



**THAI CONSUMERS' BEHAVIOR AND ATTITUDE
TOWARDS PURCHASING PRODUCTS FROM
SOCIAL ENTERPRISES**

BY

MISS PANIDA JIRAVARNSIRIKUL

**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
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INDEPENDENT STUDY

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ENTITLED

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PURCHASING PRODUCTS FROM SOCIAL ENTERPRISES

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

on..... 8 MAY 2017

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ABSTRACT

Social enterprises, businesses that apply commercial strategies to maximize both shareholder benefit and societal benefit, are gaining interest and attention in both private and public sectors in Thailand. However in this initial stage, social enterprises are having a tough time competing with other companies. Unlike ordinary companies, social enterprises need to consider the trade-off between spending on marketing and directing cash towards their social impact efforts. With limited marketing budgets and highly competitive marketplaces, social enterprises need to maximize their marketing effectiveness by clearly communicating their social impact narrative.

Hence, consumer behavior and attitude towards purchasing products from social enterprises has been chosen to be an independent study topic that focuses on society in Thailand. This study is a contemporary topic in applied marketing. Objectives of the research are as follows; to study existing social enterprises' product offerings and their marketing activities, to identify both current consumers and potential consumers of social enterprises and to identify consumers' motives for purchasing products from social enterprises. The exploratory research is conducted with 15 in-depth interviews and 275 respondents through online questionnaires. Statistical procedures by SPSS were used to summarize the outcomes from quantitative online questionnaires.

Customers of three social enterprises, namely Doi Tung, Doi Kham and Lemon Farm, are the subjects of the study.

Key findings from this study can be used to help social entrepreneurs to gain better understanding of consumer behavior and attitude towards purchasing products from social enterprises. It is found that customers were grouped based on the important factors that influence them in purchasing the products of social enterprise. People who look for social value but also the convenience to purchase the products were called "Social value driven", people who look for taste, quality, packing design, but also have price sensitivity were called "Product driven". Consumers in the Social value driven group purchase products because they wanted to help support environment sustainability with high willingness to pay, whereas for consumers in the Product driven group purchase products because their superior quality, though their willingness to pay more for social enterprises' product was rather small. In addition, this research significantly aimed to bring attention from marketing professionals and society to be more aware of social enterprises, the businesses that help solve social and environmental problems with financial benefits.

Keywords: Social enterprise, Social value, Social impact, Behavior, Attitude towards purchasing products from social enterprises

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

Social enterprise is becoming the new trend in business nowadays. Social entrepreneurs not only aim to create maximum profits for themselves; they also aim to solve societal problems, and help to redistribute income towards those who need it the most. Thailand's social enterprise movement started back in 1974 with a small restaurant project to fund a sexual health education and provision program (Doherty, n.d.). Since then, the social entrepreneurs started building up Thailand's social enterprise network and stimulating its growth to keep the momentum going. Encouraged by the growth of social enterprises around the world, the Thai government also funded and supported the establishment of the Thai Social Enterprise Office (TSEO) to encourage investment in social enterprises and ethical businesses, as well as to co-create social enterprises through public-private partnerships (Cahalane, 2012).

However, even with financial support from the government, social enterprises still face a number of challenges kicking off new business concepts, just like other pure commercial enterprises. One of the biggest challenges that slows down the growth of Thai social enterprises is a marketing challenge, as they operate in the context of limited public awareness of their dual mission. Consumers are frequently unaware of the social impact that these enterprises create. In a highly competitive marketplace comprising both commercial and social enterprises, social enterprises need to first provide consumers with diverse types of value, for instance quality and social value impact, in order to remain competitive and sustainable, and second, increase consumer awareness of the extra edge of social impact

Consumers' perception on quality of the social enterprises' product is another big issue. The study of "The Impact of Perceived Quality and Value of Social Enterprises

on Customer Satisfaction and Re-Purchase Intention” found that both consumers and non-consumers of social enterprises think that products of social enterprises have lower quality when compared to those of purely-commercial enterprises. This image of inferior quality will have negative effects on the future on the images of the social enterprises and their products (Choi & Kim, 2013). To reverse the negative perceptions associated with product quality, social enterprises need to understand their customers, and build differentiated corporate images through various marketing communications. By doing so, Thai social enterprises can be better prepared to take on the new opportunities that arise and improve Thailand’s future.

1.2 Objectives

This study is a contemporary topic in applied marketing in society subject area with 3 main objectives as described below:

- 1.2.1 To study existing social enterprises' product offerings and their marketing activities
 - 1.2.1.1 To study the overall product offerings from social enterprises
 - 1.2.1.2 To identify the marketing tactics social enterprises employ to promote their brands
- 1.2.2 To identify consumers' motives for purchasing products from social enterprises
 - 1.2.2.1 To study current and potential consumers’ attitude and perception toward social enterprises
 - 1.2.2.2 To study when, where and how consumers purchase products from social enterprises
 - 1.2.2.3 To study the decision-making of consumers purchasing social enterprises’ products
 - 1.2.2.4 To determine key factors influencing consumers’ repurchase intention of these social enterprises' product
- 1.2.3 To identify both current consumers and potential consumers of social enterprises
 - 1.2.3.1 To study consumer profiles
 - 1.2.3.2 Demographics
 - 1.2.3.3 Psychographics

1.2.3.4 Behavioral attributes

1.3 Project Scope

Sources of data were secondary and primary data gathered from in-depth interviews and quantitative data gathered from an online survey. Target respondents were current customers and potential customers of three social enterprises, namely Doi Tung, Doi Kham and Lemon Farm.

The important questions that this study aims to answer were: What are consumer's behaviors and attitudes toward purchasing products of social enterprises; what are the key factors influencing consumers' intention to purchase products of social enterprises; what are the reason consumers purchase products of social enterprise; and how consumers make decisions when purchasing products.

The key variables of the study were 1) demographics of consumers such as age, gender, education level and income, 2) consumers' level of understanding of social enterprises, and 3) communication channel to reach consumers of social enterprises.

CHAPTER 2

REVIEW OF LITERATURE

Literature review has been gathered from three main topics and studied; definition of social enterprise, social enterprises in Thailand and marketing strategy for social enterprise.

2.1 Social enterprise definition

The term ‘social enterprise’ is defined using several approaches by the academic and business communities. There are four schools of thought, each focusing on different aspects of social entrepreneurship: income generation, social impact, job creation and change agency (Cheriakova, 2013). Therefore in this study, a broad definition is used to define social enterprise as a collective term for a range of organizations that trade for a social purpose. Their objectives focus on socially desired, non-financial goals and their outcomes are the non-financial measures of the implied demand for and supply of services and products (Haugh, 2006). This definition reflects the critical distinction between entrepreneurship and social entrepreneurship – with the latter’s value proposition in pursuit of social and environmental outcomes (Martin & Osberg, 2007).

While there is no single, unified definition for social enterprise that fits every context, these different concepts can lead to a useful, lively discussion. Numerous organizations are now dedicated to incubating and funding social enterprises and connecting entrepreneurs with impact investors. Social entrepreneurs give sophisticated consumers more opportunities to exercise their buying power on community-conscious and sustainable products and services. Meanwhile, impact investors fund social enterprises to create meaningful change to society (Editions Didier Millet, 2015). According to the Social Enterprise Alliance, social enterprises often create social impact more efficiently than government, more sustainably and creatively than the traditional nonprofit sector, and more generously than conventional businesses.

2.2 Social enterprise in Thailand

A strength of Thai culture is the willingness to take care of others. People of all walks of life regularly give time and money to support communities, temples, schools and other causes. Leading companies and patrons believe it is their responsibility to support village development projects and education. Social enterprises in Thailand promise to take this desire to do good even further.

Social entrepreneurs can have a significant impact on business in Thailand. If these social entrepreneurs succeed, they can leverage that success for even higher impact by attracting impact investors. If they are solving important challenges and willing to run their ventures as well-managed businesses, they can attract part of the estimated US\$700 billion in impact investments available around the world, resulting in further capital inflows into Thailand (Editions Didier Millet, 2015).

Recognizing this sector's value, the Thai government is ramping up structural support for social enterprise. In 2009 the government set up the National Social Enterprise Committee to increase funding and awareness for social entrepreneurs. In 2011, to cement its commitment, it formed the Thai Social Entrepreneurship Office (TSEO), dedicating \$3.2m worth of funding (Cahalane, 2012).

