Food and Agriculture Organization of the United Nations 2014 (UNFAO, 2014), there is a constant growth in demand of shark fin, which result in the global shark catches have tripled since 1950 reaching all-time high in 2000 of 888,000 tons. Since then, there has been only about 15% decrease in catches to 765,000 tons in 2012 or ten year after (NOAA, 2014)

In addition, the analysis by the United Nations' Food and Agriculture Organization 2014 report that imports of shark meat around the world increased by 42 percent from 2000 to 2011 (UNFAO, 2014). Moreover, Nation Public Radio US reported that in 2015 sharks like Mako shark and Blacktip shark were hot menu items in the U.S (NPS, 2015).

**2.3 Shark Conservation Tools.**

According to the research of Secretariat of the Pacific Community, Fisheries Information Section, conduct a Re-examining the shark trade as a tool for conservation. The research objective is to compare between different tool for shark conservation. The first conservation tool is "Banning finning", it is important to note that even under perfect enforcement, finning bans may fail to reduce shark mortality. This is because finning bans do not regulate the number of sharks killed, only the way

in which they are killed. For fisheries that primarily want sharks for their fins, unless there are catch controls in place in addition to the finning controls.

Moreover, according to the Journal Biological Conservation 2015: Chinese market responses to overexploitation of sharks and sea cucumbers, provide evidence that "why shark finning bans are not keeping sharks off the plate yet", stated that, the shark fin that imports into Hong Kong, historically a major market, have dropped by 29 percent since 2011. It might be tempting attribute this shift to two types of regulation in some parts of the world: one that make it illegal to sell shark fins, and another that bans the practice of cutting off the shark's fins and leaving the body at sea. Moreover, some endangered sharks are still being overfished, and while the trade in shark fins may be down, the trade in shark meat, it turns out, is going strong (Journal Biological Conservation, 2015).

Alternatively, there may be high demand for shark meat and, therefore, no incentive to fin sharks and discard carcasses at sea. A recent analysis in the Pacific found that even before the finning ban, overfished oceanic whitetip and silky sharks were more likely to be retained than finned (Clarke et al. 2013a). With or without a demand for shark meat, as long as the fishery is able to accommodate the storage and transport of shark carcasses to port, a prohibition on finning sharks may make no difference to shark mortality rates.

The second shark conservation tool is "Consumers are being influenced by shark conservation Campaigns", some shark conservation campaigns have focused their efforts to increased awareness of threats to sharks would reduce their consumption of shark fin. A report in the New York Times in mid-2013 quoting both campaigners and traders, suggested that the trade had declined as much as 70% from

2011 to 2012 (Tsui 2013). While there is no question that the shark fin trade in Hong Kong and China has contracted (Clarke and Dent in press), both the scale of the contraction and its causes are debatable.

Bans on finning in the absence of catch controls also do not prevent fishermen from intentionally killing and discarding sharks; for example, to reduce bait loss on future sets. A recent FAO analysis of global trade statistics reveals that imports of shark, skate, ray and chimaera meat increased by 42% between 2000 and 2011(Appendix A). Imports by Brazil, currently the world leader, increased eight-fold during this period, while more traditional importers such as Italy have maintained their market share. There are at least three possible reasons for this rise in the shark meat trade. The first reason is the increasing global demand for seafood when the potential for increased production from alternative wild marine fish stocks is extremely limited. The second reason is there are demand of shark meat as a product in a form of processed. People don't seem to like the idea of eating sharks. But that doesn't mean they aren't doing so. The rock salmon that's a favorite in UK fish and chips? Shark. France's saumonette ("little salmon") Shark. The popular German bar-snack Schillerlocken (named after the hair of the poet, Friedrich Schiller)? Shark. And the list goes on—flake in Australia, palo rosado ("pink stick") in Argentina, and sea-ham in Trinidad and Tobago. Americans, though, are unusually squeamish about it. In the 1940s and 1950s, shark meat was sold as "steakfish," "grayfish," and "whitefish," but current demand is so paltry that US lawmakers recently asked the agriculture department to buy surplus shark meat for school lunches (Gwynn Guilford, 2013). The third and the most important reason is the dramatic increase in shark meat

imports may be a consequence of finning bans, which, if complied with, would encourage landings of sharks whose fins are intended for trade.

**2.4 Impact on Ocean Ecosystem, If Number of Shark Decline.**

According to the study of Census of Marine Life 2007: Effect of shark decline, show the possible effect, if number of shark decline. Report indicates that the elimination of sharks resulted in the destruction of the shellfish industry in waters off the mid-Atlantic states of the United States, due to the unchecked population growth of cow-nose rays, whose mainstay is scallops (See Appendix B). Other studies in Belize have shown reef systems falling into extreme decline when the sharks have been overfished, destroying an entire ecosystem. The downstream effects are frightening: the spike in grouper population (thanks to the elimination of sharks) resulted in a decimation of the parrotfish population, who could no longer perform their important role: keeping the coral algae-free (Census of Marine Life, 2007).

# CHAPTER 3
# RESEARCH METHODOLOGY

## 3.1 Qualitative Research

### 3.1.1 In-depth Interview

The propose of the in-depth interview is to help understand the market overview and to collect sample information that will be use in questionnaire design process. The objective is to explore

(1)   Behavior of consumer of shark fin soup: frequency/occasion, awareness of toxins and health problem cause by consuming shark fin soup.

(2)   Behavior of consumer of shark fin soup: frequency/occasion, awareness of toxins and health problem cause by consuming shark fin soup.

(3)   Media consumption: acknowledgement of anti-shark fin campaign in Thailand, major media consumption.

(4)   Factors influence buying decision of shark fin soup: reasons and beliefs, influencer, decision maker.

## 3.2 Quantitative Research

### 3.2.1 Market Survey

(1)   Behavior of consumer of shark fin soup: frequency/occasion, awareness of toxins and health problem cause by consuming shark fin soup.

(2)    The market survey will be conducted by using 150 copies of questionnaire, which will be designed base on the information collected from in-depth interview

(3)    Distribute with convenient method, through both online and offline channel.

(4)    The result will help to understand the consumer behavior of shark fin soup, their media consumption, and factors that influence buying decision of shark fin soup.

## 3.3 Identification of Key Research Variables

### 3.3.1 Dependent Variables

(1)    Reduce the consumption of shark fin.

(2)    Increase the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins.

### 3.3.2 Independent Variables

(1)    Understand consumer behavior, and the factors that influent buying decision of shark fin soup.

**3.4 Target population**

    **3.4.1   Sample Selection**

        (1)    The respondents will be select base on convenient sampling.

        (2)    Diversify between age group, income. occupation, etc.

    **3.4.2   Respondent Qualification**

        (1)    Male or female that had consume shark fin before.

        (2)    Live in Thailand.

    **3.4.3   Respondent Selection Criteria**

        (1)    10 respondents for depth-interview, select base on convenient sampling.

        (2)    150 respondents for market survey, select base on screening question and quota sampling.

**3.5 Survey Acquisition and Recruitment Plan**

    **3.5.1 In-depth Interview**

In-depth interview will be conduct with participants who live in Thailand and had consumed shark fin soup for the past year. The interview period is between 20 to 30 minute.

    **3.5.2   Market Survey**

Market survey will be distributed through both online and offline channel. The online questionnaire will be acquired mainly from anti-shark

fin web block, Facebook, and email to potential respondents. The offline questionnaire will be acquired form Chinese restaurant that serve shark fin, workplace, public place.

