



**CONSUMER BEHAVIOR TOWARDS HEALTHY
FAST FOOD SHOPS IN BANGKOK**

BY

MISS NONLANEE RUJIPONGTHARIN

**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 2016
COPYRIGHT OF THAMMASAT UNIVERSITY**

**CONSUMER BEHAVIOR TOWARDS HEALTHY
FAST FOOD SHOPS IN BANGKOK**

BY

MISS NONLANEE RUJIPONGTHARIN



**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 2016

COPYRIGHT OF THAMMASAT UNIVERSITY

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS NONLANEE RUJIPONGTHARIN

ENTITLED

CONSUMER BEHAVIOR TOWARDS HEALTHY FAST FOOD SHOP
IN BANGKOK

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

on..... 8 MAY 2017

Chairman



(Professor K. Douglas Hoffman, Ph.D.)

Member and Advisor



(Professor Paul G. Patterson, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	CONSUMER BEHAVIOR TOWARDS HEALTHY FAST FOOD SHOPS IN BANGKOK
Author	Miss Nonlanee Rujipongtharin
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Paul G. Patterson, Ph.D.
Academic Year	2016

ABSTRACT

This study is a contemporary in applied with marketing in areas of health. The purpose of this study is to determine consumer characteristics, understand consumer perception and consumer behavior towards healthy fast food shops in Bangkok. Healthy fast food shop provides healthy food that is prepared and serves very quickly. In addition, this study also aims to understand perception of non-consumer and key barriers to purchase food from healthy fast food shop.

The methodology of research in this study was gathered from primary and secondary researches. For secondary research which was literature reviews, information has been collected based on main areas; overview of healthy food industry, consumer behavior and consumer trend. Qualitative research was conducted to deeply understand the motivations for purchasing products from healthy fast food shop and the differences in perceptions between consumer and non-consumer groups. Quantitative research was conducted with 250 respondents through the online survey. Respondents were divided into two groups which were consumers and non-consumers. They had different perceptions toward healthy fast food shop. Consumers had better perception towards food of healthy fast food shop than non-consumers, in terms of tasty, high quality and freshness. The influential media as sources of information of these two groups were positive feedback or recommendations from friends, colleagues and family, followed by reviews and blogs such as Pantip.com

In terms of attractive consumer's selection criteria, the most important factor was quality of the food as it should be fresh and clean. The other important factors were taste, followed by variety of menus and atmosphere which were tied up in the same place.

In order to gain more sales and profits, the healthy fast food shop should add more menu and types of food, create brand communication about quality that makes the food look tasty as well as encourage consumers to recommend the shop through word-of-mouth, reviews and blogs such as Pantip.com.

This study supports the owners of fast food shops or new entrants to better understand Thai consumer behavior. It helps readers understand how they can develop strategies to better meet the needs and satisfy expectations of Thai consumers. Meanwhile, the study will also give readers more insight information of the position in the market in order to find a way to maximize profit.

Keywords: Healthy fast food shop, Consumer behavior towards healthy fast food shop

ACKNOWLEDGEMENTS

First of all, I would like to express my deep and sincere grateful to Professor Dr. Paul G. Patterson whose guidance, advice, suggestion, encouragement and constructive criticism have contributed immensely to significant ideas on my independent study. I am truly fortunate to have Professor Dr. Paul G. Patterson who devoted his time and attention to my research as an advisor.

In addition, I sincerely thank all interviewees for spending the valuable time to do in-depth interview as well as all respondents for completing questionnaire.

Lastly, I wish to express my gratitude and appreciation to MIM office and other staff members of Thammasat University for their assistant and support during the time I have been studying this program, especially the period of my independent study.

Miss Nonlane Rujipongtharin

TABLE OF CONTENTS

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENTS	(3)
LIST OF TABLES	(7)
LIST OF FIGURES	(8)
CHAPTER 1 INTRODUCTION	1
1.1 Problem statement and research purpose	1
1.2 Research objective	2
CHAPTER 2 REVIEW OF LITERATURE	4
CHAPTER 3 RESEARCH METHODOLOGY	7
3.1 Research design	7
3.1.1 Secondary research	7
3.1.2 Primary research	7
3.2 Sampling plan	8
3.3 Data collection	8
3.4 Data analysis	9
3.5 Theoretical framework	10

CHAPTER 4 RESULTS AND DISCUSSION	11
4.1 Key findings from secondary research	11
4.2 Key findings from qualitative research	12
4.3 Key findings from descriptive research	14
4.3.1 Summary of respondents profile	14
4.3.2 Consumer behavior of healthy fast food shop	15
4.3.3 Key findings from non-consumer	22
4.3.4 Key findings of comparison between consumer and non-consumer	25
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	27
5.1 Conclusion	27
5.2 Recommendation	28
5.3 Limitations of the study	31
REFERENCES	32
APPENDICES	33
APPENDIX A: Example question of survey questionnaire	34
APPENDIX B: Consumer and non-consumer's profile	41
APPENDIX C: Consumer's lifestyle	42
APPENDIX D: Consumer's perception towards healthy fast food shop	43
APPENDIX E: The amount of money consumer spends per meal in healthy fast food shop	44
APPENDIX F: Location where consumer mostly visits	45
APPENDIX G: Mean of dissatisfied consumer towards marketing mixes of healthy fast food shop	46

APPENDIX H: Percentage of consumer repurchase intention to the healthy fast food shop	47
APPENDIX I: The activity that consumer is interested in spending more money	48
APPENDIX J: Interest level in purchasing from healthy fast food shop along BTS station for consumer	49
APPENDIX K: Location of healthy fast food shop along BTS station where consumer is interested	50
APPENDIX L: Interest level in purchasing from healthy fast food shop along BTS station	51
APPENDIX M: Location of healthy fast food shop along BTS station where non-consumer is interested	52
APPENDIX N: Comparison between the lifestyles of consumer and non-consumer	53
BIOGRAPHY	54

LIST OF TABLES

Tables	Page
4.1 Mean of level of important factors in purchase decision	18
4.2 Mean of level of satisfaction on each attribute of marketing mixes	20
4.3 Mean comparison of perception towards healthy fast food shop between consumer and non-consumer	26
4.4 Independent sample T-test of perception towards healthy fast food shop	26



LIST OF FIGURES

Figures	Page
3.1 Research methodology	7
4.1 Reference group and opinion leader impact on consumer decision making process	16
4.2 Consumer decision making process	17
4.3 Reason to purchase food from healthy fast food shop	17
4.4 Source of information and influential source of consumer	18
4.5 Level of overall satisfaction of consumer	19
4.6 Non-consumer's lifestyle	22
4.7 Influential source of non-consumer	23
4.8 Major obstacles of trial process of non-consumer	23
4.9 The activity which non-consumer is interested to purchase	24
4.10 Percentage of gender and income level of consumer and non-consumer	25

CHAPTER 1

INTRODUCTION

1.1 Problem Statement and Research Purpose

At the year 2015, the value of healthy food market in Thailand was 161,000 million baht, making healthy food segment grew by leaps and bounds. Healthy food is any natural food that is believed to be good for you and is considered to have health benefits. For example, the food which contains low level of sugar, high in fiber, natural vitamins and etc. (Medical Dictionary, 2016). This market growth seems obvious and has tendency to expand around 6% until 2017 or later, which is divided into four groups; functional food which contains high nutrition (60%), natural product which is made from organic ingredients and less processed (30%), specific group which is good for specific group (8%) and others (2%) (Kasikorn Research Center, 2015).

At present, Thai people are becoming more concerned toward health-conscious eating and therefore have increased their selection in food. As a result, many food brands try to shift to better and healthy corporate image which will allow them to set higher price for their products.

With the attitude of modern Thai consumers who are increasingly conscious of their health, especially during work hours' constraints in Bangkok, they continue to seek healthier choices of food, so called quick-better-for-you food. Besides, there are opportunities for healthy fast food shop to increase sales and maximize profits. With ongoing urbanization, Thai consumers are leading ever busier lives and their time is becoming more limited and fragmented every day. These consumers pretty much in need of a healthy food that makes it easier and more convenient for their lives. Therefore, the healthy fast food shops have opened more widespread.

Although healthy fast food shops are desired by consumers, there are only a few major players in the market and most of healthy fast food shops that have been introduced to the market do not provide as much variety as they should be in terms of food choices. These existing healthy fast food shops such as Jones' salad and Farm factory serve only salad, soup, juice and bread. Those shops have not adapted to fit with Thai food, eating culture and lifestyle yet.

In spite of the fact that healthy fast food shops are more prevalent; nevertheless, the number of shops is still not enough to meet the needs of consumers in all areas. Moreover, there are ways to develop better healthy fast food shops to better serve the consumers. As a result, new ventures to enter into the healthy food market need to face some new challenges as well. The more shops enter into the market, the more alternatives for consumers. As such, competition among shops will bring about great changes since every shop will focus on understanding Thai consumers' insights, seeking unmet needs and offering value added from marketing terms for consumers in order to make the brand to capture in consumer's mind.

This study is a contemporary in applied with marketing in areas of health, as the message mentioned above is clear that from now healthy living is becoming a huge trend and Thai consumers are well intentioned when it comes to their health and wellness goals. However, their aspirations are not yet reality—they want to be healthier, to eat better, to exercise, they know exactly what they need to do to lead healthier lives, but their busy lifestyles get in the way and become obstacles. By understanding the needs of Thai consumers and the obstacles getting in the way of their healthy aspirations, the findings will bring solutions and support the owners of fast food shop or new entrants to better understand Thai consumer behavior and create a real opportunity to help bridge the gap within healthy food industry. The findings can also develop marketing mixes to solve for consumers' needs and have a positive effect on their health and wellness. Meanwhile, the findings will also give more insight information of the position in the market in order to find a way to maximize profit.