2.3 Top three social enterprise in Thailand

In Thailand, the top three social enterprises in terms of revenue generation are Doi Kham, Doi Tung, and Lemon Farm. Thus, these three enterprises will be the subjects of the study. Doi Kham Food Product Co was established in 1994 to buy products from the Royal Project Foundation and farmers in Chiang Mai province at fair prices. The company produces a variety of products including fruit juices, jams, honey, mushrooms and dried fruits (Bangkok Post, 2016). Doi Tung was an enterprise initiated by the Princess Mother in 1988 to grow coffee and macadamia as substitutes for opium cultivation, while generating sustainable income for hill tribe farmers (Manager360°, 2006). Lemon Farm, on the other hand, was established by a new-generation entrepreneur as a marketplace for

farmers and consumers. The company carries the social enterprise practice of giving fair prices to farmers for sustainability and, at the same time, builds up on consumer awareness by communicating its value proposition (Kongkaew, 2016).

Though they are the top three social enterprises in Thailand, they are having tough times competing with other companies. Social enterprises need to differentiate themselves and promote the value they create for society and environment, as well as promoting the quality of their products in term of quality since the quality affects value, customer satisfaction and repurchase intention.

2.4 Marketing strategy for social enterprise

All businesses, including social enterprises, must have marketing strategies. However, the development of marketing strategies for social enterprises can be challenging (Doherty, 2016). A smart approach to marketing is important and is needed, as it will help to increase the impact of a social enterprise (Mannion, 2015). Branding addresses that challenge because branding is about shaping perceptions and telling big stories. If done correctly, it doesn't simply create repeat customers and happy employees, but transforms them into an enterprise's life-long champions (Cheinman, n.d.). In terms of storytelling, using a story around ethical issues can be helpful for social enterprises to attract consumers. Ethical issues influence consumption patterns, quality, consumption standards, and consumption development direction during the process of consumption (Rawwas, 2005). For example, a study by Deng (2011) reported that the findings of their study confirmed that nearly 44% of consumers have a positive response to an enterprise's ethical behavior, of whom nearly 12% will make real purchasing responses as support for the enterprise's ethical activities. This result clearly indicates that consumers will link a firm's excellent ethical performance with their positive product and social image (Deng, 2011).

Another study by Choi and Kim (2013) concluded that like private enterprise consumers, social enterprise consumers who see the special objectives and value of social enterprises as important also find functional value as an important factor in customer satisfaction, as well as social and emotional value (Choi & Kim, 2013). Therefore, when

actively implementing ethical marketing strategies, social enterprises should carry out marketing communications targeted at consumers who really care about their existence and see the social values from ethical activities as a means to create more market opportunities (Deng, 2011).



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research design

The research methodology comprised both exploratory research and descriptive research through an online questionnaire, and focused on current customers and potential customers (who never have bought but are interested to buy in the future) of Doi Tung, Doi Kham and Lemon Farm (*See Figure 3.1*).

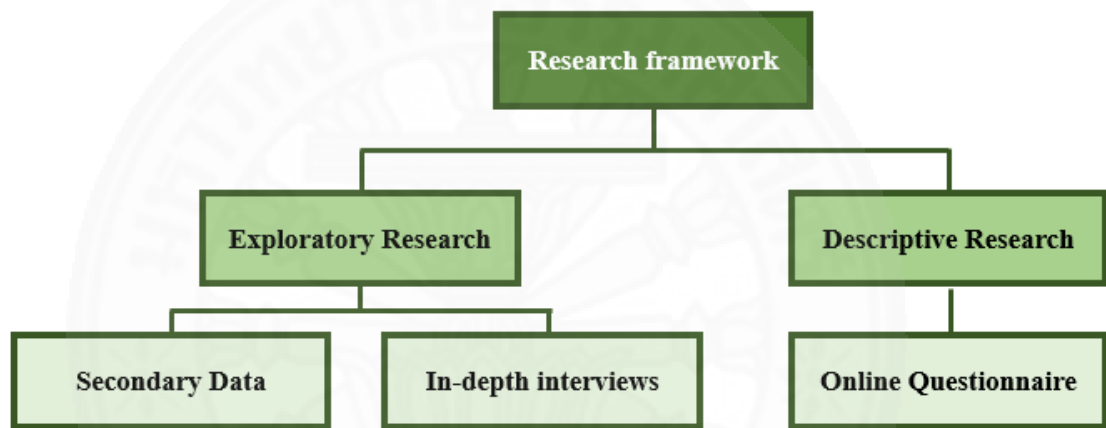


Figure 3.1 Research framework

3.1.1 Exploratory Research

3.1.1.1 Secondary data

Secondary data was collected to act as a baseline for primary research and to provide an overview of social enterprises in Thailand. Relevant data, including statistics, were obtained from highly credible sources and scholarly articles such as the National Statistical Office of Thailand (NSO), Euromonitor, academic publications and journals, newspapers, books, existing research articles and other credible sources. The data were used to identify the definition of social enterprises, the Thailand's social enterprise industry landscape and possible variables used in interviews.

3.1.1.2 In-depth interview

In-depth interviews helped get preliminary ideas and insights from current customers of social enterprises. By conducting each interview one on one, respondents were prevented from being influenced by other participants, allowing them to explain and elaborate more on specific topics. Moreover, by using the probing and prompting technique, more insightful and meaningful information could be obtained from the respondents. The findings from in-depth interviews contributed to the development of the online questionnaire.

3.1.2 Descriptive Research

The descriptive research was conducted by sending an online questionnaire to respondents who are current and potential customers of Doi Tung, Doi Kham and Lemon Farm. Before launching the final survey, the questionnaire was sent to a pilot group of 10 respondents to ensure the smoothness of the sequence and eliminate all the error and confusion on unclear questions. Then the URL of the final online questionnaire survey was distributed to friends of the author through convenience sampling with the use of snowball effect in their social media pages.

3.2 Identification of key research variables

According to the research objectives, the criteria determining the important variables in this study were created as follows;

3.2.1 Consumers' attitudes and perceptions toward social enterprise brands

3.2.2 Key factors influencing consumers' purchase of social enterprises' products

3.2.3 Consumers' profile such as age, income, education and occupation

3.3 Data collection

3.3.1 Exploratory Research

For the in-depth interview, 15 respondents were recruited through personal connections. Interviews were conducted either in person or over the telephone, each taking 30-45 minutes. The in-depth interview discussion guidelines can be found in *Appendix A*.

3.3.2 Descriptive Research

An online questionnaire was distributed through websites and Facebook fanpages of Thai social enterprises, as well as through personal connections to ensure that the sampling process covers the right mix of target population. 10 pre-test questionnaires were distributed out as a test before the real questionnaire was launched. The sample size for the questionnaire was 275 respondents. The questionnaire was with 6 parts:

Part 1: Screening questions

Part 2: Consumer's perception toward product of social enterprise

Part 3: Consumer's behavior in buying social enterprises' products

Part 4: Brand value and loyalty

Part 5: Media communication

Part 6: Consumer demographics

The questionnaire was designed for current consumers, potential consumers and non-users. See *Appendix B* for the online questionnaire.

3.4 Data analysis

Both qualitative and quantitative analysis were used within this study. Qualitative data was mainly obtained from in-depth interviews whereas the quantitative data was obtained from the self-administered online questionnaire.

Qualitative data analysis was made by drawing inferences and theme whereas quantitative analysis was made using SPSS (Statistical Package for Social Sciences) program in the form of frequency, cross calculation relationships among variables, factor and cluster analysis and other statistical methods such as mean, mode, ANOVA, t-test, z-

test, and chi-square where appropriate. The questionnaire results will be reported in the form of cross-tabulation and graphs. The visualization of the results will help the reader to easily understand the results of the study.



CHAPTER 4

RESULT AND DISCUSSION

4.1 Results from exploratory research

4.1.1 Secondary research result

4.1.1.1 Doi Kham

Doi Kham produces a variety of products including fruit juices, jams, honey, mushrooms, dehydrated fruits, canned fruits, tomato paste and many other types of agricultural products. Doi Kham distributes the products through modern trade channel, retails channel, and their own "Doi Kham Shop". At present, there are thirty Doi Kham Shop outlets around Bangkok and in the Northern provinces. Its food products are also placed in more than 10,000 shops and supermarkets around Thailand (Sritama, 2014). Doi Kham also started to place its products into convenience stores such as Seven Eleven.