## 3.6  Data collection plan

### 3.6.1 Qualitative Research: The In-depth Interview

(1)  The in-depth interview will be conduct on participants who live in Thailand and had consumed shark fin soup for the past year.

(2)  The recruited participant will diversify between age, income, occupation, etc.

(3)  The interview period is between 20 to 30 minute.

### 3.6.2  Quantitative Research: The Market Survey

(1)  The market survey will be conducted by using 150 copies of questionnaire, which will be designed base on the information collected from in-depth interview.

(2)  Questionnaire will be distributed with convenient method, through both online and offline channel.

(3)  The survey will be use quota sampling, 50% light user of shark fin soup, and 50% heavy user of shark fin soup.

**3.7 Data analysis plan**

### 3.7.1 Qualitative Research: The In-depth Interview

Collected information from in-depth interview will be analyze into different key finding.

(1) General Information: Characteristic, nationality, age group, level of education, income, occupation, etc.

(2) Behavior of consumer of shark fin soup: frequency/occasion, awareness of toxins and health problem cause by consuming shark fin soup

(3) Factors influence buying decision of shark fin soup: reasons and beliefs, influencer, decision maker.

(4) Media consumption: acknowledgement of anti-shark fin campaign in Thailand, major media consumption

### 3.7.2 Quantitative Research: The Market Survey

Collected market survey data will be analyzing with Statistical Package for the Social Sciences (SPSS) to analyze frequencies and t-test between light and heavy user, important factors influence buying decision between light and heavy user, and other appropriate statistical analysis.

# CHAPTER 4
# RESULTS AND DISCUSSION

## 4.1 Key Findings from Qualitative Research

### 4.1.1 In-depth Interview

The in-depth interview conduct during October 18th 2015 and October 20th 2015 with total of 10 participants who live in Thailand and had consumed shark fin soup for the past year.

60% of respondents consumed shark fin soup for an average of every month, and they think it was both delicious and health benefits, and another 40% of respondent consumed shark fin soup for an average of every three months, and did not believe that its health benefits. All are agreed that they are consume mostly when they dinning out in a Chinese restaurant with families, and on special occasions such as Chinese New Year, Chinese Wedding Party, and Parents Birthday.

Moreover, all respondents said that they are not aware that shark fin might cause health problems, because its contain mercury, which is toxin.

60% of respondents are aware of the method to harvested shark fin. And majority of respondents (80%) have heard about anti-shark fin campaign in Thailand, through television, magazine, website, and email, but they think it's not relevant to them, and nothing they can do to help.

**4.2 Key Findings from Quantitative Research**

The questionnaire was distributed through online channel and received 157 responses but only 105 responses are qualified as current users and another 52 responses are non-user, and disqualified.

**Table 4.1:** Summary of Respondent Demographics (N=105)

| Respondent Demographics | | Frequency | Percent |
|---|---|---|---|
| Gender (เพศ) | Male | 45 | 42.9% |
| | Female | 60 | 57.1% |
| Age (อายุ) | Less than 20 | 0 | 0.0% |
| | 20-30 | 48 | 45.7% |
| | 31-40 | 23 | 21.9% |
| | 41-50 | 12 | 11.4% |
| | 51-60 | 14 | 13.3% |
| | 61 and over | 8 | 7.6% |
| Occupation (อาชีพ) | Office worker | 47 | 46.5% |
| | Entrepreneur | 41 | 40.6% |
| | Freelance | 4 | 4.0% |
| | Unemployed | 2 | 2.0% |
| | Student | 7 | 6.9% |
| Education (ระดับการศึกษา) | Below Bachelor Degree | 4 | 3.8% |
| | Bachelor Degree | 57 | 54.3% |
| | Master Degree | 44 | 41.9% |
| | Doctoral Degree | 0 | 0.0% |
| Monthly Income (รายได้ต่อเดือน) | Less than 15,000 Baht | 4 | 3.8% |
| | 15,001-20,000 Baht | 8 | 7.6% |
| | 20,001-30,000 Baht | 18 | 17.1% |
| | 30,001-40,000 Baht | 26 | 24.8% |
| | 40,001-50,000 Baht | 12 | 11.4% |
| | 50,001-60,000 Baht | 8 | 7.6% |
| | More than 60,001 Baht | 29 | 27.6% |

Table 4.1 show that the majority of the respondents are female whose population accounting for 57.1% of the total respondent, while other 42.9% of the total respondent are male. The majority of the respondent are aged between 20 to 30 years old, with 45.7%, follow by 21.9% are aged between 31 to 40 years old. The respondents' occupation mainly is office worker, with 46.5%, and follow closely by entrepreneur, with 40.6%. The majority of the respondents' education is 54.3% in Bachelor degree and 41.9% in Master degree. And lastly, the majority of the respondents' monthly income are in 2 range, 27.6% monthly income more than 60,001 Baht, and 24.8% monthly income between 30,001 to 40,000 Baht.Interestingly, there are no respondent that are aged less than 20 years old. And only 2% of the total respondents that are unemployed. Moreover, there are 3.8% of the total respondents' that are below Bachelor degree, and there are no respondents categorize in Doctoral degree.

**Table 4.2:** Type of Respondent (N=105)

| Respondent Type | Frequency | Percent |
|---|---|---|
| Heavy User (Around once a month) | 37 | 35% |
| Light User (Less than once a month) | 68 | 65% |
| Total | 105 | 100% |

Table 4.2 shows the type of respondent determined from the question of "How often do you consume shark fin soup", which have four choices of consumption frequency. The result from questionnaire shows that there are only two out of four choices were selected, which are "around once a month" and "less than once a month". So, respondents who answer "around once a month" is categories as "heavy user" and respondent who answer "less than once a month" is categories as "light

user". From 105 respondents, 37 respondents or 35% are a heavy user type and 68 respondents or 65% are light user type.

**Table 4.3:** Crosstab Respondent Type and Demographic Information (N=105)

| Respondent Type / Demographics | | Light user | | Heavy user | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Frequency | Percent |
| Gender (เพศ) | Male | 16 | 25.00% | 26 | 86.70% |
| | Female | 48 | 75.00% | 4 | 13.30% |
| Age (อายุ) | Less than 20 | 0 | 0.00% | 0 | 0.00% |
| | 20-30 | 38 | 59.40% | 6 | 20.00% |
| | 31-40 | 14 | 21.90% | 2 | 6.70% |
| | 41-50 | 4 | 6.30% | 8 | 26.70% |
| | 51-60 | 4 | 6.30% | 10 | 33.30% |
| | 61 and over | 4 | 6.30% | 4 | 13.30% |
| Occupation (อาชีพ) | Office worker | 36 | 60.00% | 10 | 33.30% |
| | Entrepreneur | 12 | 20.00% | 20 | 66.70% |
| | Freelance | 4 | 6.70% | 0 | 0.00% |
| | Unemployed | 2 | 3.30% | 0 | 0.00% |
| | Student | 6 | 10.00% | 0 | 0.00% |
| Education (ระดับการศึกษา) | Below Bachelor Degree | 0 | 0.00% | 4 | 13.30% |
| | Bachelor Degree | 32 | 50.00% | 20 | 66.70% |
| | Master Degree | 32 | 50.00% | 6 | 20.00% |
| | Doctoral Degree | 0 | 0.00% | 0 | 0.00% |
| Monthly Income (รายได้ต่อเดือน) | Less than 15,000 Baht | 4 | 6.30% | 0 | 0.00% |
| | 15,001-20,000 Baht | 6 | 9.40% | 2 | 6.70% |
| | 20,001-30,000 Baht | 16 | 25.00% | 2 | 6.70% |
| | 30,001-40,000 Baht | 18 | 28.10% | 6 | 20.00% |
| | 40,001-50,000 Baht | 6 | 9.40% | 6 | 20.00% |
| | 50,001-60,000 Baht | 4 | 6.30% | 2 | 6.70% |
| | More than 60,001 Baht | 10 | 15.60% | 12 | 40.00% |