1.2 Research Objective

The research is guided by the following objectives;

1. To determine consumer characteristics of healthy fast food shop market;
 - 1.1 To identify profile of consumers of healthy fast food shop: demography, lifestyle
2. To evaluate current consumer's perception towards healthy fast food shop.
3. To understand consumer decision making process in healthy fast food shop market;

- 3.1 To understand reasons and motivations for purchasing in healthy fast food shop.
 - 3.2 To identify the influential media which Thai consumers of healthy fast food shop mostly consume.
 - 3.3 To identify important factors to select healthy fast food shop.
 - 3.4 To identify usage rate of Thai consumers of healthy fast food shop.
 - 3.5 To identify location where Thai consumers mostly purchase healthy food from.
 - 3.6 To evaluate overall satisfaction of Thai consumers towards marketing mixes (7Ps).
4. To identify barriers for non-consumers not purchasing from healthy fast food shop.
 5. To identify differences toward perceptions of healthy fast food shop between current consumers and non-consumers.

CHAPTER 2

REVIEW OF LITERATURE

The major factors influence the consumer behavior and decision making process framework are used to study about consumer behavior towards healthy fast food shop in Bangkok. (Kotler Keller, 2012).

There are four factors which influence on purchasing decision. The four segments of factors are cultural, social, personal and psychological factors which will be described as below (Kotler Keller, 2012):

1) Cultural factor

Cultural factor includes culture, subculture and social status which impact on needs and preference.

2) Social factor

Social factor includes family, friends, colleagues, aspirational group and opinion leader which has impact on consumer's attitude, product information and product choice.

3) Personal factor

Personal factor includes age, stage in the life cycle, personality and self-concept. Consumer's self-concept and lifestyle can be referred as terms on how consumers think of themselves and the way they evaluate or perceive themselves through surroundings, for instance, consumers who like to try new thing, consumers who like to compare prices and consumers who like to recommend to others. Personal factor influences buyer in terms of taste and preference. They are likely to buy the product that matches with their personality.

4) Psychological factor

Psychological factor includes motivation, perception, learning beliefs and attitude which impact on buying choices and actual behavior.

The decision-making process framework is five stages of purchasing decision process which are: problem and needs recognition, information search, evaluation, purchasing and post-purchase. (Kotler Keller, 2012).

1) The first stage: Problem and needs recognition

Consumers are aware of problem and needs of product.

2) The second stage: Information search

After consumers become aware of the problem or needs, they will search for information from friends and family through media and commercial to support their decision. They also involve their past experience and perception as one of the information sources.

3) The third stage: Evaluation

Consumers used past experience and information gathered from the second stage to evaluate each alternative of the product. They tend to choose the most satisfying product or service that meets their needs.

4) The fourth stage: Purchasing

Consumers make decision to purchase product based on the knowledge they gathered from the previous stages, regarding to 3-Ws and 1-H which are: what to purchase? where to purchase? when to purchase? And how many product or service to purchase?

5) The fifth stage: post-purchase services (Kotler Keller, 2012)

Consumers evaluate the performance of product whether it meets their expectation or not. The product which exceeds their expectation will be rated as satisfied, while the product which is lower than expected will be rated as dissatisfied. Consumer's satisfaction is the driving force for repurchase and creates either positive or negative feedback. Positive feedback will enhance shop's reputation, while negative feedback generates negative image of the shop. (Kotler Keller, 2012)

From the literature reviews stated above (Kotler Keller, 2012), they can be identified as variables of study which are: 1) Consumer characteristics: age, gender, occupation, and personal income per month 2) Consumer's self-concept and lifestyle such as busy lifestyle, price comparison, preference to try new thing. 3) Social factors that impact on purchasing decision such as referral group. 4) Personal factors such as consumer's self-concept and lifestyle. 5) Consumer's perception towards healthy fast food shop. 6) Important factors to purchase such as quality, taste and variety of menu. 7) Reasons to buy such as good for health, convenience and value for money.

- 8) Purchasing behaviors such as a number of visit per month, an amount of spending per meal and location. 9) Level of satisfaction towards overall performance.
- 10) Level of satisfaction towards marketing mixes. 11) Intent to repurchase of consumer.



CHAPTER 3

RESEARCH METHODOLOGY

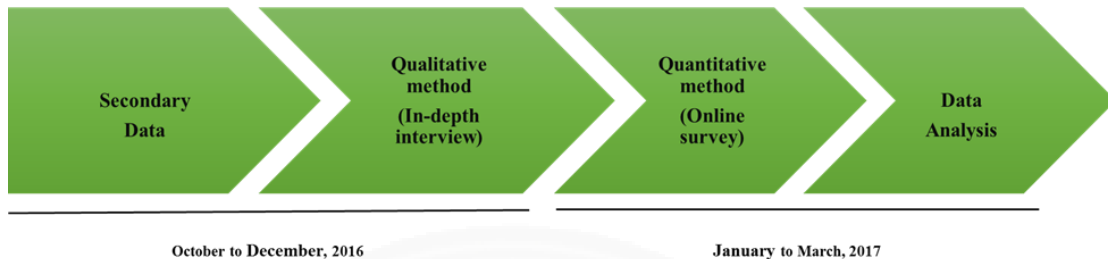


Figure 3.1: Research Methodology

This study was conducted by secondary research and primary research by using both qualitative method through in-depth interview and quantitative research through online survey then processed to data analysis. The research framework was shown by the following:

3.1 Research Design

3.1.1 Secondary research

Secondary research was conducted to understand and gain information prior to collect primary research. The objectives of secondary research were to identify key variables in primary research and to get an overview and trend of healthy food industry. The secondary research was gathered from credible published sources, online reports, websites and articles all around the world, which came in both Thai and foreign languages.

3.1.2 Primary research

According to objectives of this study, qualitative research through in-depth interview was conducted with two groups. The first group, current consumers, in-depth interview was conducted to deeply realize their perceptions toward existing healthy fast food shop and to understand the reasons to purchase at healthy fast food shop. For the second group which was non-consumers, in-depth interview was carried out for the same reason as the first group, to understand their perceptions toward healthy fast food shop. However, for non-consumers, there were a few more different questions to be added up in the interview. Example of additional questions such as barriers and

incentives to purchase were the key triggers for researcher to look at the same angle as non-consumers.

The findings from in-depth interview were analyzed to create questions and answers in online survey. All questions and answers were intended to determine consumer characteristics, understand consumer perception and consumer decision making process of healthy fast food shop. Meanwhile, all questions and answers were intended for non-consumers to present their perceptions toward healthy fast food shop as well, but they were presented in different perspective from consumers.

3.2 Sampling plan

Convenience sampling was used to obtain target market's data collection due to time limitation as well as specific qualifications of respondents to be explored. All participants both in qualitative and quantitative researches had to pass the screening questions in order to be qualified as the target respondents.

Selection criteria for all participants shown as below:

Target population:	Male or female who live in Bangkok
Purchasing role:	Consumer who visits healthy fast food shop no longer than a year or non-consumer
Age:	Between 20 to 55 years old
Social-economic Status (SES):	ABC or monthly household income of at least 30,000 Baht

3.3 Data collection

3.3.1 Secondary research

Secondary research was gathered from published sources, online reports, websites and statistic data related to healthy food industry. For instance, Think Asia Invest Thailand, Euromonitor, Kasikorn Research Center, FHP program and columns in newspaper. In addition, literature reviews such as academic journals and articles related to consumer decision making process for identifying the possible variables and opportunities to study consumer behavior in Bangkok towards healthy fast food shop, were used as sources of information as well.

3.3.2 Primary research - In-depth interview

For In-depth interview as a primary research, 15 participants were interviewed during November 20th to November 30th 2016 in Bangkok. 8 participants were consumers and 7 participants were non-consumers. The duration for each in-depth interview took around 30-45 minutes. All of the participants were taped during the interview, so researcher was able to transcribe the information later.

3.3.3 Online survey

A survey was distributed through online channels during January 2017 to obtain a total of 250 respondents by convenience sampling method. Respondents were selected through primary screening questions to ensure that they were qualified as the target respondents. For the sections of the survey which were about general information and general opinion toward healthy fast food shop, both group of respondents were asked the same questions. But when the survey went into the matter of being a consumer or non-consumer, the questions were divided into two parts. Questions would be skipped, cut or added depending on the answer of respondents. The survey would require up to 15-minute as a maximum length for each respondent. The survey was divided into 4 sections as follows:

- Part1: Screening questions
- Part2: Demographic and lifestyles
- Part3: Consumer's perception towards healthy fast food shop
- Part4: Consumer decision making process
- Part5: Non-consumer's perception towards healthy fast food shop and major obstacles

3.4 Data analysis

The data analysis began with finding associations of information gathered from secondary research to understand market overview and consumer insights. Next, in-depth interview as a qualitative research which was conducted through 15 participants was used to develop theoretical framework for questions using in a questionnaire. Then, hypothesis and key takeaways from in-depth interviews were expanded for further study through online survey as a quantitative research, by using Statistical Package for the Social Science Program (SPSS). The analysis methods used in this study were as follows:

Frequency Distribution Analysis: To analyze data distributed in characteristics, lifestyle, perception, source of influential information of consumer. And to analyze data distributed in major obstacles of non-consumer.

Mean: To analyze important factors for purchase decision and level of satisfaction towards marketing mixes.