In terms of marketing communication, Doi Kham relaunched the brand during second half of the year 2016 with the key message leading with an apology statement, for example:

"We apologize that our tomato juice does not have familiar taste for most Thai people"

This apologize originally came from customers' complains that the tomato juice tasted just like tomato, which does not taste good. Doi Kham then used this complaint to explain in the viral video that they wanted to present consumers with a nutritious product made from real tomatoes, with no preservatives or additives. This viral online video created positive feelings that changed attitudes of consumers; moreover, it educated consumers, using storytelling, on how the company contributes social value back to the farmers in term of job creation to the unprivileged people (Pigabyte, 2016).

4.1.1.2 Doi Tung

Doi Tung carries five businesses, namely handicraft, food, cafe, agricultural and tourism. The top two businesses that sell finished products are handicraft and food. Doi Tung's handicraft and textile business is one of the four businesses that is operated under the Doi Tung Development Project (DTDP). The handicraft business distributes the

products through both its retail shop “Doi Tung Lifestyle” and through consignments in major malls around Bangkok and Chiang Rai. The Lifestyle shop carries a variety of products that include hand-woven products such as apparels, scarfs, throws, accessories, hand-woven/tufted carpets, ceramics, home décor, mulberry paper and food products. The food business is the major source of revenue generation; their products are coffee and macadamia that were introduced as economic crops in the Doi Tung area. These products include coffee, macadamia nuts, macadamia nut cookies, and macadamia nut spreads (DoiTung Lifestyle Shops, n.d.). These products are distributed to other trade channels, such as small retail shops and its own channels "Doi Tung Lifestyle" and "Doi Tung Cafe".

Doi Tung does not invest in marketing communication, they communicate through online platforms such as Facebook fan page, Instagram and also in-store promotion.

4.1.1.3 Lemon Farm

Lemon Farm is a health products retail chain that connects organic and community-produced food and cosmetic products together. The products offered range from baked goods to organic/pesticide-free vegetables, natural foods and health products. There are fourteen Lemon Farm retail outlets located around Bangkok (Lemon Farm, 2015).

Lemon Farm, just like Doi Tung, uses below the line marketing including a Facebook fan page, Lemon Farm website, emails and in-store promotion.

4.1.2 In-depth interview result

Fifteen in-depth interviews were conducted between January 1st and 20th, 2017 to get more insights along with the perceptions and attitudes of consumers who purchased product from social enterprises. The insights were used to design the questionnaire. Five respondents were males and ten respondent were female, all respondents were aged around 24-34 and are current consumers of either Doi Tung, Doi Kham or Lemon Farm.

The results from the interviews are summarized into topics as follow;

4.1.2.1 Understanding of social enterprise

Twelve out of fifteen mentioned the definition of social enterprises correctly as organizations that trade for social and environmental purposes. Three of them said that they only knew the brands but do not know if they were “social enterprises”.

4.1.2.2 Purchasing criteria

Thirteen out of fifteen of the respondents said that the most important criteria when they are purchasing the product is the quality of the product itself. They expressed willingness to pay more (10-30%) for social enterprise products if the quality were good or better than those of conventional businesses.

However, all of the respondents said that social enterprises' products were priced very high. One even asked "why 'helping-people' has to be so expensive".

4.1.2.3 Channel and communication

All of the respondents mentioned that they are buying products only when they pass by the stores, which is around 2-3 times a month due to limited outlets or points of sale. They also said that since the products of social enterprises have many substitutes available in the market, they did not want to drive to a particular store to just get social enterprises' products. Thirteen out of fifteen of the respondent mentioned that they hardly saw advertising from the brands studied.

4.1.2.4 Brand loyalty

All of the respondents indicated willingness to recommend the products that they thought were good to their friends and family via word of mouth. Two of them said they would actually buy the products for their friends to sample.

4.2 Results from descriptive research: online questionnaire

4.2.1 Summary of respondent profile

Data from the online questionnaire was analyzed by using Statistic Package for Social Sciences (SPSS). From 275 respondents, 77.1% (212 respondents) were female, while 22.9% (63 respondents) were male. 56% of respondents, or 154 respondents, were aged between 20 and 29 years old. The second largest group of respondents, with 29% of the total, were aged between 30 and 39 years old. 52% of all respondents (142 respondents) had bachelor's degrees as their highest education level. Full time employee represented the majority of the population with 62% or 170 respondents. In addition, the majority of respondents (31% or 84 respondents) had incomes falling between 30,000 THB and 50,000 THB, followed by the group whose incomes fell between 50,000 THB and 80,000 THB

(21% 57 respondents). Finally, 96% of respondents (264) were current consumers, 3% were potential consumers, and 1% were non-users. (See table 4.1).

Table 4.1 Summary of Respondents' Demographic (n = 275)

Respondents' Demographic		n	%
Gender	Female	212	77%
	Male	63	23%
Age	20-29 yr	154	56%
	30-39 yr	80	29%
	40-49 yr	24	9%
	50-59 yr	12	4%
	More than 60	4	1%
	Less than 20	1	0%
Education	Bachelor's degree	142	52%
	Master's degree	125	45%
	Higher than Master's degree	7	3%
	Lower than Bachelor's degree	1	0%
Occupation	Employees	170	62%
	Business owner	52	19%
	Student	19	7%
	Freelance	12	4%
	Unemployed	8	3%
	Retired	5	2%
	Others	5	2%
	Government officers	4	1%
Income	30,001 - 50,000 Baht	84	31%
	50,001 - 80,000 Baht	57	21%
	20,001 - 30,000 Baht	49	18%
	More than 120,001 Baht	27	10%
	80,001 - 120,000 Baht	26	9%
	Less than 15,000 Baht	18	7%
	15,001 - 20,000 Baht	14	5%
	Type of consumer	Current consumer	264
Potential consumer		7	3%
Non-user		4	1%

Current consumers were further asked to identify the social enterprise brand which they currently purchase the most from (See table 4.2), and how often do they make purchases (See table 4.3). From 264 respondents, 69% or 182 respondents were current

consumers of Doi Kham, 23% or 62 respondents were current consumers of Doi Tung and the rest (8%) were current consumers of Lemon Farm. In terms of purchase frequency, 57% of current consumers (151 respondents) purchased social enterprises' products once a month or less, 28% (75 respondents) purchased 2-3 times per month, 9% (25 respondents) purchased once a week and only 5% (13 respondents) purchased more than once a week.

Table 4.2 Current consumers of each social enterprise brand (n = 264)

Brand	n	%
Doi Kham	182	69%
Doi Tung	62	23%
Lemon Farm	20	8%
Total	264	100%

Table 4.3 Groups of current consumers and their purchase frequency (n = 264)

Consumer type	Doi Kham		Doi Tung		Lemon Farm		Total	
	n	%	n	%	n	%	n	%
Once a month or less	90	49%	48	77%	13	65%	151	57%
2-3 times per month	61	34%	8	13%	6	30%	75	28%
Once a week	22	12%	2	3%	1	5%	25	9%
More than once a week	9	5%	4	6%	0	0%	13	5%
Total	182	100%	62	100%	20	100%	264	100%

4.2.2 Understanding of and perception toward social enterprise

In term of consumers' understanding of social enterprise, all respondents were asked to rate their levels of understanding of social enterprises in Thailand on a likert scale of one to five. Respondents were separated into three groups, current consumers, potential consumers (who are not the current consumers but have potential to be consumers in the future), and non-user. The definition of social enterprise as the "business that does not focus only profit but more on benefits for society" received a mean score of 4.12, the highest among all definitions. It was followed by the definition as the "business that does

not focus only profit but more on benefits for environment”, with a mean score of 3.84. The differences between mean scores can be found between types of consumers who have difference purchase frequency as the means of potential and current consumers are higher than non-user (*See table 4.4*).

