



**CONSUMER ATTITUDE AND BEHAVIOR TOWARDS
HEALTH AND WELLNESS BAKERY IN BANGKOK**

BY

MISS KHAEKWAN BOONSANSAARD

**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

BY

MISS KHAEKWAN BOONSANSAARD

ENTITLED

CONSUMER ATTITUDE AND BEHAVIOR TOWARDS HEALTH AND
WELLNESS BAKERY IN BANGKOK

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

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ABSTRACT

As a result of increasing consumer health concerns, the health and wellness trend in Thailand has recently continued to grow. This study is a contemporary topic in applied marketing. The subject area of marketing knowledge is health. The objectives of the study are to explore and understand consumer attitude along with consumer behavior towards health and wellness bakeries in Bangkok. Furthermore, the intention is to examine the segments of health and wellness bakery consumers as well as to identify the key success factors that influence consumers to purchase health and wellness bakery products. The findings of this study will assist health and wellness bakery producers and retailers to better understand consumers so that they would be able to leverage their understanding and become more well-aimed with regard to new product development and effective marketing strategies. The research methodology is comprised of both secondary and primary research. The secondary research is employed in order to collect general information about the health and wellness industry in Thailand. The primary research includes both qualitative research and quantitative research. In-depth interviews were conducted with 10 respondents to examine valuable insights and underlying motives of the consumers, whereas the online questionnaire was conducted to gather information from 195 respondents. The Statistical Package for the Social Sciences (SPSS) program was used to analyze and interpret the quantitative data. The key findings show that there are three consumer segments for health and

(2)

wellness bakery products in Bangkok; namely 1) Challenged but Mindful, 2) Busy but Healthy and 3) Young Fit and Firm.

Keywords: Health and wellness, bakery products



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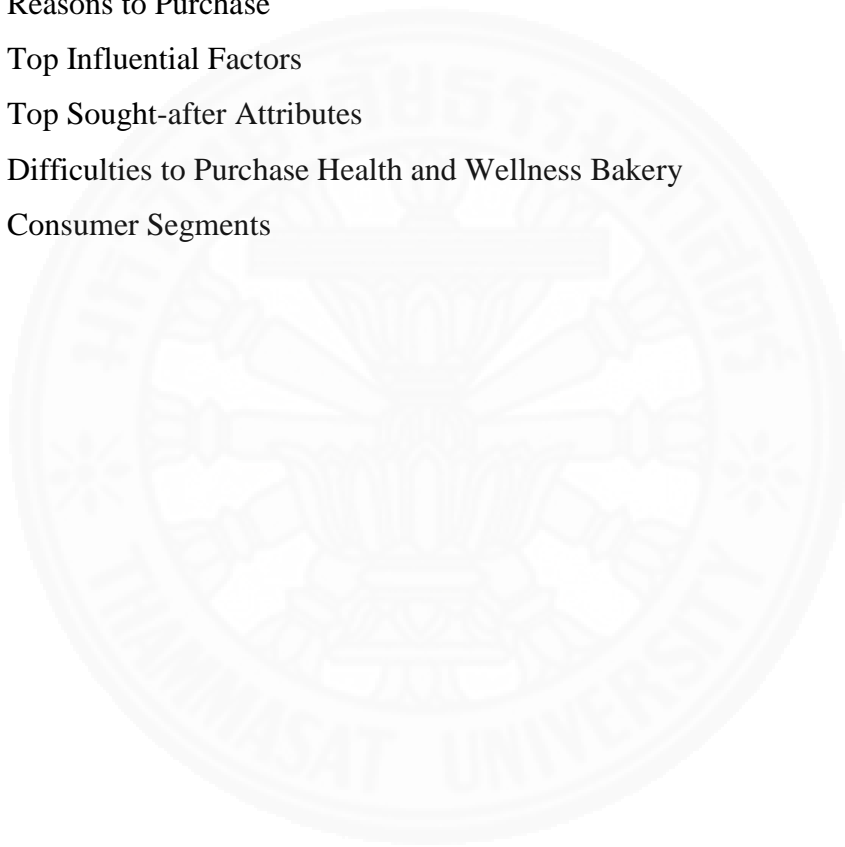
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CHAPTER 1