Mean Comparison: To analyze the differences in lifestyle and perception towards healthy fast food shop between consumer and non-consumer and compare mean between these two groups.

Crosstab Analysis: To analyze the differences of income level between consumer and non-consumer.

3.5 Theoretical framework

Independent variables

Independent variables are:

1. Consumer characteristics: age, gender, personal income per month, occupation and lifestyle.
2. Influential sources of information affecting decision making process: good referrals, reviews and bloggers.
3. Factors for encouraging consumers to purchase: quality of food, taste, variety of menu, atmosphere, package of food, reputation of shop.
4. Perception towards healthy fast food shop (e.g. Please rate level of agreement of your perception towards healthy fast food shop on the following attributes?).
5. Consumer behavior of healthy food: reason to purchase, number of visit per month, spending money per meal, product to purchase and location to purchase.
6. Attributes of marketing mixes (7Ps): product, place, price, promotion, people, processes and physical evidence.
7. Barriers that prevent non-consumers to purchase healthy fast food.

Dependent variables

Dependent variables are differences in perceptions between consumers and non-consumers.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from Secondary Research

Thai consumers nowadays have information-seeking behavior with the value perceptions about money, time and convenience regarding to their food choices. (Robert Wood Johnson Foundation, 2015)

Accessing to information on the internet is playing a role in the daily lives of many Thai consumers. Consumers do use social media to inform value perceptions on food. They usually look at the user-generated content, in the form of ratings and reviews, which have become a key part when making food-purchasing decisions. It is obvious that consumer choice is more than just having the food with attractive price but food with value perceptions as a whole. This is not to say that a low price is not attractive; nonetheless, consumers are value conscious rather than price conscious. In order to make their lives easier, consumers always search for information through online with major concern about value for money and time. (Robert Wood Johnson Foundation, 2015).

For the value perceptions, except price and quality, convenience also plays a prominent role in the food choices of Thai consumers. They are increasingly looking for convenience in all part of their food-purchasing habit. The growing of drive-thru shops, take-out meals, home delivery and microwave food are evidences of the importance of convenience in determining food choices. The convenience food trend that has occurred in 2015 for food package was ready-made food bowl. Food conveniently tucked into portable bowl became the new style of package in both restaurants and grocery stores (Global food forums, 2015).

Thai consumers are more concerned about nutrition label.

Originally, consumers were never really paid attention to information on nutrition label. Since right after consumers became health conscious, they chose what they eat more carefully and they became more concerned about nutrition label as it helped them make healthier choices (Euromonitor, April 2016). Thus, food labels became one of the major factors to shift consumers' expectations.

The powerful label and package are the major strategic moves (SCB Economic Intelligence Center, 2015).

Increasing exposure to information on Google.com and Social network encourage health conscious habits among Thai consumers.

It cannot be denied that nowadays internet has played a greater role in our daily lives and will increasingly play a role in providing critical information about anything. Health-related topics are one topic that consumers search more and more on the internet.

Today, the social media platforms such as Facebook and Instagram, provide useful information on health. Information of food issues in terms of ingredients, nutrition, calories and so on can easily find on the internet in just one click through google, then a list of results with real reviews from customers come up for you to study. Thai consumers started to pay attention and become more health conscious since 2015 because of increasing exposure to information and online trends. Consequently, the consumers who received the information through these social media both direct and indirect ways become increasingly more aware of their own health. Thai consumers mostly searched for the healthy food which had physiological benefits (Pedro Pina, April 2016). Their attitudes toward healthy food were solely depended on global trends, information from international sources, as a result that educational marketing campaigns for healthy food were not common in Thailand, and tended to take a backseat to functional packaged food (Pedro Pina, April 2016).

4.2 Key Findings from Qualitative Research

In-depth interview

There were in total ten people who participated in the in-depth interview. Out of ten people, they were divided into two groups of five people equally. These two groups were consumers and non-consumers. The results from in-depth interview were shown as below:

Current consumer concerns about healthy food because they want to feel good with themselves and control their weight.

According to in-depth interview in consumer aspect, the research found that most of current consumers wanted easy fast food but in healthy way. They were current consumers who frequently purchased food and drink in healthy fast food shop.

Although they had a busy life, they also wanted to eat healthy and to have a good health which made them felt good with themselves. After healthy living became a trend, consumers were afraid of gaining weight which could cause them illnesses or diseases like obesity and cancer. Current consumers were concerned more about ingredients and how the food was cooked and processed. Moreover, the information about amount of calories intake was determined them whether to buy the food or not. With these reasons in mind, most of current consumers who were looking for an easy meal with health benefits to their every day's life turned their attention to healthy fast food shop. This was what made new born healthy fast food shops entered into the market. However, both existing and newly entered healthy fast food shops still offered limited choices of food with high price that appeared to be unaffordable for most people to eat daily.

Consumer has little or no loyalty to any brand.

Researcher found that most consumers of healthy fast food shop had quite low or no sense of loyalty to any brand. They still had not established brand in their mind, as a result, there were opportunity for both existing healthy fast food shop and new entrants to grab share of consumer mind.

The activities persuade consumer to buy more are offering Thai food menus, location on BTS station.

In terms of improvement, current consumers suggested healthy fast food shops to add Thai food menus because they were more appropriate with Thai people. Because Thai food had varieties of flavors and distinctive in tastes which came from different ingredients and spices that were beneficial to health.

Apart from major aspects of current consumers toward healthy fast food shop which mentioned above, the in-depth interview asked side aspects like information and location of healthy fast food shop as well. In terms of data on the internet, social media and comments from users considered to have great impact for current consumers to make decision to try new healthy fast food shop. For the location, they said that healthy fast food shop was hard to access, because number of branches was low. Current consumers proposed they wanted healthy fast food shop to have more branches and BTS stations seemed to be good locations because BTS stations were the public transportation they use every day.

Furthermore, consumers also said they would purchase food from healthy fast food shop more frequently when they felt bad with their health and gained more weights.

The practicalities of taste, food choices, price and location of the healthy fast food shop influence non-consumer' purchasing decision.

For non-consumer part which based on in-depth interview, it showed that most of non-consumers never tried healthy fast food shop due to flavor of the food. Non-consumers perceived that healthy food was tasteless, complicated for daily life and limited in choices. Furthermore, non-consumers could not find good healthy fast food shop that matched their needs in their areas; the price of food in healthy fast food shop which was located in the vicinity was too expensive and seemed to be unaffordable in everyday living.

The activities persuade non-consumer to buy more are offering Thai food menus, location on BTS station.

Non-consumer would be interested to try food from healthy fast food shop if shop was near to their home or workplace and offered more menus that looked tasty.

4.3 Key Findings from Descriptive Research

4.3.1 Summary of respondent profile

The data have been collected through online survey from the sample 250 respondents of the study area. It was analyzed by using Statistical Package for the Social Science Program (SPSS). The results from online survey are shown as below:

According to the data collected from 250 respondents, 70.4% of them were female while 29.6% were male. The age of respondents was varied from 21 to 55 years old. The majority (61.2%) were between 26-30 age range. For the occupation, most of respondents were private officers 77.2%, followed by business owners, undergraduate students, merchandisers and freelancers which explained in percentage as 11.6%, 5.2%, 3.2% and 2.8% respectively. In 35.2% cases of all respondents, personal income per month was around 15,000 to 30,000 Baht, followed by 34.2% with personal income of 30,001 to 49,999 Baht.

Respondent Profile of Consumer

It can be observed that out of 250 respondents, 91 (36.4%) respondents were consumers who had experienced with healthy fast food shop.

Within the consumer group, the majority of the respondents were female (81.3%) who age between 31 to 40 years old (78%) with the occupation as private officers. Compared to non-consumer group, most of them (40.7%) had higher personal income per month around 30,000 to 49,999 Baht.

Respondent Profile of Non-consumer

A total of 250 respondents participated in the online survey, 159 (63.6%) respondents were non-consumers who had no relevant experience with healthy fast food shop before. Of the total non-consumer respondents, 64.2% were female with the age majority (62.3%) between 26 to 30 years old which were younger than consumer group. As the same to consumer group, the majority of occupation was also private officers (72.3%). However, compared to consumer group in terms of income, most of them (35.8%) had less personal income per month at around 15,000 to 30,000 Baht. (See Appendix B: Consumer and non-consumer's profile).

4.3.2 Consumer Behavior of Healthy Fast Food Shop (size: n=91)

Consumer decision making process

Based on the data collected from 91 consumers of healthy fast food shop who participated in the online questionnaire, the results were divided into three main points that could impact consumer's purchase decision. These three main points are: 1) Consumer's self-concept and lifestyle, 2) Reference group and 3) Perception towards healthy fast food shop. The results of each point could be illustrated as follow;

1) Consumer's self-concept and lifestyle

Consumer's self-concept and lifestyle can be referred as terms on how consumers think of themselves and the way they evaluate or perceives themselves through surroundings (Kotler Keller, 2012).

For consumer's self-concept, the quantitative research found that 90.1% of consumers preferred to recommend the shop or restaurant they were satisfied with and 75.8% of consumers always liked to try new food with gimmicks and fascinating features. In terms of lifestyle, the quantitative research shown that 68.1% of consumers had busy lifestyle. As a result, these consumers wanted fast and easy-to-buy food to make their lives easier. (See Appendix C: Consumer's lifestyle).

2) Reference group and opinion leader

The research focused on source of information for restaurant choice as it was considered to be the most visualized in analyzing result. According to frequency distribution analysis, the research found that recommendation from friend, family member and known acquaintance had the most impact to consumers in decision making process whether to buy food or beverages from healthy fast food shop which accounted for 91.2%, while consumer's review such as food bloggers and Pantip.com followed by a second order which accounted for 54.9%.