Table 4.4 Consumers’ understanding of social enterprise in Thailand (n=275)

Understanding of social enterprise	Non-user			Potential consumer			Current consumer			Total		
	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation
Business that does not focus only profit but more on benefits for environment	3.00	4	1.155	4.29	7	1.113	3.84	264	1.051	3.84	275	1.05
Business that does not focus only profit but more on benefits for society	2.75	4	0.957	4.14	7	0.900	4.14	264	0.965	4.12	275	0.96
Business for charity	2.25	4	0.957	3.14	7	1.345	2.58	264	1.170	2.59	275	1.17
Business that relates to Royal Project	2.75	4	1.258	4.00	7	1.000	3.56	264	1.484	3.56	275	1.47
Business that is the same as corporate social responsibility (CSR)	2.50	4	1.291	3.14	7	1.773	3.24	264	1.302	3.23	275	1.31
Business that helps solve the problems government cannot do	2.25	4	1.258	2.57	7	1.618	2.86	264	1.453	2.85	275	1.45

To understand more about how respondents perceive social enterprises’ product, the group of potential consumers and current consumers were asked to rate their levels of agreement on statements regarding social enterprises’ product on likert scales from one to five. According to the results of the survey, “Social enterprise’s products help Thai farmers” was chosen to be the aspect that they most agreed with [mean score = 4.21], followed by the good and reliable quality [mean score = 3.83], environmental friendly [mean score = 3.78] and reasonable price [mean score = 3.67]. Channel of communication and point of sales were rated with the means lower than 3 (*See table 4.5*).

Table 4.5 Consumers' perception toward social enterprise's product (n=271)

Perception toward SE's product	N	Mean	Minimum	Maximum	Std. Deviation
Product has good/reliable quality	271	3.83	2	5	0.797
Product has reasonable price	271	3.67	1	5	0.852
Product is easy to find	271	2.92	1	5	0.914
Products that communicate via many media channels.	271	2.81	1	5	0.949
Products that communicate the social value very clear.	271	3.30	1	5	1.051
Products that care about disadvantaged group of people.	271	3.60	1	5	1.020
Social enterprise's product is environmental friendly.	271	3.78	1	5	0.848
Social enterprise's products help Thai farmers	271	4.21	1	5	0.808
Social enterprise carries wide range of products	271	3.42	1	5	0.996

4.2.3 Important factor for buying products of social enterprise

To identify consumers' motives for purchasing products from social enterprises, respondents were asked to rate eleven variables that can influence them in purchasing the products of social enterprise on likert scales from one to five. According to the results of the survey, quality of ingredients was chosen to be the most important variable [mean score = 4.40], following by taste [mean score = 4.35] and quantifiability of social value came in third [mean score = 3.85] (*See table 4.6*). Factor analysis was then used to reduce these eleven variables to a smaller set of underlying factors. The Bartlett test of sphericity was significant and the Kaiser-Meyer-Olkin measure of sampling adequacy was greater than 6. In reference to the eigenvalues, 4 factors were extracted and 64% of the variance could be explained from these 4 factors. The Varimax rotation with Kaiser Normalization grouped these eleven variables into 4 factors - social value, price, product attributes, and convenience (*See Appendix C: Factor analysis results*).

Table 4.6 Variables influencing purchase of products of social enterprises (n=271)

Factors	N	Mean	Minimum	Maximum	Std. Deviation
Taste	271	4.35	2	5	0.730
Variety of product assortment	271	3.32	1	5	0.863
Quality of ingredients	271	4.40	2	5	0.670
Packaging design	271	3.39	1	5	0.862
Price	271	3.71	1	5	0.856
Location	271	3.69	1	5	0.855
Convenience from online channel	271	3.20	1	5	1.054
Free product sample	271	2.54	1	5	1.039
Discount price	271	3.18	1	5	1.132
Clear communication of social value	271	3.72	1	5	1.033
Quantifiable of social value	271	3.85	1	5	0.966

When testing the 4 key important factors between Doi Kham, Doi Tung and Lemon Farm, a one-way ANOVA showed that there was significant difference between groups in term of social value factor at $p < .05$ levels for the condition [$F(2,261) = 3.85, p = .023$] and convenience at $p < .05$ levels for the condition [$F(2,261) = 3.07, p = .048$]. Together with post hoc comparisons using the Tukey HSD test, results indicated that the social value factor was significantly different between Doi Kham and Doi Tung, while convenience factor was significantly different between Doi Tung and Lemon Farm (*See Appendix D: The differences of important factor for purchasing products between Doi Kham, Doi Tung and Lemon Farm*).

4.2.4 Clusters of respondent regarding the factors influencing their purchase of social enterprises' product

The four factors influencing consumers' purchase of social enterprises' products, namely social value, price, product attributes, and convenience were used in K-Means cluster analysis to further identify customer profiles. By using these factors, respondent can be divided into two groups; people who were influenced by social value and convenience were called '**Social value driven**', people who were influenced by price and product attributes such as taste, quality, and packing design were called '**Product driven**' (*See Figure 4.1*). There were 144 respondents who fell into Social value driven group and

127 respondents who were in the Product driven group (See Appendix E: Results from K-Means cluster analysis).

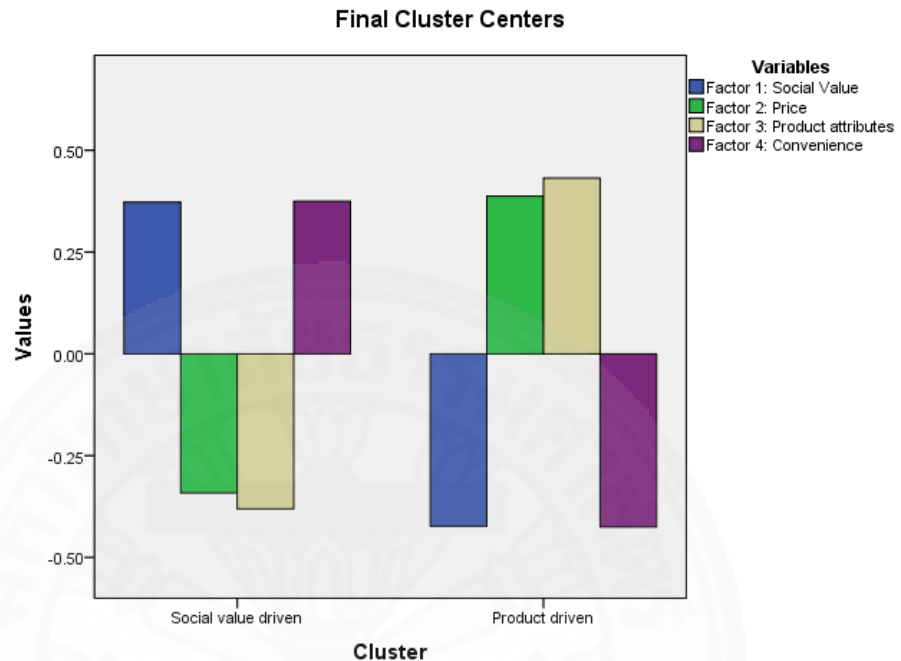


Figure 4.1 Clusters of responding regarding the factors influencing their purchase of social enterprises' product

A one-way ANOVA was conducted to compare the two clusters, Social value driven group and Product driven group. It was found that there was a significant difference between the two groups at $p < .05$ levels for the condition [F (1,269) = 8.56, $p = .004$] for education, a significant difference between the two groups at $p < .05$ levels for the condition [F (1,269) = 8.83, $p = .003$] for purchase decision in term of promotions, a significant difference between groups at $p < .05$ levels for the condition [F (1,269) = 4.74, $p = .030$] for impulse buying decisions, a significant difference between groups at $p < .05$ levels for the condition [F (1,269) = 4.21, $p = .041$] for time to evaluate between alternatives and a significant difference between groups at $p < .05$ levels for the condition [F (1,269) = 14.29, $p = .000$] for willingness to pay (See Appendix F-a: The differences of education level between Social value driven group and Product driven group and Appendix F-b: The

differences in purchasing decision making between Social value driven group and Product driven group).

The Social value driven group was identified as having high education level as 55.6% of the group possessed Master's degrees. This group tended to have willingness to pay more as 20.1% are willing to pay up to 10% more for social enterprises' product (*see Table 4.7*). Their purchasing decision making did not rely much on promotions and deals or evaluations between alternatives but, in fact, relied on impulse buying (*see Table 4.8*). The Product driven group was also highly educated, with 61.4% of the group possessing Bachelor's degree. They also have high income levels However, 47.2% of this group expressed willingness to pay up to 5% more for products of social enterprises. Their purchasing decision making seems to take longer than Social value driven group as they prefer evaluating between alternatives. They also look for promotions and discounts when purchasing the products.