Table 4.3 report the demographic information of two type of respondent group, light user and heavy user. The majority of light user is female with the proportion of 75%. In contrast with heavy user type, the majority of this type is male with proportion of 86.7%. The majority of light user are age between 20 to 30 years old, with the proportion of 59.4%. Differently with heavy user majority of the aged between 51 to 60 years old, with proportion of 33.3%. The majority of light user group is office worker, with proportion of 60%. Comparison with light user, the majority heavy user group is entrepreneur, with proportion of 66.7%. The light user group education is 50% Bachelor degree and 50% Master degree. The majority of education for heavy user is Bachelor degree, with proportion of 66.7%. The majority of light users' monthly income is 30,001 to 40,000 Baht with proportion of 28.1%, followed by monthly income of 20,001 to 30,000 Baht, with proportion of 25%. In contrast to heavy user group, majority of monthly income of more than 60,001 Baht, with proportion of 40%.

In conclusion, light user group characteristic is female, who age between 20 to 30 years old, with occupation as office worker, have Bachelor and Master degree, and monthly income between 20,000-40,000 Baht. The heavy user group characteristic is male, who age between 40-60 years old, occupation as entrepreneur, have Bachelor degree, and monthly income more than 60,001 Baht.

**Table 4.4:** Factor Loading Matrix for Five Factors Extraction.

| Variables | Taste 1 | Benefits 2 | Symbolic 3 | Culture 4 | Celebration 5 |
|---|---|---|---|---|---|
| High nutrition | | 0.906 | | | |
| Health Benefits | | 0.891 | | | |
| Taste of shark fin | 0.923 | | | | |
| Taste of soup | 0.908 | | | | |
| Rarity | | | 0.94 | | |
| Celebrate on special occasion | 0.358 | | | | 0.833 |
| A part of Chinese culture | | | | 0.838 | |
| A symbol of wealth and prosperity | | | 0.795 | 0.512 | |

Table 4.4 shows factors that influence buying decision of shark fin soup. The factor analysis conducted to eliminate the multicollinearity problem between variable, according to the correlation result (See Appendix C). The factor analysis shows five different group, with 4 (14.0%) nonredundant residuals with absolute values greater than 0.05.

(1) **Factor 1:** Factor 1 consists of taste of shark fin and taste of shark fin soup. This factor could be defined as "Taste"

(2) **Factor 2:** Factor 2 consists of high nutrition and health benefit. This factor could be defined as "Benefits"

(3) **Factor 3:** Factor 3 consists of rarity and a symbolic of wealth and prosperity. This factor could be defined as "Symbolic"

(4) **Factor 4:** Factor 4 consists of a part of Chinese culture. This

factor could be defined as "Culture"

(5) **Factor 5:** Factor 5 consists of celebrate on special occasion.

This factor could be defined as "Celebration"

**Table 4.5:** Crosstab Respondent Type and Factor Analysis (N=105).

| Respondent Type / Factor Analysis | Light user | | Heavy user | | Significant Test | | |
|---|---|---|---|---|---|---|---|
| | Mean | Standard Deviation | Mean | Standard Deviation | t-test | P-Value | |
| Taste | 0.04926 | 0.8249 | -0.10606 | 1.06294 | 0.763 | 0.447 | |
| Health | -0.13111 | 0.59565 | 0.56483 | 1.12679 | -3.169 | 0.003 | Sig. |
| Symbolic | -0.02818 | 1.09928 | 0.03739 | 0.72822 | -0.337 | 0.737 | |
| Culture | -0.2081 | 0.95727 | 0.24417 | 0.85244 | -2.189 | 0.031 | Sig. |
| Celebration | 0.17631 | 1.04746 | 0.1144 | 0.51306 | 0.376 | 0.708 | |

Table 4.5 compare five factors with light and heavy user group. The result

shows two factor significant between light and heavy user. An independent-samples t-

test was conducted to compare respondent type and factors that influence buying

decision of shark fin soup. The first factor is "Health" show significant value of 0.003

at t-test value of -3.169. There are significant different between light and heavy user

in "Health" as a factor that influence buying decision.

Table 4.5 shows that light user disagrees that "Health" is a factor that

influence buying decision with mean value of 0.13111 and standard deviation value of

0.59565. In contrast, heavy user agrees that "Health" is one of the factors that

influence buying decision with mean value of 0.56483 and standard deviation value of

1.12679. The second significant factor is "Culture" shows significant value of 0.031

at t-test value of -2.189. There are significant different between light and heavy user in "Culture" as a factor that influence buying decision. Table 4.5 shows that light user disagrees that "Culture" is a factor that influence buying decision with mean value of -0.2081 and standard deviation value of 0.95727. In contrast, heavy user agrees that "Culture" is one of the factors that influence buying decision with mean value of 0.24417 and standard deviation value of 0.85244.

In addition, there are three factors that are not significant between light and heavy user, that are "Taste", "Symbolic", and "Celebration".

**Table 4.6:** Crosstab Respondent Type and Involvement in Buying Decision of Shark Fin Soup (N=105).

| Respondent Type / Involvement in Buying Decision of Shark Fin Soup | Light user | | Heavy user | |
|---|---|---|---|---|
| | Frequency | Percent | Frequency | Percent |
| Myself | 14 | 10.8% | 24 | 28.6% |
| Family | 54 | 41.5% | 28 | 33.3% |
| Friends | 4 | 3.1% | 2 | 2.4% |
| Relatives | 40 | 30.8% | 16 | 19.0% |
| Salesperson | 18 | 13.8% | 14 | 16.7% |
| Online Blogger/Influencers | 0 | 0.0% | 0 | 0.0% |

Table 4.6 shows involvement in buying decision between light and heavy user. Relatives and family are the majority with in involvement in buying decision of shark fin soup for light user group with 41.5% and 30.8% respectively. Moreover, there is only 10.8% that have myself involve in buying decision in light user group. Family with 33.3% and myself with 28.6% are the majority in having involvement in buying decision in heavy user group. In addition, there is none of the online blogger and

influencers who have involve in buying decision of shark fin soup for both light and heavy users.