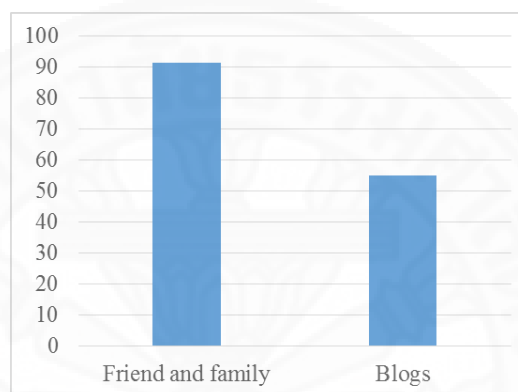


Figure 4.1 Reference group and opinion leader impact on consumer decision making process

3) Consumer's perception towards healthy fast food shop

This study focused on consumer's perception towards healthy fast food shop. In the online questionnaire, consumers were asked to rate level of agreement of their perceptions toward healthy fast food shop.

Consumer were asked to rate the level of agreement of their perceptions toward healthy fast food shop by a method of five-point Likert scale, which was "on a scale of 1-5, how would you rate your agreement?" The Five Likert scale used in this topic were: strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. According to quantitative research which evaluated only the top two boxes which were "Strongly agree" and "Agree," it showed that 85.7% of consumers agreed to quality, freshness, and cleanliness of food from healthy fast food shop. In addition, most of the consumers found that tasty of food affected the perception towards healthy fast food shop up to 83.5%.

(See Appendix D: Consumer's perception towards healthy fast food shop).



Figure 4.2 Consumer decision making process (Kotler Keller, 2012)

For the five stages of purchasing decision process which are: 1) problem or needs recognition, 2) information search, 3) evaluation, 4) purchasing and 5) post-purchase, the results from quantitative research from 91 consumers who participated in the online survey were shown below;

1) The first stage: Problem and needs recognition

In problem and needs recognition stage, consumers were asked a question: “What is the most important reason you choose to purchase food from healthy fast food shop?” The quantitative research shown that the most important reason they purchased food from healthy fast food shop was because it was good for health (45%), followed by convenience (20.9%) and another reason was because it helped control weight (15.4%).

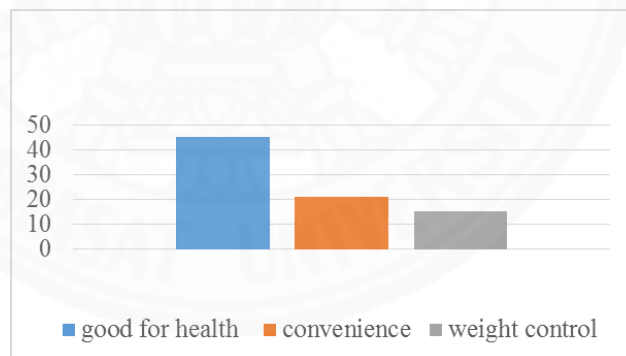


Figure 4.3 Reason to purchase food from healthy fast food shop

2) The second stage: Information search

In searching information stage, consumers were asked to select all choices that apply to their sources of information in finding restaurant information. The results shown that consumers mostly searched for information of restaurant from friends and known acquaintances such as colleagues up to 91.2%, followed by Wongnai.com, reviews, searching from Google.com and Instagram which was demonstrative by percentage descending as 59.3%, 57.1%, 52.7% and 42.9%

respectively. From the five most selected restaurant sources, the three sources that influenced consumer decision making were among the top five as well. But the rankings had changed slightly. The number one was still references from friends, colleagues and family, followed by blogs such as Pantip.com, then Instagram. These top three sources that influenced decision-making were listed in descending order as 91.2%, 54.9% and 25.3%.

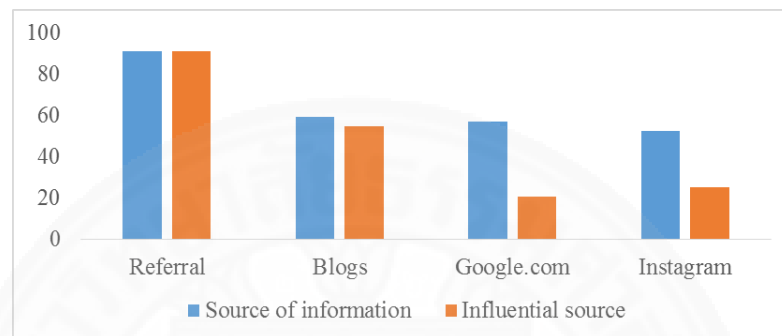


Figure 4.4 Source of information and influential source of consumer

3) The third stage: Evaluation

In evaluation stage, consumers were asked the importance of different factors when they purchased food from healthy fast food shop. According to the research, the most important factor was quality of the food (mean = 4.60), in terms of freshness and cleanliness. The second important factor was tasty (mean = 4.48). In addition, clean place and good atmosphere (mean = 4.41) and pricing (mean = 4.25) were also important criteria to choose healthy fast food shop.

Table 4.1 Mean of level of important factors in purchase decision

	N	Mean	Std. Deviation	Std. Error Mean
Fresh, clean and quality of food	91	4.604	0.5750	.0603
Tasty of food	91	4.484	0.6560	.0688
Beautiful food display	91	3.901	0.8951	.0938
Beautiful food package	91	3.703	0.9128	.0957
Pricing	91	4.253	0.6428	.0674
Variety of menus	91	3.945	1.0684	.1120
Good service staff	91	3.923	1.0670	.1119
Clean place and good atmosphere	91	4.418	0.7611	.0798
Good brand image	91	3.385	1.0085	.1057
Promotion	91	3.956	.9535	.1000

4) The fourth stage: Purchasing

In purchasing stage, consumers were asked about the amount of money they spend on food and drink in healthy fast food shop. The majority of consumers (41.7%) answered they spend money on food and drink in healthy fast food shop around 100 to 200 Baht per meal. Consumers were also asked about frequency of going to healthy fast food shop. The results presented that most of them visit healthy fast food shop for a couple of times a month which was represented in percentage as 51.6%. In addition, regarding to location where most consumers frequently purchased healthy food from was Chamchuri square (51.7%), the office building located on Rama4 Road. (See Appendix E: The amount of money consumer spends per meal in healthy fast food shop) (See Appendix F: Location where consumer mostly visits).

5) The fifth stage: post-purchase

In post-purchase stage, the last stage, consumers were asked to rate overall satisfaction towards healthy fast food by using marketing mixes. For the overall satisfaction towards healthy fast food shop, 49.5% of consumers were satisfied, only 5.5% of them were very satisfied. In overall, it showed that customers were satisfied with healthy fast food shop. But there were some details that were not completely perfect to achieve maximum satisfaction. As a result, consumers chose “satisfied” rather than “very satisfied”. On the other hand, 23.1% of consumers felt indifferent, while some consumers around 21.9% specified that they were not satisfied.

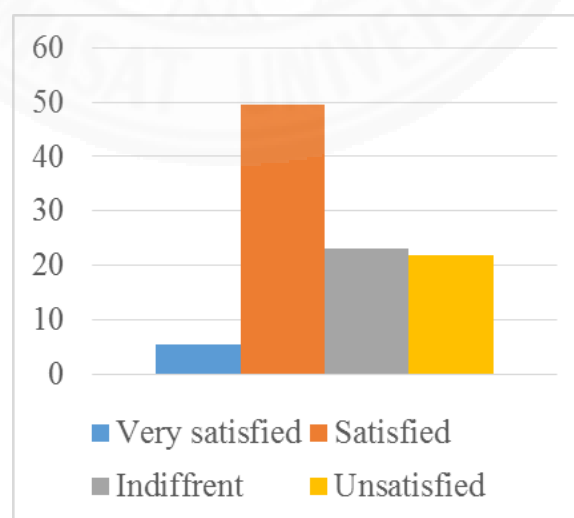


Figure 4.5 Level of overall satisfaction of consumer

On the other hand, the research found that the reasons consumers were unsatisfied with the overall satisfaction was because of promotion, variety of menus, beautiful food display and price which the mean value of Five Likert scale showed as 1.40, 1.95, 2.20 and 2.35 respectively (mean below 3). (See Appendix G: Mean of dissatisfied consumer towards marketing mixes of healthy fast food shop).

Regarding to the satisfaction towards healthy fast food shop by using marketing mixes, the top four important attributes that consumers used as criteria in selecting healthy fast food shop were high quality and freshness of ingredients, taste of food, good atmosphere and pricing. Consumers agreed that all of these attributes were satisfied which were presented in average mean as high quality and freshness of ingredients (4.14) tasty of food (4.09), good atmosphere (4.10) and pricing (3.36) (mean above 3).

However, although the price aspect was more than mean value, it was ranked as the bottom two with the lowest score. The least score was promotion (mean = 3.10). Therefore, healthy fast food shop should pay more attention to these two marketing mixes to become more effective.

Table 4.2 Mean of level of satisfaction on each attribute of marketing mixes

	N	Mean	Std. Deviation	Std. Error Mean
Fresh, clean and quality of food	91	4.143	0.7389	.0775
Tasty of food	91	4.088	0.6936	.0727
Beautiful food display	91	3.495	0.9113	.0955
Beautiful food package	91	3.967	0.7063	.0740
Pricing	91	3.363	0.9371	.0982
Variety of menus	91	3.440	1.0133	.1062
Good service staff	91	4.088	0.8253	.0865
Clean place and good atmosphere	91	4.099	0.7462	.0782
Good brand image	91	4.000	0.7601	.0797
Promotion	91	3.099	1.1931	.1251

In addition, in terms of loyalty, consumers were asked a question “Would you repurchase from healthy fast food shop?” The result came out very high that 94.5% of consumers had intention to repurchase food from healthy fast food shop.