Table 4.7 Difference in respondent profiles between Social value driven and Product driven group (n=271)

		Social value driven		Product driven	
		Count	Column Total N %	Count	Column Total N %
Gender	Female	114	79.2%	96	75.6%
	Male	30	20.8%	31	24.4%
Income	Less than 15,000 Baht	8	5.6%	10	7.9%
	15,001 - 20,000 Baht	3	2.1%	11	8.7%
	20,001 - 30,000 Baht	27	18.8%	20	15.7%
	30,001 - 50,000 Baht	42	29.2%	41	32.3%
	More than 50,000 Baht	64	44.4%	45	35.4%
Education	High school graduate or under	0	0.0%	1	0.8%
	Bachelor's degree	61	42.4%	78	61.4%
	Master's degree	80	55.6%	44	34.6%
	Doctoral or above	3	2.1%	4	3.1%
Willingness to pay	Do not want to pay more	15	10.4%	22	17.3%
	Willing to pay up to 5%	49	34.0%	60	47.2%
	Willing to pay up to 10%	51	35.4%	37	29.1%
	Willing to pay up to 15%	21	14.6%	5	3.9%
	Willing to pay more than 15%	8	5.6%	3	2.4%

Table 4.8 Difference in purchase decision making between Social value driven and Product driven group (n=271)

Purchase decision making	Social value driven			Product driven		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
I look for promotions, deals and discounts when buying social enterprise products.	144	2.56	1.029	127	2.94	1.082
I make impulse buying decisions	144	3.46	0.923	127	3.20	0.995
I use time to evaluate between alternatives.	144	3.19	0.991	127	3.43	0.841

4.2.5 Consumer's behavior in buying social enterprises' products

4.2.5.1 The reasons for consumption of social enterprise products

It can be observed that the Social value driven group purchased products from social enterprises because they wanted to help support environment sustainability [mean score = 4.35]. For consumers in the Product driven group, their main reasons for buying were that the quality of product is superior to other products [means = 3.94] and to support the environment sustainability [means = 3.91]. Others reasons were not so statistically different between the two groups (*see Table 4.9*).

Table 4.9 The reasons for consumption of social enterprise products (n=271)

	Social value driven			Product Driven		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
Product quality is superior than other products	144	3.77	0.891	127	3.94	0.759
To help support the environment sustainability	144	4.35	0.778	127	3.91	0.930
To make merit	144	3.34	1.172	127	3.20	1.064
To create good feelings for my self	144	3.24	1.190	127	3.13	1.228
For my status symbol	144	2.47	1.194	127	2.38	0.999
To give to other people as gifts	144	3.43	1.075	127	3.43	1.043
To be healthy and safe from chemical substance	144	3.70	1.116	127	3.89	1.010

4.2.5.2 Where and how often respondents purchase the products of social enterprises

To understand where and how often respondents purchase products of social enterprises, respondents were asked to rank how often they go to purchase social

enterprises' product on a scale of five. All of the mean scores were below three, which meant that on average, respondents purchase the products less than two to three times per month. Consumers in the Social value driven group went to social enterprises' stand-alone shops more often [mean score = 1.84] compared to consumers in the Product driven group [mean score = 1.57]. However consumers in the Product driven group shopped at convenient stores [mean score = 2.85] more often than consumers in the Social value driven group [means =2.51]. They both went to supermarkets at about the same frequency, and rarely went to events to purchase social enterprises' product (*see Table 4.10*).

Table 4.10 The place and how often respondents purchase the products of social enterprises (n=271)

	Social value driven			Product Driven		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
Supermarket (e.g. Gourmet Market, Tops, Home Fresh Mart, Golden Place)	144	2.41	1.226	127	2.42	1.178
Social enterprise standalone shop (e.g. Lemon farm, Doi Tung, Doi Kham)	144	1.84	1.138	127	1.57	1.109
Convenient Store (e.g. 7-Eleven, local stores)	144	2.51	1.634	127	2.85	1.554
Events	144	1.33	1.063	127	1.40	1.143

4.2.6 Loyalty toward social enterprise brands

To test loyalty toward social enterprises brands, respondents were asked to answer whether their purchase frequency in the next year would change or not. It was shown that 57.6% of the Social value driven group were confident that they would purchase products of social enterprises with higher frequency compared to currently. On the other hand, consumers in the Product driven group indicated that they would purchase products of social enterprises with the same frequency as currently (*see Table 4.11*). Net promoter score (NPS) was also calculated based on the question that asked the respondents to rank how likely they would recommend social enterprises' products to a friend or colleague on a scale of 1-10. For the Social value driven group, 46% were promoters and 10% were detractors, resulting in a NPS of 36%. For the Product driven group, the NPS was lower at 17%, with 33% of promoters and 16% of detractors.

Table 4.11 Future purchase identification between groups (n=271)

In the next coming year I will buy product of social enterprises ...	Social value driven		Product driven	
	N	%	N	%
More frequency compared to current frequency		57.6%		40.9%
The same frequency		42.4%		58.3%
Less frequency compared to current frequency		0.0%		.8%
I would not buy products of social enterprises.		0.0%		0.0%

4.2.7 Recommended marketing communications

To recommend the most effective marketing communication, the researcher asked the respondents regarding the media they used. It was found that online media such as Facebook, Instagram and websites were ranked highest among other types of media (*see Table 4.12*). Brand personality was identified for each group, however a similar result was also found in which both groups saw social enterprises' product as thoughtful and health-conscious (*see Table 4.13*). Dwelling down into personality of each brand, only Doi Tung was slightly different compared to Doi Kham and Lemon Farm. 71% of respondents viewed Doi Tung as thoughtful, and 48.4% viewed it as responsible. For Doi Kham and Lemon Farm, the brand personality still revolved around thoughtful and health concern (*see Table 4.14*).

Table 4.12 Media consumption between groups (n=271)

	Social value driven		Product driven	
	N	N %	N	N %
Television	38	26.4%	39	30.7%
Newspaper	20	13.9%	19	15.0%
Radio	11	7.6%	11	8.7%
Billboard	24	16.7%	28	22.0%
Magazine	31	21.5%	28	22.0%
Internet	84	58.3%	76	59.8%
Brand's website	31	21.5%	27	21.3%
Online media	98	68.1%	97	76.4%
Other	11	7.6%	5	3.9%

Table 4.13 Brand personality between groups (n=271)

	Social value driven		Product driven	
	N	N %	N	N %
Honest	15	10.4%	10	7.9%
Up-to-date	23	16.0%	25	19.7%
Responsible	66	45.8%	39	30.7%
Respectable	27	18.8%	19	15.0%
Thoughtful	94	65.3%	77	60.6%
Wealthy	32	22.2%	26	20.5%
Health concern	82	56.9%	88	69.3%
Others	8	5.6%	10	7.9%

Table 4.14 Brand personality between brands (n=271)

Brand Personality	Doi Khum		Doi Tung		Lemon Farm	
	N	N %	N	N %	N	N %
Honest	16	8.8%	8	12.9%	1	5.0%
Up-to-date	30	16.5%	9	14.5%	7	35.0%
Responsible	65	35.7%	30	48.4%	7	35.0%
Respectable	31	17.0%	11	17.7%	2	10.0%
Thoughtful	113	62.1%	44	71.0%	10	50.0%
Wealthy	44	24.2%	7	11.3%	7	35.0%
Health concern	128	70.3%	26	41.9%	15	75.0%
Others	11	6.0%	7	11.3%	0	0.0%

It could be concluded that people usually receive communication via online platforms. Thus, online communication channels should be used to deliver advertisement or news that capture the most attention. In term of message, when it comes to social enterprise, it seems that consumers view social enterprise as good companies, with socially and environmentally impactful business concepts. Consumers also believe that social enterprises create positive outcomes for both society, and consumers' health these kinds of messages should continue to be used in communication, so that it touches consumers and evokes in them feelings of responsibility to contribute to create big social impact.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Total respondent profile

From 275 total respondents, 77.1% were female, aged between 20 to 29 years old. The majority of respondents possessed at least bachelor's degrees as the highest education with a well-paid full-time job. 69% of respondents were current consumers of Doi Kham, 23% were of Doi Tung and only 8% were current consumers of Lemon Farm. However in terms of purchasing frequency, 57% of respondents only purchased products from social enterprises two to three month.

5.1.2 Understanding and perception toward social enterprise

The respondents who were current and potential customers have high understanding of social enterprise with the definition that social enterprise is "business that does not focus only profit but more on benefits for society". This group of people perceived that buying products of social enterprises would help Thai farmers, have reliable quality and are environmentally friendly.