INTRODUCTION

1.1 Problem Statement and Research Purpose

In recent years, health and wellness food and beverages sales in Thailand have continued to grow as a consequence of increasing consumer health awareness. Thai consumers are becoming more informed about the advantages of a healthier diet and preventive healthcare, essentially reducing fat and sugar intake together with regular exercise (Euromonitor, 2016). The growing health concern drives Thai consumers to switch to low-fat, low-sugar and more natural alternatives (Hudthagosol, 2015). The government promotional campaigns to boost healthier diet and lifestyles as well as the favorable regulatory environment are also fueling the growth of the health and wellness food industry in Thailand.

Furthermore, owing to on-the-go lifestyles, Thai consumers nowadays have less time to cook and consequently increase their daily consumption of breads and pastries, particularly for breakfast and afternoon snacks (Euromonitor, 2015). This fast-paced lifestyles of city people who want to maintain good health patently show a timely opportunity for the health and wellness food industry. As a result, health consciousness has strengthened the demand for health and wellness options both in local and global markets (Laiyok, 2012). Regarding a recent finding of the Kasikorn Research Center (2015), the bakery market value is THB 22.4 billion with the healthy segment exhibiting 7% growth. Together with weight management, better nutrition and concepts, such as beauty-from-within, this segment is expected to gain great distinction and remain a key trend in Thailand.

Therefore, it is truly interesting to explore the health and wellness food industry in Thailand. The study is a contemporary topic in applied marketing. The subject area of marketing knowledge important to Thailand today is health. The purpose for this research is to gain consumer insights into health and wellness bakery products and to understand consumer attitudes and behavior towards health and wellness bakery.

The results of this proposed study will represent new knowledge useful to health and wellness bakery producers in order to better understand consumer attitudes and behavior. Consequently, they would be able to leverage their understanding to become more active and well aimed with respect to new product development as well as effective marketing strategies.

1.2 Research Objectives

The objectives of the study are as follows:

- 1.2.1 To understand consumer attitudes and motivations towards health and wellness baked goods.
- 1.2.2 To understand consumer behavior towards health and wellness bakeries.
 - a. To understand the consumer buying decision process.
 - b. To identify problems faced by the current consumers.
 - c. To identify additional attributes or benefits that the consumers highly demand.
- 3) To examine the segment of health and wellness bakery consumers.
 - a. To study consumer profiles
 - b. To identify when, where and how consumers purchase health and wellness bakery products
 - c. To identify key success factors in marketing health and wellness bakery products.

CHAPTER 2

REVIEW OF LITERATURE

A literature review has been studied and gathered from scholarly articles, books and other sources. It covers the current state of knowledge, including substantive findings, as well as theoretical contributions to the topic of health and wellness.

2.1 Definition of Health and Wellness

World Health Organization defined health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO, 1948). According to the McKinley Health Center, University of Illinois (2016), wellness is a state of optimal well-being that is oriented toward maximizing an individual's potential. It is a life-long process of moving towards enhancing six dimensions of well-being, which are physical, mental, emotional, social, spiritual, and environmental. Additionally, wellness can be defined as the state or condition of being in good physical and mental health, especially as an actively pursued goal (New Oxford American Dictionary, 2010). The state of excellent wellness enables people to achieve their goals with the ability to maximize personal potential in a variety of ways.

Therefore, health and wellness bakery products are the baked goods that deliver more balanced and healthier formulas as well as help promote absolute physical, mental and social well-being to consumers.

2.2 Health and Wellness Industry Overview

Health and wellness food and beverages sales in Thailand continue to rise due to growing consumer health awareness. Thai consumers are getting more informed about the benefits of a healthier diet and preventive healthcare, essentially reducing fat and sugar intake along with regular exercise (Euromonitor, 2016).

The government promotional campaigns to boost healthier lifestyles and the favorable regulatory environment also benefit the growth rate of the health and wellness food industry. Growing health concerns are driving Thai consumers to switch to low-fat, low-sugar and more natural alternatives (Hudthagosol, 2015).