**Table 4.7:** Crosstab Respondent Type and Reasons that Reasons that Affect Consumption Behavior of Shark Fin Soup (N=105).

| Respondent Type / Reasons that Affect Consumption Behavior of Shark Fin Soup | Light user | | Heavy user | | Significant Test | | |
|---|---|---|---|---|---|---|---|
| | Mean | Standard Deviation | Mean | Standard Deviation | T-Test | P-value | |
| High price | 3.03 | 0.94 | 2.87 | 1.01 | 0.737 | 0.464 | |
| Not health benefit | 3.33 | 0.99 | 3.06 | 0.84 | 1.319 | 0.191 | |
| Banning shark fin | 3.21 | 1.25 | 2.62 | 1.07 | 2.217 | 0.029 | Sig. |
| The method that shark fin are harvested | 3.73 | 1.33 | 3.12 | 0.79 | 2.749 | 0.007 | Sig. |
| Shark have a threat of extinction | 3.21 | 1.1 | 2.31 | 1 | 3.803 | 0 | Sig. |
| Health problem caused from consume shark fin | 4.1 | 1.26 | 4.06 | 0.91 | 0.164 | 0.87 | |

Table 4.7 compare reasons that affect consumption behavior of shark fin soup between light and heavy user. An independent-samples t-test was conducted to compare respondent type and reasons that affect consumption behavior of shark fin soup. The first reason is "Banning shark fin" show significant value of 0.029 at t-test value of 2.217. There are significant different between light and heavy user in "Banning shark fin" as a reasons that affect consumption behavior. Table 4.7 shows that light user agrees that "Banning shark fin" is a reasons that affect consumption

behavior with mean value of 3.21 and standard deviation value of 1.25. In contrast, heavy user disagrees that this is a reasons that effect consumption behavior with mean value of 1.07 and standard deviation value of 2.217.

The second significant reason is "The method that shark fin are harvested" shows significant value of 0.007 at t-test value of 2.749. There are significant different between light and heavy user in "The method that shark fin are harvested" as is a reasons that affect consumption behavior. Table 4.7 shows that light user agrees that "The method that shark fin are harvested" is a reasons that affect consumption behavior with mean value of 3.73 and standard deviation value of 1.33. In contrast, heavy user is less agreement with this reason that affect consumption behavior with mean value of 3.12 and standard deviation value of 0.79.

The third and last significant reason is "Shark have a threat of extinction" shows significant value of 0 at t-test value of 3.803. There are significant different between light and heavy user in "Shark have a threat of extinction" as is a reasons that affect consumption behavior. Table 4.7 shows that light user agrees that "Shark have a threat of extinction" is a reasons that affect consumption behavior with mean value of 3.21 and standard deviation value of 1.1. In contrast, heavy user disagrees that this is the reasons that affect consumption behavior with mean value of 2.31 and standard deviation value of 1. In addition, there are three reasons that are not significant between light and heavy user, that are "High Price" with P-value of 0.464 and t-test value of 0.737, "Not Health Benefit" with P-value of 0.191 and t-test value of 1.319, and "Health Problem caused from Consume Shark Fin" with P-value of 0.87 and t-test value of 0.164. Interestingly, "Health problem caused from consume shark fin" have the highest agreement, compared to five other reasons that affect consumption

behavior of shark fin soup, with mean value of 4.1 and standard deviation value of 1.26 for light user group, and mean value of 4.06 and standard deviation value of 0.91 for heavy user group.

**Table 4.8:** Crosstab Respondent Type and Awareness (N=105).

| Respondent Type / Awareness | Light user | | | Heavy user | | |
|---|---|---|---|---|---|---|
| | Frequency | Percent in the group | Percent between the group | Frequency | Percent in the group | Percent between the group |
| Awareness of the method that shark fins are harvested | 58 | 38.67% | 82.9% | 12 | 35.29% | 17.1% |
| Awareness of shark populations have a threat of extinction | 28 | 18.67% | 73.7% | 10 | 29.41% | 26.3% |
| Awareness of the impact on ocean ecology, if number of shark decline or extinct. | 18 | 12.00% | 81.8% | 4 | 11.76% | 18.2% |
| Awareness of health problem from consumption of shark fin | 6 | 4.00% | 60.0% | 4 | 11.76% | 40.0% |
| Awareness of the anti-shark fin campaign or organization in Thailand. | 40 | 26.67% | 90.9% | 4 | 11.76% | 9.1% |

Table 4.8 shows high awareness in the awareness of the method that shark fins are harvested, awareness of the anti-shark fin campaign or organization in Thailand, and awareness of shark populations have a threat of extinction for light user with 38.67%, 26.67%, and 18.67% respectively. For heavy user group have high awareness

in the awareness of the method that shark fins are harvested, and awareness of shark populations have a threat of extinction, with 35.29% and 29.41% respectively.

Moreover, when compare the frequency and percentage of awareness between light user group and heavy user group, the table 4.8 shows that light user group have more awareness in every categories of awareness. Light user has 82.9% awareness of the method that shark fins are harvested, compare to only 17.1% in the same category. With 73.7% light user's awareness compare with 26.3% heavy user's awareness in the awareness of shark populations have a threat of extinction category. With 81.8% light user's awareness compare with 18.2% heavy user's awareness in the awareness of the impact on ocean ecology, if number of shark decline or extinct category. With 60% light user's awareness compare with 40% heavy user's awareness in the awareness of health problem from consumption of shark fin category. And lastly, 90.9% light user's awareness compare with 9.1% heavy user's awareness in awareness of the anti-shark fin campaign or organization in Thailand category.

**Table 4.9:** Crosstab Respondent Type and Awareness Channel (N=105).

| Respondent Type / Awareness Channel | All Respondents | | Light user | | Heavy user | |
|---|---|---|---|---|---|---|
| | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| Television | 40 | 26.32% | 26 | 25.00% | 8 | 30.77% |
| Radio | 8 | 5.26% | 4 | 3.85% | 2 | 7.69% |
| Newspaper | 16 | 10.53% | 12 | 11.54% | 2 | 7.69% |
| Magazine | 10 | 6.58% | 6 | 5.77% | 2 | 7.69% |
| Newsletter | 2 | 1.32% | 2 | 1.92% | 0 | 0.00% |
| Print Ad | 8 | 5.26% | 6 | 5.77% | 2 | 7.69% |
| Online media | 68 | 44.74% | 48 | 46.15% | 10 | 38.46% |

Table 4.9 is relating with table 8, shows comparison of awareness channel, where the awareness from table 8 are from, and compare between light and heavy user. The majority of the awareness channel from all respondents is from online media with 44.74%, follow by from television, with 26.32%. And the least awareness channel from all respondent is from newspaper, with only 1.32%. The majority of the awareness channel for light user group is from online channel, with 46.15%, follow by from television, with 25%. The majority of the awareness channel for heavy user group is from online channel, with 38.46%, follow by from television, with 30.77%. Moreover, the awareness channel, where the awareness from table 8 are from, light user shows higher percentage from online channel when compare with heavy user. In contrast, heavy user shows higher percentage from television when compared with light user.

**Table 4.10:** Crosstab Respondent Type and Media Consumption (N=105).

| Respondent Type / Media Consumption | Light User | | Heavy User | | Significant Test | | |
|---|---|---|---|---|---|---|---|
| | Mean | Standard Deviation | Mean | Standard Deviation | t-test | P-value | |
| Television | 3.34 | 1.09 | 3.38 | 1.07 | -0.133 | 0.894 | |
| Radio | 2.74 | 0.99 | 2.81 | 1.09 | -0.316 | 0.753 | |
| Newspaper | 2.20 | 1.05 | 3.12 | 1.07 | -3.987 | 0 | Sig. |
| Magazine | 2.48 | 0.94 | 2.13 | 0.94 | 1.726 | 0.088 | |
| Newsletter | 1.69 | 0.75 | 1.44 | 0.50 | 1.893 | 0.062 | |
| Print Ad | 2.03 | 1.08 | 1.69 | 0.69 | 1.644 | 0.104 | |
| Online media | 4.69 | 0.54 | 4 | 0.88 | 4.621 | 0 | Sig. |

Table 4.10 shows type of media consumption between light and heavy user type. An independent-samples t-test was conducted to compare respondent type and media consumption. There are two significant result from seven type of media

consumption. The first significant result is "Newspaper" media type shows significant value of 0 at t-test value of -3.987. There are significant different between light and heavy user in "Newspaper" media type. Table 5 shows that light user is less preferable of "Newspaper" media type with mean value of 2.2 and standard deviation value of 1.05. In contrast, heavy user is more preferable with "Newspaper" media type with mean value of 3.12 and standard deviation value of 1.07. The second significant result is "Online Media" media type shows significant value of 0 at t-test value of 4.621. There are significant different between light and heavy user in "Online Media" media type. Table 5 shows that light user is more preferable of "Online Media" media type with mean value of 4.69 and standard deviation value of 0.54. In contrast, heavy user is less preferable with "Online Media" media type with mean value of 4 and standard deviation value of 0.88.