5.1.3 Clusters of respondent regarding the factors influencing their purchase of social enterprises' product

Current and potential customers groups were further analyzed based on the important factors that influence them in purchasing the products of social enterprise. There were four underlying factors, namely social value, price, product attributes, and convenience.

The researcher used these important factors to cluster the respondents into two meaningful groups; social value driven and product driven. People who look for social value but also the convenience to purchase the products were called "Social value driven", people who look for taste, quality, packing design, but also have price sensitivity were called "Product driven".

To summarize their profiles, the Social value driven group were those people with high education, high willingness to pay, and have impulse buying decision making. The Product driven group shared similar education background but their willingness to pay more for social enterprises' product was rather small at 5%. This group takes time to evaluate the product and, most of the time, looks for discount and promotion.

5.1.4 Consumer's behavior in buying social enterprises' products

The reasons consumers in each group purchase social enterprises' products were obvious by their names. Consumers in the Social value driven group purchase products because they wanted to help support environment sustainability, whereas for consumers in the Product driven group, it was due to the superior quality of product is superior. Other reasons were quite similar between these two groups.

In terms of places to shop, it was observed that convenient stores were the retail channel most visited by both groups, followed by supermarket. Consumers from the Social value driven group purchased products from social enterprise standalone shop more often compared to those in the Product driven group.

5.1.5 Loyalty toward social enterprise brands

Overall, respondents agreed that they would repurchase the products from social enterprises with at least the same frequency as currently. Comparing between groups, consumers in the Social value driven were more likely to repurchase with higher frequency than consumers in the Product driven group. The Social value driven group showed a higher NPS score of 36%, as they had more positive attitudes towards social enterprises' products. The product driven group had a lower NPS of 17%, as they saw that prices of social enterprises' products were higher, and their willingness to pay premiums was lower.

5.2 Recommendations

Having found out consumers' motives for purchasing products from social enterprises, the researcher can make the following recommendations on marketing techniques social enterprises should employ to promote their brands:

5.2.1 Marketing communication

The most effective marketing communication channel is online, as consumers consume information online most often. By communicating through this channel, social enterprises can catch attention and increase awareness. Online communication channels also allow social enterprises to serve the information needs of product driven consumers, who need to evaluate alternatives before purchasing. For social value driven consumers who make impulse buying decisions, placing shelf talkers at shelves in-store can increase impulse buying and influence customers towards making positive purchase decisions. The key communication message should convey social enterprises' quantifiable impact on society and the environment.

5.2.2 Channels

In terms of retail channels, social enterprises should consider increasing their presence in convenience stores. Also, as both segments of consumers typically have difficulties finding social enterprises' stand-alone shops, and do not search for them, increasing retail channel exposure would help social enterprises better reach this niche group of customers. The availability of the products in convenience store will help increase awareness of social enterprises' product as there are larger numbers of outlet across the countries.

5.2.3 Increase brand loyalty

As the Social value driven group already have high confident that they would purchase products of social enterprises with higher frequency, social enterprises brands should maintain this group of customers by initiating CRM program (Customer Relationship Management). The CRM can be in the form of membership or tour package to see social enterprises work with the local to broaden up their perspective and increase the loyalty. For Product driven group who will likely to purchase the product of social enterprises at the same frequency as currently, social enterprises brands can initiate promotions or offer membership to increase their purchase frequency and at the same time increase stickiness with the brands.

5.3 Limitation of the study

This research serves as a guideline of information and data that could be used for the further study of Thai consumers' behaviors and attitudes towards purchasing products from social enterprises. Its main limitations are in its sampling method. The research was conducted with only convenience sampling, with a small sample size of 275, and it was only distributed through online means. Thus, the research findings and results may not be representative of entire population in Thailand.



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APPENDICES

APPENDIX A
THE IN-DEPTH INTERVIEW DISCUSSION GUIDELINES

1. Do you know social enterprise? [Objective 1.2]
2. What is your definition of social enterprise? [Objective 2.1]
3. What brands first come to your mind when talk about social enterprise? [Objective 2.1]
4. Where did you know about social enterprise? [Objective 1.2]
5. Through which media do you hear about social enterprise? [Objective 1.2]
6. Have you ever purchase social enterprises' products or services? What, when, where and how? If not, then why not? If yes, then why? [Objective 2.2]
7. How often do you consume products or services from social enterprises? [Objective 2.4]
8. What are the advantages and disadvantages of buying these product? [Objective 2.1]
9. What makes or do not make you buy the product so often? [Objective 2.4]
10. In your opinion, what social enterprises really stand for in Thailand? [Objective 2.1]
11. Do you think Thai people aware of social enterprise? How much? [Objective 2.1]
12. Imagine you are walking pass one person purchasing social enterprise products, how is that person look like, what personality do you think he or she has? [Objective 2.1]
13. How do you think about Thai social enterprises' products or services? [Objective 2.1]

14. What are the criteria when purchasing social enterprises' products or services?
[Objective 2.3]
15. How much value do you see or even feel when you purchase products or services from social enterprises? [Objective 2]
16. Do the product or service meet your expectation? What are the expectations?
[Objective 2]
17. How do you think about the social enterprises' product assortment and distribution channels? [Objective 1.2]
18. Does your intention to purchase get affected by the limited product assortment and distribution channel? [Objective 2.3]
19. Where do you go shopping for social enterprises' product or service? [Objective 2.2]
20. How likely are you to recommend social enterprises' product or service to a friend or colleague? [Objective 2.4]

APPENDIX B

THE ONLINE QUESTIONNAIRE

PART 1: SCREENING QUESTIONS

Q1. In your opinion what type of business do Doi Tung, Doi Kham, and Lemon farm belong to?

- Nonprofit organization
- Organization for profit
- Corporate Social Responsibility
- Social Enterprise

Q2. Are you a current consumer of Doi Tung, Doi Kham or Lemon Farm?

- Yes
- No (**Please skip to Q4.**)

Q3. Which social enterprise brand do you currently consume the most?

- Doi Tung (Jump to Q22 to Q23 before continue Part 2)
- Doi Kham (Jump to Q24 to Q25 before continue Part 2)
- Lemon Farm (Jump to Q26 to Q27 before continue Part 2)
- Other, please specify: _____

Q4. Are you interested in purchasing any product from Doi Tung, Doi Kham or Lemon Farm in the future?

- Yes (**Please continue to Part 2**)
- No (**Please skip to Nonuser set**)

Q22. How often do you consume products from Doi Tung?

- Once a month or less
- 2-3 times per month
- Once a week
- More than once a week

Q23. When you hear the brand Doi Tung, you feel that there is ...

- Some association with social impact
- Strong association with social impact
- Some association with social impact, BUT unclear
- No association with social impact

Q24. How often do you consume products from Doi Kham?

- Once a month or less
- 2-3 times per month
- Once a week
- More than once a week

Q25. When you hear the brand Doi Kham, you feel that there is ...

- Some association with social impact
- Strong association with social impact
- Some association with social impact, BUT unclear
- No association with social impact

Q26. How often do you consume products from Lemon Farm?

- Once a month or less
- Once a week
- 2-3 times per month
- More than once a week

Q27. When you hear the brand Lemon Farm, you feel that there is ...

- Some association with social impact
- Strong association with social impact
- Some association with social impact, BUT unclear
- No association with social impact

FOR USER ONLY

PART 2: CONSUMER'S PERCEPTION TOWARD PRODUCT OF SOCIAL ENTERPRISE

Q7. In your opinion, what social enterprises really stand for in Thailand? Please rate on a scale of 1 to 5 (1 = strongly disagree, 5 = strongly agree).