(See Appendix H: Percentage of consumer repurchase intention to the healthy fast food shop).

The activity which would be of interest for consumers to spend more money and more frequently.

However, the results from the survey through five stages of purchase decision process did not give insight information on what factors could be attractive to consumers to buy more. Therefore, the researcher also provided additional question in the survey. The consumers were asked to rate opinions on activities that were of their interests in purchasing food and drink from healthy fast food shop. According to quantitative research, only top two boxes will be selected to analyze, which mean attractiveness of activities for consumers. After analyzing, the research found that consumers showed their interests in adding more menus (91.2%), followed by calories information on package, nutrition facts label, variety of food types and adding cold pressed juice which were represented in percentage as 82.4%, 81.3%, 76.9 and 76.9% respectively. (See Appendix I: The activity that consumer is interested in spending more money).

Potential Location which consumers would be interested in.

Due to the result from in-depth interview with consumers, the findings showed that consumers showed their interest in BTS stations as new locations of healthy fast food shops. The researcher then had taken the result for further study in quantitative analysis. According to descriptive research, consumers were asked if the healthy fast food shop opens along BTS stations in the business district, are they interested in buying? And why? 68.1% consumers replied they were definitely interested in buying because these BTS stations were the way through when commuting from home to workplace or the other way around (42.9%), and because it was convenient for their hustle time (36.3%). (See Appendix J: Interest level in purchasing from healthy fast food shop along BTS station for consumer).

The descriptive research had gone deeper into the promising location where consumers were particularly interested in buying, the potential locations were BTS Asoke station (32.26%) and BTS Sala Daeng station (24.2%), which were considered as major business district in Bangkok. (See Appendix K: Location of healthy fast food shop along BTS station where consumer is interested).

4.3.3 Key findings of Non-Consumer (Size: n=159)

The findings of non-consumer will be divided into five major topics: lifestyle, influential media, major obstacles of trial process, attractive activity and location

Lifestyle of Non-consumer

To study lifestyle of non-consumer, they were asked about their private opinions on various aspects of healthy food which related to their lifestyle. For example, passion for healthy eating, commitment to good health, patience to maintain health and so on. The data collected from quantitative research found that 89.9% of non-consumers always recommended the shop or restaurant they were satisfied with to others. 84.9% of them were willing to pay more for the food which they perceived higher quality and freshness. In addition, 70.4% of them always compared food prices, in terms of value for money, before making a purchase.



Figure 4.6 Non-consumer's lifestyle

Influential media of Food for Non-consumer

To study influential media of food, non-consumers were asked to select all sources of information that they used to search for information of new food shops or restaurants. The most influential media was positive feedback or recommendations from friends, colleagues and family which accounted for 81.1%. Another media that seemed to have impact influence on non-consumers because it was selected from over half of total non-consumers was blogs or reviews such as Pantip.com, which represented in percentage as 59.7%.

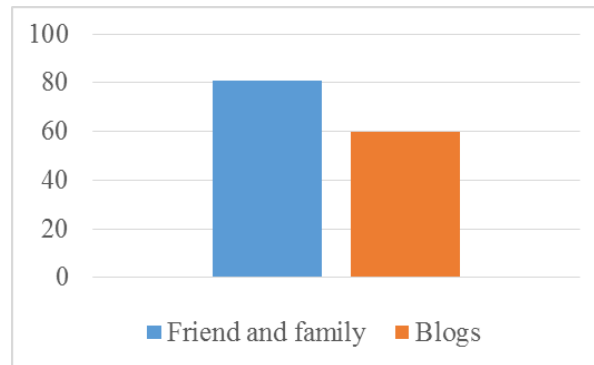


Figure 4.7 Influential source of non-consumer

Major Obstacles of Trial process for Non-consumer

To better understand the obstacles that prevent non-consumers purchasing from healthy fast food shop, the survey asked a question to non-consumers that “what are the reason why you do not purchase from healthy fast food shop?” Of all options, the first reason was because it was not worth for money they paid (52.5%). Next, non-consumers faced difficulty in finding healthy fast food shop around their home or workplace (42.2%). Besides, non-consumers thought healthy fast food shop offers only salad (35%). Then, the last reason why non-consumers did not purchase from healthy fast food shop was because of tasty of food (34%), as the food looked unattractive for them.

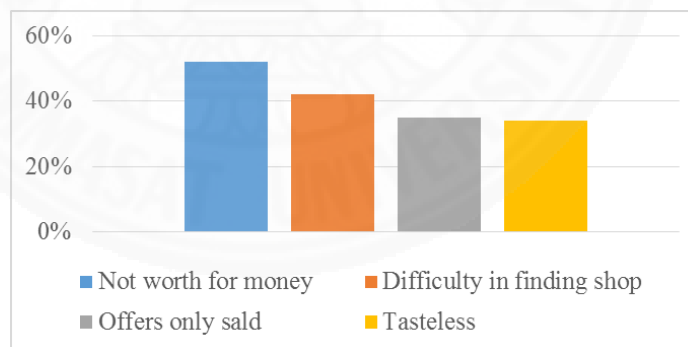


Figure 4.8 Major obstacle of trial process of non-consumer

Attractive Activity for Non-consumer to try Food from Healthy Fast Food Shop

After learning what were the major obstacles impeded the purchase of non-consumers, the researcher wanted to know what could be of interest and attracted non-consumers to try food from healthy fast food shop. Therefore, non-consumers were asked to rate their opinion on different activities that healthy fast food shop was able to provide. According to quantitative research which selected only top 2 boxes,

in terms of “Extremely interesting” and “Very interesting,” which mean attractiveness for non-consumers. The descriptive research found 74.8% of non-consumers would purchase if healthy fast food shop offered variety of menus. For example, healthy salad roll and sandwich. Non-consumers were also interested to purchase from healthy fast food shop if organic ingredients and nutrition facts were provided. These two conditions represented the same percentage as 71.8%. Moreover, non-consumers showed interest to purchase from healthy fast food shop if more beverages such as cold pressed juice were added to the menu for up to 64.8%. Lastly, 63.5% of non-consumers found it attractive if healthy fast food shop had variety of salad menus.

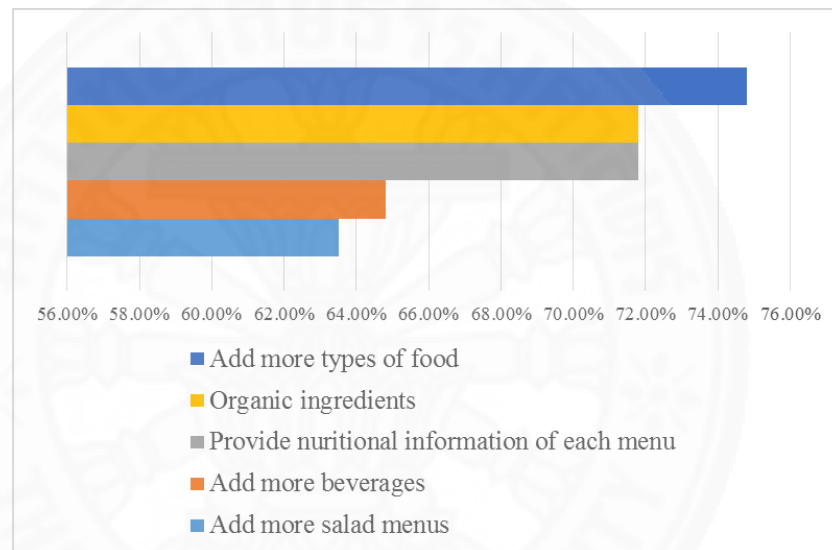


Figure 4.9 The activity which non-consumer is interested to purchase

Location of Interest of Non-Consumer

For the location, according to descriptive research, non-consumers were asked whether they interested to purchase products from healthy fast food shop that opens along BTS stations in the business district or not. And for what reasons? The majority (66%) of non-consumers interested to purchase because they traveled through BTS in daily life (55.2%) and healthy fast food shop along BTS stations would match the hustle and bustle of their life (50.5%). (See Appendix L: Interest level in purchasing from healthy fast food shop along BTS station for non-consumer).

The top two locations preferred by non-consumers were BTS Siam station which represented as 23.8% and BTS Sala Daeng station which represented as 18.1%. (See Appendix M: Location of healthy fast food shop along BTS station where non-consumer is interested).

4.3.4 Key findings of Comparison between Consumer and Non-consumer

(Size: Consumer; n=91, Non-consumer; n=159)

The comparison between consumer and non-consumer will be emphasized on the differences of three main topics: demographic, lifestyle and perception towards healthy fast food shop.

Different Demographic between Consumer and Non-consumer

According to Crosstab analysis using to compare demographic between consumer and non-consumer, the research found that there were significant differences in gender and income. Non-consumers (35.8%) had a great number of male more than consumers (18.7%). In addition, most of consumers (40.7%) had personal income per month around 30,000 to 49,999 Baht, while most of non-consumers (35.8%) had personal income per month around 15,000 to 30,000 Baht which could be concluded that consumers had higher personal income per month than non-consumers.