# CHAPTER 5
# CONCLUSIONS AND RECOMMENDATIONS

## 5.1 Conclusions

The purpose of this study is to understand consumer behavior and the factors that influence buying decision of shark fin soup in Thailand. In order to reduce the consumption of shark fin soup. By increasing the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins. And the possible effect to eco-system if number of shark decline.

Therefore, from the research findings, it was found that there are differences consumer behavior and the factors that influence buying decision of shark fin soup in Thailand between light user and heavy user.

### 5.1.1 Light User of Shark Fin Soup

#### 5.1.1.1 Characteristics.

From 105 qualified responses out of 157 responses, 68 respondents or 65% are light user. In addition, according from the research findings, light user group characteristic is female (75%), who age between 20 to 30 years old (59.4%), with an occupation of office worker (60%), have a Bachelor (50%) and a Master degree (50%), and have monthly income between 20,000 to 30,000 Baht (25%) and 30,001 to 40,000 Baht (28.1%).

### 5.1.1.2 Factors that Influence Buying Decision.

The factor analysis conducted to eliminate the multicollinearity problem between variable, according to the correlation result. Out of 8 factor that influence buying decision, the factor analysis grouped down five different group, with 4 (14.0%) nonredundant residuals with absolute values greater than 0.05.

Then the independent-samples t-test was conducted to compare respondent type and factors that influence buying decision of shark fin soup. Two factors out of five factors show significant differences between light user and heavy user. the research findings report that light user group find that health factor (M=-0.13111, SD=0.59565); t=-3.169, p=0.003, which consists of high nutrition and health benefit, and culture factor (M=-0.2081, SD=0.95727); t=-2.189, p=0,031, which consists of a part of Chinese culture factor, are not the factors that influence buying decision for them. In addition, there are three factors that ware not significant between light and heavy user, that are "Taste", "Symbolic", and "Celebration".

### 5.1.1.3 Influencers/Involvement in Buying Decision.

Light user's relatives (41.5%) and family (30.8%) are the one who involve in buying decision of shark fin soup. While, there are only 10.8% of light user that are involve in buying decision. Moreover, there is none of the online blogger and influencers who have involve in buying decision of shark fin soup.

### 5.1.1.4 Reasons that Affect Consumption Behavior of Shark Fin Soup.

Then the independent-samples t-test was conducted to compare respondent type and reasons that affect consumption behavior of shark fin soup. Three reasons out of six reasons show significant differences between light user and heavy user. The research finding report that light user group find that banning shark fin (M=3.21, SD=1.25); t=2.217, p=0.029, the method that shark fin are harvested (M=3.73, SD=1.33); t=2.749, p=007, and shark have a threat of extinction (M=3.21, SD=1.1); t=3.803, p=0, are the reasons that affect their consumption behavior of shark fin soup. Moreover, the research finding also report that health problem cause from consume shark fin is the top rank, with mean value of 4.1, and standard deviation value of 1.1, is the reasons that affect consumption behavior of shark fin soup.

### 5.1.1.5 Awareness and Source of Awareness.

Light user has high awareness in the awareness of the method that shark fins are harvested (38.67%), the awareness of the anti-shark fin campaign or organization in Thailand (26.67%), and the awareness of shark populations have a threat of extinction (18.67%). Moreover, when compare the frequency and percentage of awareness between light user group and heavy user group, light user group have higher number of awareness in every categories of awareness. The source of awareness in the light user group is from online channel (46.15%), follow by from television (25%).

### 5.1.1.6 Media Consumption

An independent-samples t-test was conducted to compare respondent type and media consumption. There are two significant result from seven type of media consumption. The research finding report that light user group are less preferable of newspaper media type (M=2.2, SD=1.05); t=-3.987, p=0. But light user group are more preferable of online media type (M=4.69, SD=0.54); t=-4.621, p=0.

### 5.2.1 Heavy User of Shark Fin Soup.

### 5.2.1.1 Characteristics.

From 105 qualified responses out of 157 responses, and 37 respondents or 35% are a heavy user. The heavy user group characteristic is male (86.7%), who age between 41 to 50 years old (26.70%) and between 51 to 60 years old (33.3%.), with an occupation of entrepreneur (66.7%), have Bachelor degree (66.7%), and have monthly income more than 60,001 Baht (40%).

### 5.2.1.2 Factors that Influence Buying Decision.

The factor analysis conducted to eliminate the multicollinearity problem between variable, according to the correlation result. Out of 8 factor that influence buying decision, the factor analysis grouped down five different group, with 4 (14.0%) nonredundant residuals with absolute values greater than 0.05.

Then the independent-samples t-test was conducted to compare respondent type and factors that influence buying decision of shark fin soup. Two factors out of five factors show significant differences between light user and heavy user. The research findings report that heavy user group find that health factor (M=0.56483,

SD=1.12679); t=-3.169, p = 0.003, which consists of high nutrition and health benefit, and culture factor (M=0.24417, SD=0.85244); t=-2.189, p = 0.031, which consists of a part of Chinese culture factor, are the factors that influence buying decision for heavy user. In addition, there are three factors that ware not significant between light and heavy user, that are "Taste", "Symbolic", and "Celebration".

### 5.2.1.3 Influencers/Involvement in Buying Decision.

Heavy user's family (33.3%) and myself (28.6%) are the one who involve in buying decision of shark fin soup. Moreover, there is none of the online blogger and influencers who have involve in buying decision of shark fin soup.

### 5.2.1.4 Reasons that Affect Consumption Behavior of Shark Fin Soup.

Then the independent-samples t-test was conducted to compare respondent type and reasons that affect consumption behavior of shark fin soup. Three reasons out of six reasons show significant differences between light user and heavy user. The research finding report that heavy user group find that banning shark fin (M=2.62, SD=1.07); t=2.217, p = 0.029, the method that shark fin are harvested (M=3.12, SD=0.79); t=2.749, p = 0.007, and shark have a threat of extinction (M=2.31, SD=1); t=3.803, p = 0, are not the reasons that affect their consumption behavior of shark fin soup. Moreover, the research finding also report that health problem cause from consume shark fin is the top rank, with mean value of 4.1, and standard deviation value of 1.1, is the reasons that affect consumption behavior of shark fin soup.

Therefore, "Banning Shark Fin", "The Method that Shark Fin are Harvested", and "Shark have a Threat of Extinction" have no effect on consumption behavior of shark fin soup in heavy user group.