Statement	Strongly Disagree			Strongly Agree	
7.1 Business that does not focus only profit but more on benefits for environment	1	2	3	4	5
7.2 Business that does not focus only profit but more on benefits for society	1	2	3	4	5
7.3 Business for charity	1	2	3	4	5
7.4 Business that relates to Royal Project	1	2	3	4	5
7.5 Business that is the same as corporate social responsibility (CSR)	1	2	3	4	5
7.6 Business that helps solve the problems government cannot do	1	2	3	4	5

Q8. Please rate the following statements below on a scale of one to five (1 = strongly disagree, 5 = strongly agree)

Statements	Strongly disagree			Strongly agree	
8.1 I think product of social enterprise in Thailand has good/reliable quality.	1	2	3	4	5
8.2 I think product of social enterprise in Thailand has reasonable price.	1	2	3	4	5
8.3 I think product of social enterprise in Thailand is easy to find.	1	2	3	4	5
8.4 I think product of social enterprise in Thailand communicate via many media channels.	1	2	3	4	5
8.5 I think product of social enterprise in Thailand communicate the social value very clear.	1	2	3	4	5
8.6 I think product of social enterprise in Thailand care about disadvantaged group of people.	1	2	3	4	5
8.8 I think product of social enterprise in Thailand is environmental friendly.	1	2	3	4	5
8.8 I think product of social enterprise in Thailand help Thai farmers.	1	2	3	4	5
8.9 I think product of social enterprise in Thailand carries wide range of products.	1	2	3	4	5

Q9. How important is the following personality of social enterprise products to you?
Please rank on a scale of 1 to 5. (1 = Most important reason, 5 = least important reason)

- ___ Price
- ___ Quality
- ___ Socially responsible
- ___ Wide product range
- ___ Distribution channels

PART 3: CONSUMER'S BEHAVIOR IN BUYING SOCIAL ENTERPRISES' PRODUCTS

Q10. What is the reason for your consumption of social enterprise products?

Please rate the level of important on a scale of 1 to 5. (1 = least important, 5 = most important)

Reason	Least Important					Most Important				
10.1 Product quality is superior than other products	1	2	3	4	5	1	2	3	4	5
10.2 To help support the environment sustainability	1	2	3	4	5	1	2	3	4	5
10.3 To make merit	1	2	3	4	5	1	2	3	4	5
10.4 To create good feelings for my self	1	2	3	4	5	1	2	3	4	5
10.5 For my status symbol	1	2	3	4	5	1	2	3	4	5
10.6 To give to other people as gifts	1	2	3	4	5	1	2	3	4	5
10.7 To be healthy and safe from chemical substance	1	2	3	4	5	1	2	3	4	5
10.8 Other, please specify: _____	1	2	3	4	5	1	2	3	4	5

Q11: Before buying product of social enterprises, do you search for information, compare products of social enterprise with products of other conventional business before you buy social enterprise's products?

Yes

No

Q12. When purchasing the product of social enterprise, how important is the recommendation or information received from one of the following, please rate following on a scale of one to five (1 = strongly disagree, 5 = strongly agree)

Factors	Not Important at all					Extremely Important				
12.1 Family, neighbors, friends	1	2	3	4	5	1	2	3	4	5
12.2 Ads packages, salespeople	1	2	3	4	5	1	2	3	4	5
12.3 Handling, testing or examining the product	1	2	3	4	5	1	2	3	4	5
12.12 Internet, consumer ratings, blogs	1	2	3	4	5	1	2	3	4	5
12.5 Magazines, Newspaper	1	2	3	4	5	1	2	3	4	5
12.6 Brand's website, Facebook, Instagram	1	2	3	4	5	1	2	3	4	5

Q13. Where do you go shopping for social enterprises' product or service?

Please rate following on a scale of one to five (1 = less than once a month, 2 = once a month, 3 = two to three times a month, 4 = once a week, 5 = more than once a week)

Store	<1/month	1/month	2-3/month	1/week	>1/week
13.1 Supermarket (e.g. Gourmet Market, Tops, Home Fresh Mart, Golden Place)	1	2	3	4	5
13.2 Social enterprise standalone shop (e.g. Lemon farm, Doi Tung, Doi Kham)	1	2	3	4	5
13.3 Convenient Store (e.g. 7-Eleven, local stores)	1	2	3	4	5
13.4 Sales Events	1	2	3	4	5

Q14: How do you make your purchasing decision when buying social enterprise products? Please rate on a scale of 1 to 5 (1 = strongly disagree, 5 = strongly agree).

Statement	Strongly Disagree			Strongly Agree	
14.1 I use time to search information about the product.	1	2	3	4	5
14.2 I buy social enterprise products because of advertisements.	1	2	3	4	5
14.3 I look for promotions, deals and discounts when buying social enterprise products.	1	2	3	4	5
14.4 I make impulse buying decisions.	1	2	3	4	5
14.5 I use time to evaluate between alternatives.	1	2	3	4	5
14.6 I buy because of the convenience.					
14.7 I buy the same product every time	1	2	3	4	5

Q15: What level of these factors can influence you to buy products or services from social enterprise? (Please rate only one score for each attribute: 1= No impact, 5= high impact)

Factors	No impact impact			High	
Product					
15.1 Taste	1	2	3	4	5
15.2 Variety of product assortment	1	2	3	4	5
15.3 Quality of ingredients	1	2	3	4	5
15.4 Packaging design	1	2	3	4	5
Price					

15.5 Price	1	2	3	4	5
Place					
15.6 Location	1	2	3	4	5
15.7 Convenience from online channel	1	2	3	4	5
Promotion					
15.8 Free product sample	1	2	3	4	5
15.9 Discount price	1	2	3	4	5
Value					
15.10 Clear communication of social value	1	2	3	4	5
15.11 Quantifiable of social value	1	2	3	4	5

PART 4: BRAND VALUE AND LOYALTY

Q16. How much are you willing to pay more for the product of social enterprise?

- Will not pay more
- Willing to pay more up to 5%
- Willing to pay more up to 10%
- Willing to pay more up to 15%
- Willing to pay more than 15%

Q17. In the next coming year ...

- I would buy products of social enterprises with more frequency compared to current frequency.
- I would buy products of social enterprises with the same frequency I buy at the moment.
- I would buy products of social enterprises with less frequency compared to current frequency.
- I would not buy products of social enterprises.

Q18. How likely is it that you would recommend social enterprises' product or service to a friend or colleague on a scale of 1-10. (1 = not at all, 10 most likely)_____

Q19. What describes the person who buys product of social enterprise the most? (**Check all that apply**)

- Honest
- Up-to-date
- Responsible
- Respectable
- Thoughtful
- Wealthy

- Health concern
 Other, please specify: _____

PART 5: MEDIA COMMUNICATION

Q20. Which of the following media do you use? (**Check all that apply**)

- Television Newspaper
 Radio Billboard
 Magazine Internet
 Brand's website (e.g. Facebook, Instagram)
 Other, please specify: _____

Q21. Do you hear about social enterprise brand through which of the following channels? (**Check all that apply**)

- Television Newspaper
 Radio Billboard
 Magazine Internet
 Brand's website (e.g. Facebook, Instagram)
 Other, please specify: _____

PART 6: CONSUMER DEMOGRAPHICS

Q28. What is your gender?

- Female Male

Q29. How old are you? Please specify: _____

Q30. What is your highest level of education?

- High school graduate or under Bachelor's degree
 Master's degree Doctoral or above

Q31. What is your employment status?

- Employed, Full-time Employed, Part-time (Freelance)
 Business owner Student
 Retired Unemployed
 Other, please specify: _____

Q32. What is your monthly personal income?

- Less than 15,000 Baht 15,001 - 20,000 Baht

- 20,001 - 30,000 Baht
 50,001 - 80,000 Baht
 120,001 Baht or more
- 30,001 - 50,000 Baht
 80,001 - 120,000 Baht

Q33. Do you live in Bangkok or vicinity area?

(Including: Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, and Samut Sakhon)

- Yes
 No

Q34. What is your accommodation type? (**Check all that apply**)

- House
 Rented house
 Condominium
 Dormitory
 Other, please specify: _____

Q35. Which means of transportation do you normally use? (**Check all that apply**)

- BTS
 MRT
 Bicycle
 Personal car
 Bus
 Taxi
 Boat
 Other, please specify: _____

END OF THE SURVEY

We deeply appreciate your time and kind contribution.

FOR NONUSER ONLY

Q5.1. What is the reason that holding you back from purchasing any product from social enterprise? (Check all that apply)

- Do not know what it is
 High price
 Concern about the quality
 The social contribution is not so clear
 Limited product range
 Hard to find in many distribution channels
 Other, please specify: _____

Q6. In your opinion, what social enterprises really stand for in Thailand?

Please rate on a scale of 1 to 5.