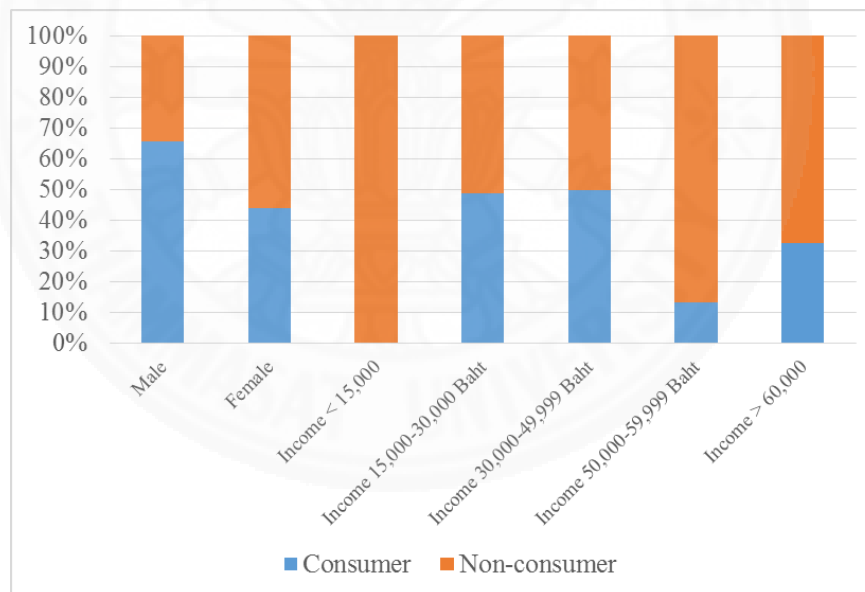


Figure 4.10 Percentage of gender and income level of consumer and non-consumer

Different Lifestyle between Consumer and Non-Consumer

To compare about lifestyle of consumer and non-consumer by using Independent sample T-test, the research found that there was significant difference in lifestyle among two groups. Consumer group (mean = 3.97) liked to try new food with gimmick and fascinating features more than non-consumer group (mean = 3.68). On the other hand, non-consumer group (mean = 3.81) always compared prices and

value before making decision, while consumer group (mean = 3.55) had little less keen to compare prices and value before making decision. (See Appendix N: Comparison between the lifestyles of consumer and non-consumer).

Different Perception towards Healthy Fast Food Shop between Consumer and Non-Consumer

For perception towards healthy fast food shop between consumer and non-consumer, Independent sample T-test was used as a comparison method. From the comparison, the research found that there was significant difference in perception of healthy fast food shop within these two groups ($p < 0.05$). Consumer group had better perception towards food of healthy fast food shop than non-consumer group, in terms of taste. Mean of consumer group was 4.15, while mean of non-consumer group was 3.43. Moreover, consumer group had higher perception in terms of quality and freshness more than non-consumer group. Mean of consumer group was 4.28, while mean of non-consumer group was 3.73.

Table 4.3 Mean comparison of perception towards healthy fast food shop between consumer and non-consumer

		Group Statistics			
USER / NON-USER		N	Mean	Std. Deviation	Std. Error Mean
Tasty of food	Consumer	91	4.154	.7137	.0748
	Non-consumer	159	3.428	.9172	.0727
Quality, fresh and clean	Consumer	91	4.275	.7755	.0813
	Non-consumer	159	3.730	1.0890	.0864
Less number of branch	Consumer	91	3.319	.9875	.1035
	Non-consumer	159	3.560	.8685	.0689
Match the needs to eat healthy food in hustle time	Consumer	91	3.330	1.0858	.1138
	Non-consumer	159	3.283	1.0196	.0809

Table 4.4 Independent sample T-test of perception towards healthy fast food

		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error	95% Confidence	
									Lower	Upper
Tasty of food	Equal variances assumed	11.183	.001	6.507	248	.000	.7262	.1116	.5064	.9460
	Equal variances not assumed			6.959	225.687	.000	.7262	.1043	.5206	.9318
Quality, fresh and clean	Equal variances assumed	11.532	.001	4.203	248	.000	.5452	.1297	.2897	.8006
	Equal variances not assumed			4.596	236.315	.000	.5452	.1186	.3115	.7788
Less number of branch	Equal variances assumed	3.898	.049	-2.008	248	.046	-.2411	.1201	-.4776	-.0046
	Equal variances not assumed			-1.939	168.520	.054	-.2411	.1243	-.4865	.0044
Match the needs to eat healthy food in hustle time	Equal variances assumed	1.761	.186	.340	248	.734	.0467	.1372	-.2237	.3170
	Equal variances not assumed			.334	177.948	.739	.0467	.1396	-.2289	.3222

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, this research is divided into two main groups which are consumer and non-consumer.

Comparing consumer group to non-consumer group, they have different lifestyles. Consumer group loves to try new food with gimmick and fascinating features, while non-consumer group is looking for the best food in terms of value for price. However, these two groups share the same preference. They prefer to share and recommend the food or restaurant they are satisfied with to others. There is an interesting point for each group. For consumer group, although they like to try new food, due to a busy lifestyle, they need food that is easy to find and convenient in daily life. For non-consumer group, although they concern mostly about value for price, they are willing to pay more for the higher quality and fresher food. On the part of media influencing the decision, the most influential media of these two groups is positive referrals, food reviews and bloggers such as Pantip.com.

These two groups have different perceptions toward healthy fast food shop. Consumer group has higher level of perception towards healthy fast food shop than non-consumer group in the aspects such as quality, freshness of food and taste.

To understand what can be a factor that motivates both consumer group and non-consumer group to purchase more from healthy fast food shop, researcher has further studied about this topic. Factors that encourage both groups to purchase from healthy fast food shop are adding variety of menus in terms of food and drinks such as salad roll, sandwich and cold pressed juice, as well as providing nutrition facts. But there are factors that both groups see different too. Consumer group wants healthy fast food shop to provide a number of calories for each menu, while non-consumer group wants healthy fast food shop to use organic ingredients for their products.

For the location, these two groups are interested if healthy fast food shop will open along the BTS station because it is their way through to workplace and home.

The stations in which these two groups pay special attention are BTS Siam station, BTS Asoke station and BTS Sala Daeng station.

Consumer Decision Making Process

Consumer of healthy fast food shop requires food that is good for health and convenience during the hustle and bustle. When they are on diet, healthy food also comes up as the first choice. Good referrals and bloggers are the two major sources of information which have high influence to consumer. During the evaluation, the most three important factors to choose healthy fast food shop for consumer are quality, freshness, taste, good atmosphere and price. For purchasing stage, most of consumers spend money around 100 to 200 Baht per meal and most of them frequently purchase at Chamchuri Square; the office building which is located around Rama4 Road. Most of consumer (55%) is satisfied, while 23.1% feels indifferent and 21.9% is not satisfied with overall performance of existing healthy fast food shop. For consumers who are unsatisfied with the overall satisfaction, the points they were not satisfied with are promotion, variety of menus, beautiful food display and price.

Major obstacles of Non-Consumers

The reasons why most of non-consumers never try food from healthy fast food shop are because they think it is not value for money, food does not look tasty and limited choice of menu. In addition, they also face difficulty to find healthy fast food shop in the areas of their workplace and home.

5.2 Recommendation

Based on the findings from qualitative and quantitative researches, the recommendations are as follows:

In order to increase the profitability of a healthy fast food shop, shop should focus on increasing market share. There are two ways to increase market share which are encouraging current consumer to buy more through market penetration and attracting non-consumer to purchase by introducing new product category.

Market Penetration

Market development is a guiding principle that focuses only on increasing the usage of existing consumer. For this case, existing consumer is only a person who already purchased from healthy fast food shop. Based on the results in descriptive research, consumer suggests healthy fast food shop to add more salad menu, provide

number of calories and nutrition facts of each menu on package or display in the shop. By doing so, it will add value of each menu, create a good awareness of current consumer towards healthy fast food shop as well as encourage current consumer to buy more.

Introducing new product category

According to descriptive research, the obstacles of non-consumer are healthy fast food shop offered limited choices of food and drinks; as a result, healthy fast food shop should develop new types of food and beverages under the original concept to provide healthy food in convenient way. The examples of menus and beverages such as salad roll, sandwich and cold pressed juice. By doing so, it serves the needs that have not been satisfied; encourages existing consumer to buy more in terms of volume and frequency as well as encourage non-consumer to try to buy. Besides, increasing of product category also enhances and stresses the brand image of healthy fast food shop. This way, existing consumer will perceive towards healthy fast food in the significantly different way.

Increasing overall satisfaction and Encouraging positive word-of-mouth

According to descriptive research, 49.5% of consumers were satisfied, only 5.5% of them were very satisfied, 23.1% of consumers felt indifferent, while some consumers around 21.9% specified that they were not satisfied. It is evident that there is opportunity to create a better level of satisfaction.

Consequently, healthy fast food shop should manage the overall satisfaction through marketing mixes by prioritizes their focus on the major important criteria received from consumer group which are high quality, freshness, good atmosphere and price. All of these criteria should be maintained and improved to deliver higher satisfaction to customer. In addition, a consistency in every branch of healthy fast food shop is required to protect consumer from frustration as managing the moment of truth is really important for services industry. From the descriptive research, promotion and value for price were the two of the lowest scoring factors that should be improved. In terms of value for price, it can be managed by communicating through brand, service scape and food. In summary, healthy fast food shop should add more value to their shop by doing branding, develop marketing mixes including services scape to make consumer perceive better value which will trade off with price.

For the promotion, healthy fast food shop should find the attractive promotion which is not dilute the brand image.