### 5.2.1.5 Awareness and Source of Awareness.

In the heavy user group have high awareness in the awareness of the method that shark fins are harvested (35.29%), and awareness of shark populations have a threat of extinction (29.41%). But, when compare the frequency and percentage of awareness with light user group, heavy user group have lower number of awareness in every categories of awareness. The source of the awareness for heavy user group are from online channel (38.46%), follow by from television (30.77%). Moreover, heavy user shows higher percentage from television when compared with light user.

### 5.2.1.6 Media Consumption

An independent-samples t-test was conducted to compare respondent type and media consumption. There are two significant result from seven type of media consumption. The research finding report that heavy user group are more preferable of newspaper media type (M=3.12, SD=1.07); t=-3.987, p=0. But heavy user group are less preferable of online media type (M=4, SD=0.88); t=-4.621, p=0.

**5.2 Recommendations.**

The propose of this study is to reduce the consumption of shark fin. By increase the awareness on the threat of shark extinction, cause by overfishing, due to the high demand of shark fins. And the possible effect to eco-system if number of shark decline. The result of this study will be beneficial to anti-shark fin campaigns both in form of organization, such as NGO, or website bloggers to be able to communicate its campaign to reach the target consumer.

Since, according to the research findings, 65% of respondents are light user, so, recommended to start with this group of user first. And because, around 10% of this group are the one who involve in the buying decision. By motivate user in this group to help influence their relatives, which 41.5% of them involve in the buying decision of light user, and family, which 30.8% of them involve in the buying decision of light user. Moreover, light user group also have a potential to became a non-user, by banning shark fin and communicate with the message that health problem causes from consume shark fin, the method that shark fin are harvested, shark fin is not health benefit, and shark have a threat of extinction, through online media and television. Hence the media should be focused on female, age between 20 to 30 years old, with an occupation of office worker.

For heavy user group that accounted for 35% of the respondents, who have family (33.3%) and myself (28.6%) involve in the busying decision. In order to reduce heavy user consumption of shark fin, to become light user, and non-user, the awareness of this group must be increase.

The awareness of heath problem from consumption of shark fin soup should be set as a main message, along with the method that shark fin are harvested, and shark fin is not health benefit. Through the newspaper and television. Hence, the media should be focused on male, age between 41 to 60, with an occupation of entrepreneur.

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**APPENDICES**

**APPENDIX** **A**

**THE WORLD TRADE SHARK MEAT**

The world trade in shark meat has grown steadily since 1976 and has roughly doubled since the late 1990s to over 120,000 tonnes per year (Source: Clarke and Dent in press).
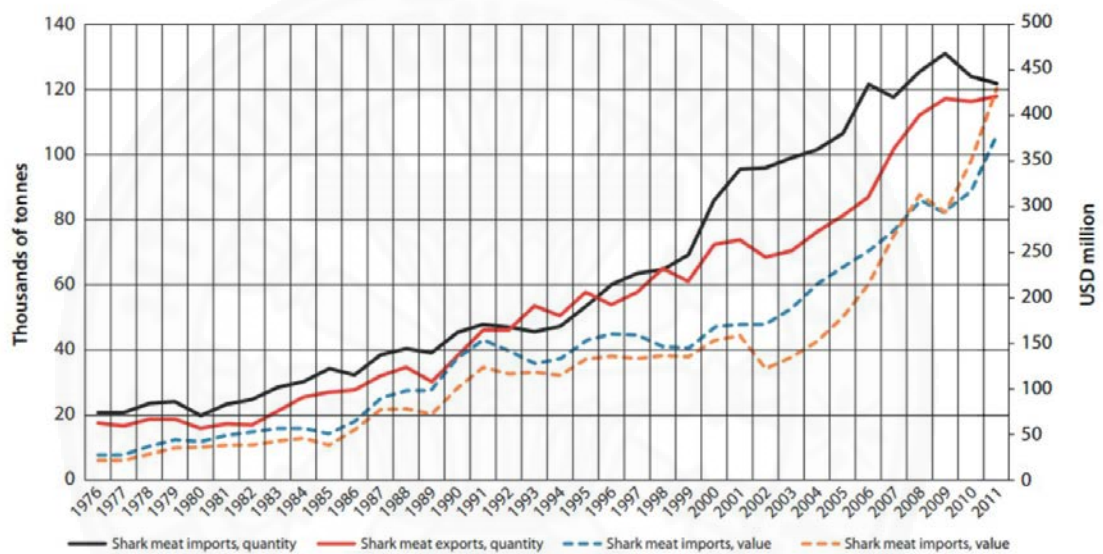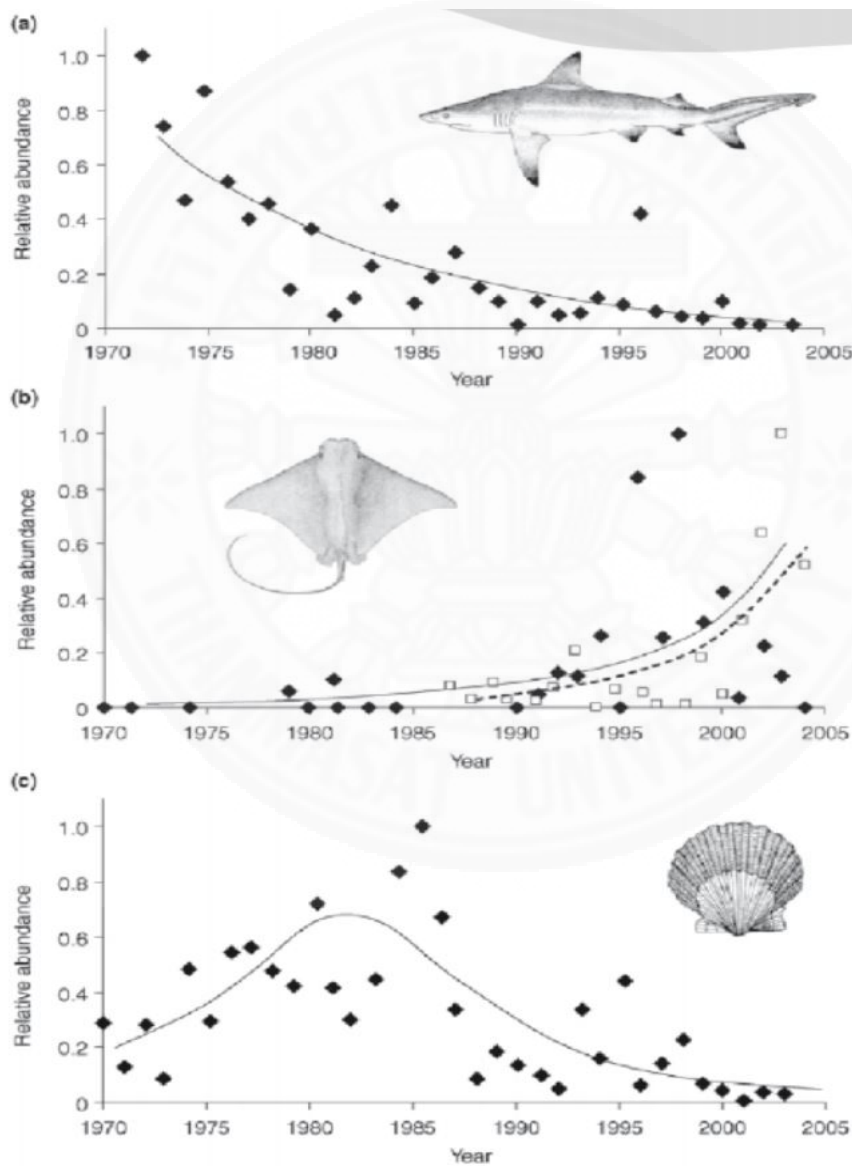
# APPENDIX B