Furthermore, owing to hectic lifestyles, Thai consumers nowadays have less time to cook and inevitably increase their daily consumption of breads and pastries, particularly for breakfast meals and afternoon snacks (Euromonitor, 2015). The fast-paced lifestyles of city people who want to maintain good health patently show a timely opportunity for the health and wellness food industry. As a result, health consciousness has boosted demand for healthy diet and dietary supplements both in local and global markets (Laiyok, 2012).

2.3 Type of Health and Wellness Bakery

Bakery shops and restaurants in Thailand increasingly offer more menu items with a health and wellness positioning. According to the research from SCB Economic Intelligence Center in 2015, there are five main categories of health and wellness baked goods, namely Better for You (BFY), Food Intolerance, Fortified/Functional (FF), Naturally Healthy (NH) and Organic.

2.3.1 Better for You

Better for You bakery products refer to baked goods that are lite or low in calorie, fat, salt or sugar, for instance, low-calorie cakes and cookies.

2.3.2 Food Intolerance

Food Intolerance bakery products refer to allergy-friendly baked goods. These bakery products are usually free from any of top eight food allergens which are milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat and soybean. In addition, another popular free-from recipe is gluten-free in which grains such as wheat, barley or rye are replaced with brown rice, almond, black beans, flax meal, buckwheat or coconut flour.

2.3.3 Fortified/Functional

Fortified or functional bakery products refer to baked goods that are enriched with particular nutrients or substances that have the potential to deliver additional benefits and positively influence health over and above their basic nutritional value (British Nutrition Foundation, 2016).

Some functional products are generated around a particular functional ingredient, for example, probiotics and prebiotics. Other functional products can be foods fortified with a nutrient that would not usually be present to any great extent. One of the most interesting and widespread examples of fortified or functional bakery products is folic acid fortified or vitamin fortified bread that claims to help minimize nutritional deficiencies.

2.3.4 Naturally Healthy

Naturally Healthy bakery products refer to baked goods that are made from natural, nutritious, and wholesome ingredients. The recipes generally include whole grains with high fiber and natural sweeteners, for instance, raw honey, brown sugar and coconut nectar. Moreover, for the most part, the recipes contain no preservatives, artificial colors, artificial flavors or any other additives.

2.3.5 Organic

Organic bakery products refer to baked goods that are made from organic crops. These organically grown crops are produced by farmers who emphasize sustainable farming methods. In the purest form, organic farming is grown without chemical fertilizers or pesticides and the bakery products are sold to the consumer without adding preservatives and synthetic food enhancers such as stabilizers and emulsifiers. As a result, it is widely believed that organic products are safer and more nutritious (Medical Dictionary for the Health Professions and Nursing, 2012).

2.4 Sales and Growth of Health and Wellness Products

The sales of health and wellness products in Thailand reached THB 160.1 billion in 2015 and the figure is expected to increase to over THB 199.9 billion by 2020. The growth of health and wellness food sales in Thailand is expected to increase considerably from 4.7% to 5.4% during 2015-2019, a growth of 15%. Naturally Healthy category has the highest growth of 29%, followed by Better for You and organic products that share the same growth rate of approximately 15% (Euromonitor, 2016).

Although Food Intolerance and organic products register positive retail volume and current value growth, their demand and growth have been quite limited owing to the lack of understanding and awareness among Thai consumers about the importance and existence of such products.

2.5 Health Trends and the Internet

Growing access to the Internet has also helped Thai consumers to be more aware about nutritious diet and health. Trends in healthy eating such as clean eating and superfood can reach Thai consumers swiftly (Thepkhamram, 2014). In addition, social media platforms such as the LINE application, Facebook and Instagram are currently the key advertising and communication channels for health and wellness bakery brands.

Nowadays the millennials who are much more interested in staying healthy feed their growing interest in health and wellness by going online and searching. This behavior is more likely to take place during the beginning of the week since it is the time when consumers are possibly most motivated to reboot and optimize their healthy habits. According to the new Food Trends Report by Google, there is a growing consumer interest in the health-enhancing role of specific foods. With the technology at their fingertips, consumers are literally much more thoughtful about what they feed themselves and their loved ones. This growing obsession with health together with the digital behavior present opportunities for health and wellness brands to “healthify” their products by adding nutritious ingredients and educate their consumers on the benefits associated with each ingredient (Pina, 2016).