In general, the overall satisfaction will lead to either positive or negative word-of-mouth which is the most influenced source of information for both consumer group and non-consumer group. As most of consumers always recommend food or restaurant that they are satisfied with to friends and others; therefore, they are considered as the good referrals and big sources of positive word-of-mouth. As a result, healthy fast food shop should encourage consumer to share their comments or reviews on blog or website such as Pantip.com more and more, since these sources are also credible and influential sources for both consumers and non-consumers. In order to encourage consumers and non-consumers to share their reviews or recommend shop to others, healthy fast food shop can offer discount, free food or beverages after sharing, which is an improvement of promotion.

Brand communicates about premium quality and value of food and makes it looks tasty

Healthy fast food shop should consider the quality of food through brand, marketing mixes and service scape as pillar because they directly affect the perception of consumers whether to come out in good or bad as well as creates good emotional value towards the brand. Once consumers perceive the food quality is premium, they will not think much about the price. This means even though the price is still expensive; however, if it is still affordable, consumers are ready to overlook and think of the premium quality they will get in return. As a result, they are willing to pay extra, especially for non-consumer group. As the main reason of non-consumer denies to purchase which is because the food is tasteless. Healthy fast food shop should communicate about taste of food by using picture or review from consumer group to encourage non-consumer group to try their food. Furthermore, the shop should make sure that the food is really tasty because once consumer find that it is tasteless, they will stop purchasing and can deliver negative word-of-mouth.

Open shops along BTS stations

Due to the difficulty in finding healthy fast food shop in some areas, even though some non-consumers have willingness to purchase, they find it hard to do so. Therefore, healthy fast food shop should expand to new locations. The results from descriptive research showed that both of consumers and non-consumers were interested to purchase products from healthy fast food shop that opens along BTS stations, especially BTS Siam station, BTS Asoke station and BTS Sala Daeng station. This does not mean that there is no opportunity for all other locations but more research is necessary.

5.3 Limitations of the study

The limitations of this study were small size of samples and sampling method. The sample size of this study was only 250 respondents which collected through online survey. Therefore, it was only a summary of a certain number of people which may not be represented for the entire population.

REFERENCES

- Euromonitor, (April 2016), “Naturally healthy packaged food in Thailand,” accessed November 20, 2016 from
<https://www.portal.euromonitor.com/portal/analysis/tab>
- Global food forums, (2015), “2015 Food trends,” accessed August 24, 2016 from
<http://www.globalfoodforums.com/food-news-bites/2015-food-trends/>
- Kasikorn Research Center, (2015), “Food and Beverage Industry in Thailand,” Kasikorn Bank by Kasikornbank.com, accessed August 24, 2016 from
http://www.kasikornbank.com/SME/Documents/KSMEAnalysis/IndustrySolution_FoodsAndBeverages_2015.pdf
- Pedro Pina, (April 2016), “2016 Food trend on google: The rise of functional foods,” accessed November 25, 2016 from
<https://www.thinkwithgoogle.com/articles/2016-food-trends-google.html>
- Philip Kotler & Kevin Lane Keller, (2012), “Marketing Management,” Kotler Keller Robert Wood Johnson Foundation, (2015), “Healthy food marketing,” accessed November 26, 2016 from
<http://www.healthyfoodaccess.org/retail-strategies/healthy-food-marketing>
- SCB Economic Intelligence Center, (2016), “Overall food and beverage outlook,” accessed November 19, 2016 from
https://www.scbeic.com/th/events_calendar/file/1448942417159/e9luzo613s/Industry%20outlook%202016_FB_Tuna_fruitsandveggies_20151127_final.pdf
<http://www.healthyfoodaccess.org/retail-strategies/healthy-food-marketing>
- Waratornpaibul, T. (January-June, 2014), “Consumption Behavior: Consumerism Food and Health-conscious Food,” Panyapiwat Journal, 5(2), 5-6.



APPENDICES

Other (please specify) _____

7. What is your personal income per month?

Less than 15,000 Baht

15,000-30,000 Baht

30,000-49,999 Baht

50,000-59,999 Baht

Over 60,000 Baht

8. Which of the following sources of information influenced your restaurant choices? (Please select three)

Recommendation from friend, family member and known acquaintance

Instagram

Facebook

Blogger's review e.g. Pantip, Blogs

Wongnai

Search engine e.g. Google

Youtube

Advertisement e.g. Google Adwords, Banner

Result shown on the first page of Google search

Other (please specify) _____

9. Do you ever purchase healthy food from one of these healthy fast food shops (Farm Factory, Jone's Salad and Dressed Salad)?

Yes

No

10. Please rate level of agreement of your perception towards healthy fast food shop on the following attributes.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
Tasty of food					
Quality, Fresh and Clean					
Small number of branch					
Match the needs to eat healthy food in hustle time					

Part2: Consumer

11. Which of these following healthy fast food shop you go most often?

- Farm Factory
- Jone's Salad
- Dressed Salad

12. What is the most important reason you choose to purchase food from healthy fast food shop? (Please select only one)

- Convenience
- Tasty of food
- Easy to find
- Recommended by the acquaintance
- Other (please specify) _____
- Weight control
- Good value for money
- Good for health
- Good reputation of the brand

13. How often do you visit healthy fast food shop?

- More than 5 times a month 3-4 times a month
 A couple of times a month Less than once a month

14. How much money do you spend on food and drink per meal in healthy fast food shop?

- Less than 100 Baht 101-200 Baht
 201-300 Baht More than 300 Baht

15. Which of these following healthy fast food shop's branches do you go most often?

- Farm Factory: Sathorn Square Farm Factory: Silom Complex
 Jone's Salad: Chamchuri Square Jone's Salad: Esplanade Ratchada
 Jone's Salad: Central Westgate Dressed Salad: Mecury Ville
 Dressed Salad: Siam Paragon Dressed Salad: Empire Tower
 Dressed Salad: Exchange Tower Dressed Salad: Siam Discovery
 Other (please specify) _____

16. When was the last time you go to healthy fast food shop?

- A week ago 1-3 months ago
 3-6 months ago 6-12 months ago
 Over one year ago (terminate)

17. Would you repurchase from healthy fast food shop?

- Definitely no Probably no
 Probably yes Definitely yes

18. How satisfied or dissatisfied are you with healthy fast food shop in overall?

- Very dissatisfied Dissatisfied
 Neither dissatisfied nor satisfied Satisfied
 Very satisfied

19. Please rate how important are these following factors to you when purchasing food from healthy fast food shop?

	Not at all important	Slightly important	Neutral	Important	Very important
Fresh, clean and quality food					
Tasty of food					
Beautiful food display					
Beautiful food package					
Variety of menus					
Pricing					
Good service staff					
Clean place and good atmosphere					
Good brand image					
Promotion					

20. Please rate your satisfaction towards healthy fast food shop you mostly go on the following attributes.

	Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Fresh, clean and quality food					
Tasty of food					
Beautiful food display					
Beautiful food package					
Variety of menus					
Pricing					
Good service staff					
Clean place and good atmosphere					
Good brand image					
Promotion					

21. Please rate your opinion of these following activities that are of the interest of your purchase on food and drink from healthy fast food shop.

	Not at all interesting	Slightly interesting	Neutral	Very interesting	Extremely interesting
Add more menus					
Add more types of food (e.g. Sandwiches, Salad roll)					
Add more beverages (e.g. Cold Pressed Juice)					
Food ingredients are organic products (no pesticides and chemicals)					
Provide nutritional information of each menu					
Provide number of calories of each menu					
Offer Thai salad dressing					
Offer 10 buys, get 1 free					

Part3: Non-consumer

22. Which of the followings are the reasons why you do not purchase from healthy fast food shop? (Please select all that apply)

- Portion is too small Expensive
 Tasteless Promotion is not interesting
 No menu other than salad Other (please specify) _____
 No salad shop in the area where you live or work

APPENDIX B
CONSUMER AND NON CONSUMER'S PROFILE

		Segmentation			
		Consumer		Non-consumer	
		Count	Column N %	Count	Column N %
Gender	Male	17	18.7%	57	35.8%
	Female	74	81.3%	102	64.2%
Age	20-25 years old	6	6.6%	20	12.6%
	26-30 years old	54	59.3%	99	62.3%
	31-35 years old	17	18.7%	18	11.3%
	36-40 years old	6	6.6%	15	9.4%
	41-45 years old	8	4.4%	4	2.5%
	>45 years old	0	0.0%	0	0.0%
Income	<15,000	0	0.0%	20	12.6%
	15,000-30,000	31	34.1%	57	35.8%
	30,000-49,999	37	40.7%	48	30.2%
	50,000-59,999	5	5.5%	6	3.8%
	>60,000	18	19.8%	28	17.6%
Occupation	Business owner	10	11.0%	19	11.9%
	Undergraduated student	2	2.2%	11	6.9%
	Private officer	78	85.7%	115	72.3%
	Merchant	1	1.1%	6	3.8%
	Freelance	0	0.0%	8	5.0%

APPENDIX C

CONSUMER'S LIFESTYLE

		Frequency	Percent	Valid Percent	Cumulative Percent
You always recommend food that impresses you to friends and others	Valid Disagree	1	1.10	1.11	1.11%
	Neither disagree nor agree	8	8.79	8.79	9.89%
	Agree	41	45.05	45.05	54.94%
	Strongly Agree	41	45.05	45.05	100.00%
	Total	91	100.00	100.0	
Total		91	100.00		
You like to try new food with gimmicks and fascinating features	Valid Disagree	3	3.30	3.30	3.30%
	Neither disagree nor agree	19	20.88	20.88	24.18%
	Agree	52	57.14	57.14	81.32%
	Strongly Agree	17	18.68	18.68	100.00%
	Total	91	100.00	100.0	
Total		91	100.00		
In the daily routine of your working days, you are always hustle and have no spare time	Valid Disagree	3	3.30	3.30	3.30%
	Neither disagree nor agree	19	20.88	20.88	24.18%
	Agree	52	57.14	57.14	81.32%
	Strongly Agree	17	18.68	18.68	100.00%
	Total	91	100.00	100.0	
Total		91	100.00		