## IMAPACT ON OCEAN ECOSYSTEM, IF NUMBER OF SHARK DECILNE

As (a) catch rates of large sharks, such as blacktip sharks, declined during research surveys along the east coast of the U.S., (b) cownose rays began to increase, leading to eventual declines in (c) catches of North Carolina bay scallops (Source: Secretariat of the Pacific Community, Fisheries Information Section)

# APPENDIX C

# CORRELATION TABLE

**Correlations**

| | | High nutrition | Health Benefits | Taste of shark fin | Taste of soup | Rarity | Celebrate the special occasion | A part of Chinese culture | A symbol of wealth and prosperity |
|---|---|---|---|---|---|---|---|---|---|
| High nutrition | Pearson Correlation | 1 | .779** | .331** | .234** | .300** | .298** | .438** | .304** |
| | Sig. (1-tailed) | | .000 | .000 | .009 | .001 | .001 | .000 | .001 |
| | N | 102 | 102 | 102 | 102 | 100 | 102 | 102 | 102 |
| Health Benefits | Pearson Correlation | .779** | 1 | .467** | .386** | .164 | .415** | .401** | .140 |
| | Sig. (1-tailed) | .000 | | .000 | .000 | .052 | .000 | .000 | .080 |
| | N | 102 | 102 | 102 | 102 | 100 | 102 | 102 | 102 |
| Taste of shark fin | Pearson Correlation | .331** | .467** | 1 | .842** | -.165 | .455** | .359** | -.051 |
| | Sig. (1-tailed) | .000 | .000 | | .000 | .051 | .000 | .000 | .307 |
| | N | 102 | 102 | 102 | 102 | 100 | 102 | 102 | 102 |
| Taste of soup | Pearson Correlation | .234** | .386** | .842** | 1 | -.076 | .574** | .489** | .057 |
| | Sig. (1-tailed) | .009 | .000 | .000 | | .226 | .000 | .000 | .284 |
| | N | 102 | 102 | 102 | 104 | 100 | 104 | 102 | 102 |
| Rarity | Pearson Correlation | .300** | .164 | -.165 | -.076 | 1 | .350** | .272** | .696** |
| | Sig. (1-tailed) | .001 | .052 | .051 | .226 | | .000 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Celebrate the special occasion | Pearson Correlation | .298** | .415** | .455** | .574** | .350** | 1 | .601** | .395** |
| | Sig. (1-tailed) | .001 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 102 | 102 | 102 | 104 | 100 | 106 | 104 | 102 |
| A part of Chinese culture | Pearson Correlation | .438** | .401** | .359** | .489** | .272** | .601** | 1 | .524** |
| | Sig. (1-tailed) | .000 | .000 | .000 | .000 | .003 | .000 | | .000 |
| | N | 102 | 102 | 102 | 102 | 100 | 104 | 104 | 102 |
| A symbol of wealth and prosperity | Pearson Correlation | .304** | .140 | -.051 | .057 | .696** | .395** | .524** | 1 |
| | Sig. (1-tailed) | .001 | .080 | .307 | .284 | .000 | .000 | .000 | |
| | N | 102 | 102 | 102 | 102 | 100 | 102 | 102 | 102 |

**. Correlation is significant at the 0.01 level (1-tailed).

**APPENDIX**                                                   **E**

**SURVEY QUESTIONNAIRE**

This survey is conducted for Independent Study of Master's Degree Program in Marketing at Thammasat University. It is intended to gather information regarding to **understand consumer behavior and the factors that influence buying decision of shark fin soup in Thailand**. This questionnaire will take about 10-15 minutes. When you complete this questionnaire, please return to research collector (student).

Note: Information discloses in this questionnaire will only be used for educational purposes only.

การสำรวจครั้งนี้ดำเนินการสำหรับการศึกษาค้นคว้าอิสระของหลักสูตรปริญญาโทสาขาการตลาดที่ มหาวิทยาลัยธรรมศาสตร์ โดยมีจุดมุ่งหมายเพื่อรวบรวมข้อมูลเกี่ยวกับ **การทำความเข้าใจในพฤติกรรมของผู้บริโภค และปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อของซุปหูฉลามในประเทศไทย** ซ่งแบบสอบถามนี้จะใช้เวลาประมาณ 10-15 นาที

หมายเหตุ : ข้อมูลที่เปิดเผยในแบบสอบถามนี้จะถูกนำมาใช้เพื่อการศึกษาเท่านั้น

\* 1. Have you ever eaten shark fin soup? คุณเคยรับประทานซุปหูฉลามหรือไม่?

◯ Yes (เคย)

◯ No (ไม่เคย)

\* 2. In the past 12 months, have you consume any shark fin soup? ใน 12เดือนที่ผ่านมา
คุณเคยรับประทานซุปหูฉลาม หรือไม่?

◯ Yes (เคย)

◯ No (ไม่เคย)

\* 3. How often do you eat shark fin soup? คุณรับประทานซุปหูฉลามบ่อยแค่ไหน?

◯ More than Once a Week (มากกว่าหนึ่งครั้งต่อสัปดาห์)

◯ Around Once a Week (ประมาณหนึ่งครั้งต่อสัปดาห์)

◯ Around Once a Month (ประมาณหนึ่งครั้งต่อเดือน)

◯ Less than Once a Month (น้อยกว่าหนึ่งครั้งต่อเดือน)

◯ Other(please specify) อื่นๆ(โปรดระบุ)

\* 4. Please evaluate the following factors that have influences on buying decision of shark fin soup.
กรุณาประเมินปัจจัยต่อไปนี้ที่มีอิทธิพลต่อการตัดสินใจซื้อซุปหูฉลามของท่าน

| | Strongly Disagree(ไม่เห็นด้วยอย่างยิ่ง) | Disagree(ไม่เห็นด้วย) | Neutral(กลางๆ) | Agree(เห็นด้วย) | Strongly Agree(เห็นด้วยอย่างยิ่ง) |
|---|---|---|---|---|---|
| High nutrition(คุณค่าทางอาหาร) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Health benefits(บำรุงร่างกาย) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Taste of the shark fin(รสชาติของหูฉลาม) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Taste of the soup (รสชาติของซุป) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Rarity(ความหายาก) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Celebrate the Special Occasion(เฉลิมฉลองในโอกาสพิเศษ) | ◯ | ◯ | ◯ | ◯ | ◯ |
| A part of Chinese culture(เป็นส่วนหนึ่งในวัฒนธรรมจีน) | ◯ | ◯ | ◯ | ◯ | ◯ |
| A symbol of wealth and prosperity(สื่อถึงความมั่งคั่งและเจริญรุ่งเรือง) | ◯ | ◯ | ◯ | ◯ | ◯ |

\* 5. Who is involved when making purchase of shark fin soup? (Can answer more than one answer)
ใครเป็นคนที่มีส่วนร่วมในการจัดการสั่งหูฉลามบ้าง (ตอบได้มากกว่าหนึ่งข้อ)

☐ Myself (ตนเอง)

☐ Family (ครอบครัว)

☐ Friends (เพื่อน)

☐ Relatives (ญาติพี่น้อง)

☐ Sale Person (คนขาย)

☐ Online Bloggers/Influences

☐ Other (please specify). อื่นๆ (โปรดระบุ)

\* 6. Do you aware of the method that shark fins are harvested.
คุณทราบถึงวิธีที่ใช้ในการล่าและฆ่าฉลามเพื่อนำหูฉลามมา หรือไม่.