2.6 Health and Wellness Industry and Government Support

The Industry Ministry is mulling a new venture capital fund to support startups and small and medium-sized enterprises (SMEs) in Thailand. This innovative idea would help the government achieve its target of creating 4,000 new startups in 2017. Accordingly, the government is aiming for SMEs to account for 50% of GDP or THB 8 trillion in 2020, up from the current 42% or THB 5.6 trillion (Apsitniran, 2016).

“The ministry is presently focusing on three industry areas. The first area is agricultural and food technology which includes food processing together with healthy and organic food. The second area is health and wellness which covers medical equipment and products for the elderly. Last but not least, the third area is service technology concentrating on tourism as well as design and culture.

Apart from the new venture capital fund to assist startups and SMEs pass through the business toddler stage, the government has also implemented a number of meaningful measures in a bid to make startups and SMEs the major engine to drive the domestic economy. These measures, for example, soft loan schemes, marketing assistance as well as tax incentives, would patently benefit health and wellness bakery producers nationwide (Apsitniran, 2016).”

2.7 Consumer Buying Decision Process



Figure 2.7 Consumer Buying Decision Process

The model of Consumer Buying Decision Process illustrates the five stages that consumers typically pass through. It provides a good frame of reference as it captures the full range of considerations that arise when a consumer faces a highly involving new purchase (Kotler and Keller, 2012).

The process starts when buyers recognize problems or needs such as food allergies, special dietary restrictions or requirements, and weight management. Next, some buyers get into active information search for example, by talking to family and friends, going online (traditional search engines, social networks, consumer product ratings and reviews) as well as visiting bakery shops and healthy restaurants. Consumers will subsequently evaluate all the alternatives, then make a purchase decision. After the purchase, satisfied consumers are likely to purchase the product again and also spread positive word of mouth to others.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

In order to understand consumer attitudes and behavior towards health and wellness bakery products as well as to achieve all of the research objectives previously stated, the research design is comprised of both secondary and primary research as shown in Figure 3.1.



Figure 3.1 Research Methodology

3.1.1 Secondary Research

At the initial stage, the secondary or desk research was conducted to collect general information about the overall health and wellness industry in Thailand, market trends as well as the current offerings available in the market. The relevant data and statistics were obtained from scholarly articles as well as other highly credible sources, for instance, the government statistics, published articles, newspapers, books, websites and syndicated databases.

3.1.2 Primary Research

The primary research was conducted and focused on both qualitative research and quantitative research. Firstly, the in-depth interview was designed to get preliminary ideas as well as to explore valuable insights, detailed information, and underlying motives of consumer attitudes and behavior concerning health and wellness bakery products. As the in-depth interviews were conducted on a one-on-one basis,

this method helped prevent respondents from being influenced by other participants and allowed the respondents to explain and elaborate more on the particular topics. In addition, by using the probing technique, more insightful and meaningful information could be acquired from the respondents. The findings from the in-depth interviews contributed to the development of the online questionnaire. Secondly, by utilizing the preceding data from the secondary research and the in-depth interviews, the online questionnaire was designed to collect quantitative data from the current customers of health and wellness bakery in Bangkok.

3.2 Sampling Plan

For the in-depth interviews, the respondents were recruited through personal connections. However, screening questions were asked prior to the face-to-face interview in order to verify the qualification of each respondent. This method of recruiting and screening aimed at getting the most qualified respondents as well as at achieving the research objectives in the most reliable way possible. The in-depth interview was planned to carry out with 10 respondents. It was a face-to-face and semi-structured interview by means of a thorough composed in-depth interview discussion guideline. The guideline included all the questions covering key issues to be explored during the interview. Each in-depth interview took approximately 30 to 45 minutes.