APPENDIX D
CONSUMER'S PERCEPTION TOWARDS HEALTHY FAST
FOOD SHOP

		Frequency	Percent	Valid Percent	Cumulative Percent
Tasty of food	Valid Disagree	1	1.1%	1.1%	1.1%
	Neither disagree nor agree	14	15.4%	15.4%	16.5%
	Agree	46	50.5%	50.5%	67.0%
	Strongly Agree	30	33.0%	33.0%	100.0%
	Total	91	100.0%	100.0%	
Total		91	100.0%		
Quality, fresh and clean	Valid Strongly disagree	1	1.1%	1.1%	1.1%
	Neither disagree nor agree	12	13.2%	13.2%	14.3%
	Agree	38	41.7%	41.7%	56.0%
	Strongly Agree	40	44.0%	44.0%	100.0%
	Total	91	100.0%	100.0%	
Total		91	100.0%		
Less number of branch	Valid Disagree	23	25.3%	25.3%	25.3%
	Neither disagree nor agree	27	29.7%	29.7%	55.0%
	Agree	30	33.0%	33.0%	88.0%
	Strongly Agree	11	12.0%	12.0%	100.0%
	Total	91	100.0%	100.0%	
Total		91	100.0%		
Match the needs to eat healthy food in hustle time	Valid Strongly disagree	4	4.4%	4.4%	4.4%
	Disagree	19	20.8%	20.8%	25.2%
	Neither disagree nor agree	23	25.3%	22.0%	47.2%
	Agree	33	36.3%	39.6%	86.8%
	Strongly Agree	12	13.2%	13.2%	100.0%
Total	91	100.0%	100.0%		
Total		91	100.0%		

APPENDIX E

THE AMOUNT OF MONEY CONSUMER SPENDS PER MEAL

IN HEALTHY FAST FOOD SHOP

How much money do you spend on food and drink per meal in healthy fast food shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100 Baht	9	9.9	9.9	9.9
	101-200 Baht	38	41.7	41.7	51.6
	201-300 Baht	31	34.1	34.1	85.7
	More than 300 Baht	13	14.3	14.3	100.0
	Total	91	100.0	100.0	
Total		91	100.0		

APPENDIX F
LOCATION WHERE CONSUMER MOSTLY VISITS

Which of these following healthy fast food shop's branches do you go most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sathorn Square	4	4.4	4.4	4.4
	Silom Complex	14	15.4	15.4	19.8
	Chamchuri Square	47	51.6	51.6	71.4
	Esplanade Ratchada	13	14.3	14.3	85.7
	Siam Paragon	10	11.0	11.0	96.7
	Empire Tower	2	2.2	2.2	98.9
	Exchange Tower	1	1.1	1.1	100.0
	Total	91	100.0	100.0	
Total		91	100.0		

APPENDIX G
MEAN OF DISSATISFIED CONSUMER TOWARDS
MARKETING MIXES OF HEALTHY FAST FOOD SHOP

Group Statistics

Level of satisfaction		N	Mean	Std. Deviation	Std. Error Mean
Beautiful food display	Dissatisfied	20	2.200	.5231	.1170
Pricing	Dissatisfied	20	2.350	.7452	.1666
Variety of menus	Dissatisfied	20	1.950	.6048	.1352
Promotion	Dissatisfied	20	1.400	.9403	.2103



APPENDIX H
PERCENTAGE OF CONSUMER REPURCHASE INTENTION TO
THE HEALTHY FAST FOOD SHOP

Would you repurchase from healthy fast food shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Probably no	5	5.5	5.5	5.5
	Probably yes	57	62.6	62.6	68.1
	Definitely yes	29	31.9	31.9	100.0
	Total	91	100.0	100.0	
Total		91	100.0		

APPENDIX I

THE ACTIVITY THAT CONSUMER IS INTERESTED IN

SPENDING MORE MONEY

		Frequency	Percent	Valid Percent	Cumulative Percent
Add more salad menus	Valid Strongly disagree	1	1.1%	1.1%	1.1%
	Neither disagree nor agree	7	7.7%	7.7%	8.8%
	Agree	52	57.1%	57.1%	65.9%
	Strongly Agree	31	34.1%	34.1%	100.0%
	Total	91	100.0%	100.0%	
	Total	91	100.0%		
Add more types of food	Valid Strongly disagree	1	1.1%	1.1%	1.1%
	Disagree	1	1.1%	1.1%	2.2%
	Neither disagree nor agree	19	20.9%	20.9%	23.1%
	Agree	38	41.8%	41.8%	64.9%
	Strongly Agree	32	35.1%	35.1%	100.0%
	Total	91	100.0%	100.0%	
Total	91	100.0%			
Add more beverages (e.g. Cold pressed juice)	Valid Strongly disagree	3	3.3%	3.3%	3.3%
	Disagree	5	5.5%	5.5%	8.8%
	Neither disagree nor agree	13	14.3%	14.3%	23.1%
	Agree	36	39.6%	39.6%	62.7%
	Strongly Agree	34	37.3%	37.3%	100.0%
	Total	91	100.0%	100.0%	
Total	91	100.0%			
Provide nutritional information of each menu	Valid Strongly disagree	3	3.3%	3.3%	3.3%
	Disagree	1	1.1%	1.1%	4.4%
	Neither disagree nor agree	13	14.3%	14.3%	18.7%
	Agree	39	42.9%	42.9%	61.6%
	Strongly Agree	35	38.4%	38.4%	100.0%
	Total	91	100.0%	100.0%	
Total	91	100.0%			
Provide number of calories of each menu	Valid Strongly disagree	3	3.3%	3.3%	3.3%
	Disagree	2	2.2%	2.2%	5.5%
	Neither disagree nor agree	11	12.1%	12.1%	17.6%
	Agree	27	29.7%	29.7%	47.3%
	Strongly Agree	48	52.7%	52.7%	100.0%
	Total	91	100.0%	100.0%	
Total	91	100.0%			

APPENDIX J

**INTEREST LEVEL IN PURCHASING FROM HEALTHY FAST
FOOD SHOP ALONG BTS STATION FOR CONSUMER**

**If healthy fast food shop opens along the BTS station, are you
interested in buying?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely no	6	6.6	6.6	6.6
	Probably no	23	25.3	25.3	31.9
	Probably yes	44	48.4	48.4	80.3
	Definitely yes	18	19.7	19.7	100.0
	Total	91	100.0	100.0	
Total	91	100.0			

APPENDIX K
LOCATION OF HEALTHY FAST FOOD SHOP ALONG BTS
STATION WHERE CONSUMER IS INTERESTED

Asoke station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	32.3	32.3	32.3
	No	42	67.7	67.7	100.0
	Total	62	100.0	100.0	
Total		62	100.0		

Sala Daeng station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	24.2	24.2	24.2
	No	47	75.8	75.8	100.0
	Total	62	100.0	100.0	
Total		62	100.0		

APPENDIX L

INTEREST LEVEL IN PURCHASING FROM HEALTHY FAST FOOD SHOP ALONG BTS STATION FOR NON-CONSUMER

**If healthy fast food shop opens along the BTS station, are you
interested in buying?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definiely no	18	11.3	11.3	11.3
	Probably no	36	22.6	22.7	34.0
	Probably yes	88	55.3	55.3	89.3
	Definitely yes	17	10.7	10.7	100.0
	Total	159	100.0	100.0	
Total		159	100.0		

APPENDIX M
LOCATION OF HEALTHY FAST FOOD SHOP ALONG BTS
STATION WHERE NON-CONSUMER IS INTERESTED

Siam station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	23.8	23.8	23.8
	No	80	76.2	76.2	100.0
	Total	105	100.0	100.0	
Total		105	100.0		

Sala Daeng station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	18.1	24.2	24.2
	No	86	81.9	81.9	100.0
	Total	105	100.0	100.0	
Total		105	100.0		

APPENDIX N
COMPARISON BETWEEN THE LIFESTYLES OF CONSUMER
AND NON-CONSUMER

Group Statistics

Consumer / Non-consumer		N	Mean	Std. Deviation	Std. Error Mean
You like to try new food	Consumer	91	3.912	.7249	.0760
	Non-consumer	159	3.679	.8443	.0670
You always compare food prices before making a purchase	Consumer	91	3.549	.8598	.0901
	Non-consumer	159	3.818	.8180	.0649

Independent Samples Test

		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Differenc	Std. Error	95% Confidence	
									Lower	Upper
You like to try new food	Equal variances assumed	8.284	.004	2.206	248	.028	.2328	.1056	.0249	.4408
	Equal variances not assumed			2.299	211.414	.022	.2328	.1013	.0332	.4325
You always compare food prices before making a purchase	Equal variances assumed	1.938	.165	-2.448	248	.015	-.2682	.1095	-.4839	-.0524
	Equal variances not assumed			-2.415	179.897	.017	-.2682	.1110	-.4873	-.0490

BIOGRAPHY

Name	Miss Nonlanee Rujiponghtarin
Date of Birth	January 25, 1989
Educational Attainment	2017-2016: Master of Science in Marketing (MIM), Thammasat University 2001-2007: Bachelor of Business Administration, Assumption University
Work Position	Assistant Managing Director JSK Printing Ltd., Part.
Work Experiences	Present-2007: Assistant Managing Director JSK Printing Ltd., Part.