Statement	Strongly Disagree					Strongly Agree				
6.1 Business that does not focus only profit but more on benefits for environment	1	2	3	4	5	1	2	3	4	5
6.2 Business that does not focus only profit but more on benefits for society	1	2	3	4	5	1	2	3	4	5
6.3 Business for charity	1	2	3	4	5	1	2	3	4	5
6.4 Business that relates to Royal Project	1	2	3	4	5	1	2	3	4	5
6.5 Business that is the same as corporate social responsibility (CSR)	1	2	3	4	5	1	2	3	4	5
6.5 Business that helps solve the problems government cannot do	1	2	3	4	5	1	2	3	4	5

PART 6: CONSUMER DEMOGRAPHICS

Q28. What is your gender?

Female

Male

Q29. How old are you? Please specify: _____

Q30. What is your highest level of education?

High school graduate or under

Bachelor's degree

Master's degree

Doctoral or above

Q31. What is your employment status?

Employed, Full-time

Employed, Part-time (Freelance)

Business owner

Student

Retired

Unemployed

Other, please specify: _____

Q32. What is your monthly personal income?

Less than 15,000 Baht

15,001 - 20,000 Baht

20,001 - 30,000 Baht

30,001 - 50,000 Baht

50,001 - 80,000 Baht

80,001 - 120,000 Baht

120,001 Baht or more

Q33. Do you live in Bangkok or vicinity area?

(Including: Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, and Samut Sakhon)

Yes

No

Q34. What is your accommodation type? (**Check all that apply**)

House

Rented house

Condominium

Dormitory

Other, please specify: _____

Q35. Which means of transportation do you normally use? (**Check all that apply**)

BTS

MRT

Bicycle

Personal car

Bus

Taxi

Boat

Other, please

specify: _____

END OF THE SURVEY

We deeply appreciate your time and kind contribution.

APPENDIX C

FACTOR ANALYSIS RESULTS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling		.656
Bartlett's Test of Sphericity	Approx. Chi-Square	786.794
	df	55
	Sig.	.000

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.950	26.818	26.818	2.950	26.818	26.818	1.883	17.115	17.115
2	1.695	15.407	42.225	1.695	15.407	42.225	1.864	16.949	34.063
3	1.345	12.223	54.448	1.345	12.223	54.448	1.738	15.802	49.865
4	1.058	9.614	64.062	1.058	9.614	64.062	1.562	14.196	64.062
5	.877	7.972	72.033						
6	.771	7.008	79.041						
7	.708	6.436	85.478						
8	.569	5.175	90.653						
9	.489	4.449	95.102						
10	.404	3.672	98.774						
11	.135	1.226	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a				
	Factors			
	Social value	Price	Product attributes	Convenience
Quantifiable of social value	.953		.107	
Clear communication of social value	.945		.114	
Discount price		.867		
Free product sample	.126	.723		.345
Price		.713	.322	
Taste		.120	.762	
Quality of ingredients	.148		.749	
Packaging design		.129	.530	.222
Convenience from online channel	.166	.150		.781
Location		.139	.134	.714
Variety of product assortment			.402	.501

Extraction Method: Principal Component Analysis.

a. Rotation converged in 5 iterations.

APPENDIX D

THE DIFFERENCES OF IMPORTANT FACTOR FOR

PURCHASING PRODUCTS BETWEEN DOI KHAM, DOI TUNG

AND LEMON FARM

ANOVA Test

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Factor 1: Social Value	Between Groups	7.156	2	3.578	3.848	.023
	Within Groups	242.717	261	.930		
	Total	249.874	263			
Factor 2: Price	Between Groups	4.072	2	2.036	2.080	.127
	Within Groups	255.512	261	.979		
	Total	259.585	263			
Factor 3: Product attributes	Between Groups	1.285	2	.643	.650	.523
	Within Groups	258.166	261	.989		
	Total	259.451	263			
Factor 4: Convenience	Between Groups	6.033	2	3.017	3.070	.048
	Within Groups	256.491	261	.983		
	Total	262.525	263			

Post Hoc Test

Multiple Comparisons							
Tukey HSD							
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower Bound	Upper Bound
Factor 1: Social Value	Doi Khum	Doi Tung	-.381	.142	.021	-.715	-.047
		Lemon Farm	.059	.227	.964	-.477	.594
	Doi Tung	Doi Khum	.381	.142	.021	.047	.715
		Lemon Farm	.440	.248	.181	-.145	1.024
	Lemon Farm	Doi Khum	-.059	.227	.964	-.594	.477
		Doi Tung	-.440	.248	.181	-1.024	.145
Factor 2: Price	Doi Khum	Doi Tung	.296	.145	.105	-.047	.639
		Lemon Farm	.052	.233	.973	-.498	.601
	Doi Tung	Doi Khum	-.296	.145	.105	-.639	.047
		Lemon Farm	-.245	.254	.602	-.844	.355
	Lemon Farm	Doi Khum	-.052	.233	.973	-.601	.498
		Doi Tung	.245	.254	.602	-.355	.844
Factor 3: Product attributes	Doi Khum	Doi Tung	-.051	.146	.934	-.396	.293
		Lemon Farm	.238	.234	.568	-.315	.790
	Doi Tung	Doi Khum	.051	.146	.934	-.293	.396
		Lemon Farm	.289	.256	.496	-.314	.892
	Lemon Farm	Doi Khum	-.238	.234	.568	-.790	.315
		Doi Tung	-.289	.256	.496	-.892	.314
Factor 4: Convenience	Doi Khum	Doi Tung	.284	.146	.128	-.060	.627
		Lemon Farm	-.281	.234	.452	-.832	.269
	Doi Tung	Doi Khum	-.284	.146	.128	-.627	.060
		Lemon Farm	-.565	.255	.049	-1.166	.036
	Lemon Farm	Doi Khum	.281	.234	.452	-.269	.832
		Doi Tung	.565	.255	.049	-.036	1.166

*. The mean difference is significant at the 0.05 level.

APPENDIX E
RESULTS FROM K-MEANS CLUSTER ANALYSIS

Final Cluster Centers		
	Cluster	
	1	2
Factor 1: Social Value	.37281	-.42272
Factor 2: Price	-.34152	.38723
Factor 3: Product attributes	-.38058	.43153
Factor 4: Convenience	.37494	-.42513

ANOVA						
	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Factor 1: Social Value	42.708	1	.845	269	50.545	.000
Factor 2: Price	35.839	1	.870	269	41.171	.000
Factor 3: Product attributes	44.507	1	.838	269	53.094	.000
Factor 4: Convenience	43.197	1	.843	269	51.234	.000

Number of Cases in each Cluster		
Cluster	1	144.000
	2	127.000
Valid		271.000
Missing		4.000

APPENDIX F-a

**THE DIFFERENCES OF EDUCATION LEVEL BETWEEN SOCIAL
VALUE DRIVEN GROUP AND PRODUCT DRIVEN GROUP**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Education	Between Groups	2.583	1	2.583	8.562	.004
	Within Groups	81.159	269	.302		
	Total	83.742	270			



APPENDIX F-b

**THE DIFFERENCES IN PURCHASING DECISION MAKING
BETWEEN SOCIAL VALUE DRIVEN GROUP AND PRODUCT
DRIVEN GROUP**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I use time to search information about the product.	Between Groups	.849	1	.849	.810	.369
	Within Groups	281.926	269	1.048		
	Total	282.775	270			
I buy social enterprise products because of advertisements.	Between Groups	2.924	1	2.924	3.473	.063
	Within Groups	226.493	269	.842		
	Total	229.417	270			
I look for promotions, deals and discounts when buying social enterprise products.	Between Groups	9.819	1	9.819	8.832	.003
	Within Groups	299.052	269	1.112		
	Total	308.871	270			
I make impulse buying decisions	Between Groups	4.340	1	4.340	4.738	.030
	Within Groups	246.427	269	.916		
	Total	250.768	270			
I use time to evaluate between alternatives.	Between Groups	3.593	1	3.593	4.210	.041
	Within Groups	229.595	269	.854		
	Total	233.188	270			
I buy because of the convenience.	Between Groups	3.123	1	3.123	3.107	.079
	Within Groups	270.361	269	1.005		
	Total	273.483	270			
I buy the same product every time	Between Groups	0.143	1	0.143	0.145	.704
	Within Groups	266.056	269	0.989		
	Total	266.199	270			
Willingness to pay more	Between Groups	13.101	1	13.101	14.289	.000
	Within Groups	246.648	269	0.917		
	Total	259.749	270			

BIOGRAPHY

Name	Miss Panida Jiravarnsirikul
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Work Position	Strategic Planner Mae Fah Luang Foundation