(See Appendix A for In-depth Interview Discussion Guideline)

The quantitative research was conducted through a self-administered online questionnaire. However, due to time constraints, the samples were selected through a non-probability sampling method. The sample size (completed questionnaires) for the questionnaire was 195 respondents. The target population of the study was consumers who live in Bangkok and have recently purchased or regularly purchase health and wellness bakery products. The study was intended for both male and female respondents aged between 18 and 60 years old. The questionnaire was divided into three parts as follows;

Part 1: Screening questions

Part 2: Consumer attitude and behavior towards health and wellness bakery

Part 3: Consumer demographics

(See Appendix B for Online Questionnaire)

3.3 Data Collection

3.3.1 Qualitative Data Collection

The qualitative data were collected during the in-depth interviews by writing down a summary of the answers in order to ensure that all the key points in the interview guideline were covered.

Probing or asking follow-up questions was employed in order to obtain more specific and detailed information and to help understand the respondent's language usage around the topic. This last point helped with the wording of the questionnaire.

Moreover, with permission to record the interview, audio recording was utilized in order to ensure that information was accurately reported and to avoid the action of delaying the interviews. This also allowed the interviewer to fully focus on interacting with the respondents and follow the ongoing discussion. Lastly, all the key facts were summarized immediately following the interview.

3.3.2 Quantitative Data Collection

For the quantitative data, the questionnaire was sent out and collected online during January and February. In order to maximize return rates, the questionnaire was designed to be as simple and clear as possible. Before the data collection step, the questionnaire was also pretested on a small sample of respondents from the target population in order to ensure that all kinds of errors, such as ambiguity of words, misinterpretation of questions, inability to answer a question and the uninterrupted flow, were reduced. Additionally, a continuing observation was implemented during the data collection to assure consistency and accuracy of the process.

3.4 Data Analysis

Both qualitative and quantitative analysis were applied in this study. To illustrate, the qualitative data analysis was performed by drawing inferences, patterns and themes. On the other hand, SPSS (Statistical Package for Social Sciences) and Microsoft Excel program were utilized for the quantitative data analysis after transcribing and reviewing data in the form of frequency, cross tabulation relationships among variables and other statistical methods such as factor analysis and cluster analysis as appropriate.

3.5 Theoretical Framework

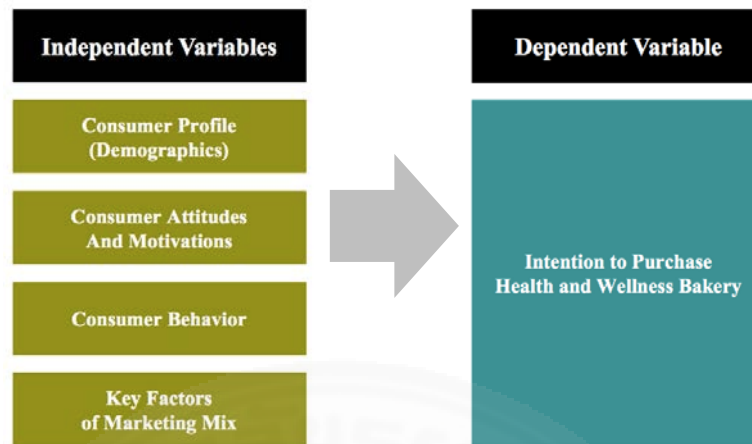


Figure 3.5 Theoretical Framework

The theoretical framework presented above was employed for the study. The independent variables consisted of consumer profile, consumer attitudes and motivations, consumer behavior including key factors influencing the consumer buying decision process. The dependent variable was the intention to purchase health and wellness bakery products.

3.6 Limitations of the Study

This research could be used as a basic guideline of general information and direction for a further study of consumer attitude and behavior towards health and wellness bakery in Bangkok. However, there were some limitations of the study. To illustrate, with the use of a convenience sampling method, and the small size of samples, as well as the limited time period to collect data online, the research findings and results might not precisely represent the entire population of interest. However, we have no reason to believe that these results would not be replicated in any other sample under a longer duration.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from Secondary Research

The key findings from the secondary research were summarized and shown in Chapter 2: Literature Review.

4.2 Key Findings from In-depth Interviews

A total of 10 respondents were interviewed to get preliminary ideas as well as to explore valuable insights, detailed information, and underlying motives of consumer attitudes and behavior concerning health and wellness bakery products. The key findings were summarized in terms of reasons to purchase, product features, price and place as follows:

4.2.1 Reasons to Purchase

Regarding the motives to purchase health and wellness bakery products, the main reasons of the majority of the respondents was health issues and weight management. To illustrate, some respondents said that they generally purchased health and wellness bakery products because they aspired to better health and proper body weight. On the other hand, some respondents said that they chose health and wellness bakery products instead of general or conventional bakery products because of their health conditions or allergies.