◯ Yes, I'm aware. (ทราบ)

◯ No, I'm not aware. (ไม่ทราบ)

\* 7. Do you aware that shark populations have a threat of extinction.
คุณทราบหรือไม่ว่าฉลามเสี่ยงต่อการสูญพันธุ์

◯ Yes, I'm aware. (ทราบ)

◯ No, I'm not aware. (ไม่ทราบ)

\* 8. Do you aware of the impact on ocean ecology, if number of shark decline or extinct.
คุณทราบถึงผลกระทบต่อนิเวศวิทยาของมหาสมุทรถ้าจำนวนของฉลามน้อยลงหรือสูญพันธุ์ หรือไม่.

◯ Yes, I'm aware. (ทราบ)

◯ No, I'm not aware. (ไม่ทราบ)

* 9. Do you aware that consumption of shark fin might cause a health problem because its contain high toxins, like mercury. คุณทราบหรือไม่ว่าการทานหูฉลามอาจทำให้เกิดความเสี่ยงด้านสุขภาพ เนื่องจากในหูฉลามอาจมีสารปรอดตกค้าง.

⬡ Yes, I'm aware. (ทราบ)

⬡ No, I'm not aware. (ไม่ทราบ)

* 10. Do you aware that there are the anti-shark fin campaign or organization in Thailand. คุณทราบหรือไม่ว่าในประเทศไทยมีองค์กรหรือการรณรงค์ในการต่อต้านการรับประทานหูฉลาม และให้ความรู้เกี่ยวกับการวิธีการล่าและฆ่าฉลามเพื่อนำหูฉลามมา.

⬡ Yes, I'm aware. (ทราบ)

⬡ No, I'm not aware. (ไม่ทราบ)

11. If you are aware of the information mentioned above, where do you known it from? (Can answer more than one) . ถ้าคุณทราบถึงข้อมูลต่างๆที่กล่าวมาด้านบนนี้ คุณทราบมาจากแหล่งข้อมูลใดบ้าง (ตอบได้มากกว่าหนึ่งข้อ)

☐ Television (โทรทัศน์)

☐ Radio (วิทยุ)

☐ Newspaper (หนังสือพิมพ์)

☐ Magazine (แมกกาซีน)

☐ Newsletter (จดหมายข่าว)

☐ Print Ad (สิ่งพิมพ์)

☐ Online media (สื่อออนไลน์)

* 12. Please evaluate the following possible reasons that effect your consumption behaviour of shark fin soup. กรุณาประเมินความเป็นไปได้ของเหตุผลต่อไปนี้ ที่มีผลต่อพฤติกรรมการบริโภคชุปหูฉลามของท่าน.

| | Strongly Disagree(ไม่เห็นด้วยอย่างยิ่ง) | Disagree(ไม่เห็นด้วย) | Neutral(กลางๆ) | Agree(เห็นด้วย) | Strongly Agree(เห็นด้วยอย่างยิ่ง) |
|---|---|---|---|---|---|
| High Price(ราคาที่แพง) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Not health benefits(หูฉลามไม่ได้มีประโยชน์ต่อร่างกาย) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Banding shark fin in Thailand(การห้ามขายหูฉลามในประเทศไทย) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| The method that shark fin are harvested(วิธีที่ใช้ในการล่าและฆ่าหูฉลาม) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Shark have a threat of extinction(ฉลามจะสูญพันธุ์) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |
| Consumption of shark fin soup might cause health problem(การทานหูฉลาม อาจทำให้เกิดความเสี่ยงด้านสุขภาพ) | ⬡ | ⬡ | ⬡ | ⬡ | ⬡ |

* 13. Please rate your preference on the communication channels in reaching to the information. ประเภทและความถี่ของสื่อที่ท่านเข้าถึง.

| | Least Prefer(เข้าถึงน้อยที่สุด) | | Neutral(กลางๆ) | | Most Prefer(เข้าถึงมากที่สุด) |
|---|---|---|---|---|---|
| Television (โทรทัศน์) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Radio (วิทยุ) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Newspaper (หนังสือพิมพ์) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Magazine (แมกกาซีน) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Newsletter (จดหมายข่าว) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Print Ad (สิ่งพิมพ์) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Online media (สื่อออนไลน์) | ◯ | ◯ | ◯ | ◯ | ◯ |

* 14. Please evaluate the following reasons that influence you to stop consume shark fin soup. กรุณาประเมินความเป็นไปได้ของเหตุผลต่อไปนี้ที่มีอิทธิพลต่อการตัดสินใจไม่ทานซุปหูฉลาม.

| | Strongly Disagree(ไม่เห็นด้วยอย่างยิ่ง) | Disagree(ไม่เห็นด้วย) | Neutral(กลางๆ) | Agree(เห็นด้วย) | Strongly Agree(เห็นด้วยอย่างยิ่ง) |
|---|---|---|---|---|---|
| High Price(ราคาแพง) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Awareness that its not health benefits(ทราบว่าหูฉลามไม่ได้มีประโยชน์ต่อร่างกาย) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Awareness of the method that shark fin are harvested(ทราบถึงวิธีที่ใช้ในการล่าและฆ่าหูฉลาม) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Awareness that shark have a threat of extinction(ทราบว่าฉลามจะสูญพันธุ์) | ◯ | ◯ | ◯ | ◯ | ◯ |
| Awareness that consumption of shark fin soup might cause health problem(ทราบว่าการทานหูฉลามอาจทำให้เกิดความเสี่ยงด้านสุขภาพ) | ◯ | ◯ | ◯ | ◯ | ◯ |

## General Information

* 15. Gender (เพศ)

◯ Male (เพศชาย)

◯ Female (เพศหญิง)

* 16. Age (อายุ)

◯ Less than 20 (น้อยกว่า 20ปี)

◯ 20-30

◯ 31-40

◯ 41-50

◯ 51-60

◯ 61 and over (61 ปีขึ้นไป)

* 17. Occupation (อาชีพ)

○ Office worker (พนังงานออฟฟิส)

○ Entrepreneur (ธุรกิจส่วนตัว)

○ Freelance (อาชีพอิสระ)

○ Unemployed (ว่างงาน)

○ Student (นักเรียน นักศึกษา)

○ Other (please specify). อื่นๆ (โปรดระบุ)

[                                    ]

* 18. Education (ระดับการศึกษา)

○ Below Bachelor Degree (ต่ำกว่าปริญญาตรี)

○ Bachelor Degree (ปริญญาตรี)

○ Master Degree (ปริญญาโท)

○ Doctoral Degree (ปริญญาเอก)

* 19. Monthly Income (รายได้ต่อเดือน)

○ Less than 15,000 Baht

○ 15,001-20,000 Baht

○ 20,001-30,000 Baht

○ 30,001-40,000 Baht

○ 40,001-50,000 Baht

○ 50,001-60,000 Baht

○ More than 60,001 Baht

# BIOGRAPHY

| | |
|---|---|
| Name | Mr. Ravit Kitcharoenroj |
| Date of Birth | March17, 1983 |
| Educational Attainment | 2014: Master Degree in Management, College of Management Mahidol University |
| Work Position | Assistant Managing Director Siribuncha Co., Ltd. |