“The Big 8” or the top eight food allergens including milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat and soybean were also mentioned repeatedly during the in-depth interviews with respondents who had food allergy or food intolerance.

One of the respondents had celiac disease. As a result, she had to consume only gluten-free bakery products in order to control her signs and symptoms and to prevent complications because gluten could give rise to malnutrition and inflammation in her small intestine.

4.2.2 Product Features

In terms of product, all of the respondents said that health attributes were the most important aspect to cautiously consider. Apart from energy-providing carbohydrates, the regular customers also wanted high dietary fiber, vitamins, minerals or other additional healthy ingredients with nutritional benefits. For example, heart-healthy nuts or seeds which are in high unsaturated fats as well as dried fruits which are high in potassium and fiber. The frequently mentioned attributes among all of the respondents were “all natural”, “low fat”, “low sugar”, “whole grains”, and “organic”. Some respondents also mentioned about avoiding carcinogen or the substance that is directly involved in causing cancer. Therefore, these respondents would choose health and wellness bakery products that were free from milk, butter, preservatives, artificial colors, artificial flavors or any other additives.

4.2.3 Price

Most of the respondents were willing to pay premium prices for high quality ingredients and better health benefits. While a few respondents said that some of the health and wellness bakery products with only slight distinctions were too expensive.

4.2.4 Place

There was a difference regarding consumer purchasing behavior. To illustrate, some respondents repeatedly purchase health and wellness bakery products online because of convenient order and payment methods. In contrast, some respondents preferred the offline channel especially those with special dietary needs or restrictions. They said that they routinely visited the trustworthy shops themselves because they wanted to select from a range of quality products as well as to interact with the staff for more product details such as ingredients and precautions. The frequently mentioned healthy food restaurants were Organic Supply, Theera, Broccoli Revolution, Sustaina Organic Restaurant and Veganerie Concept. Additionally, the frequently mentioned healthy shops were Radiance Whole Foods, Lemon Farm and Golden Place.

Furthermore, all of the respondents stated that the limited access due to few distribution channels was one of the major restrictions that prevented them from frequently purchasing health and wellness bakery products. Therefore, location decisions and the market coverage were very critical to the success of health and wellness bakery business and the consumer’s ability to follow their nutritional plan.

4.3 Key Findings from Online Questionnaire

4.3.1 Summary of Respondent Profile

The quantitative data had been collected from 195 respondents who live in Bangkok by means of the online questionnaire. The collected data were analyzed by the Statistical Package for the Social Sciences (SPSS).

Table 4.1 Summary of Respondent Profile

Demographics		N	%
Gender	Female	134	68.7
	Male	61	31.3
Age	18-25 years old	65	33.3
	26-35 years old	52	26.7
	36-45 years old	23	11.8
	46-60 years old	55	28.2
Marital status	Single	144	73.8
	Married without child	24	12.3
	Married with child	25	12.8
	Divorced, widowed or separated	2	1.0
Education	High school or under	12	6.2
	Bachelor's degree	128	65.6
	Master's degree	53	27.2
	Doctoral or above	2	1.0
Occupation	Employed, Full-time	83	42.6
	Employed, Part-time	5	2.6
	Business Owner	31	15.9
	Student	62	31.8
	Homemaker	12	6.2
	Others	2	1.0
Monthly income	Less than 15,000 baht	43	22.1
	15,001 - 25,000 baht	23	11.8
	25,001 - 50,000 baht	65	33.3
	50,001 - 80,000 baht	35	17.9
	Higher than 80,001 baht	29	14.9

As exhibited in the table above, several of the key points of respondent profile from the online questionnaire were as follows;

Gender: 68.7% of the respondents were female, whereas 31.3% were male.

Age: The age range of all the 195 respondents was divided into four groups. 33.3% of the respondents aged between 18 to 25 years old, shadowed by respondents aged 46 to 60 years old, 26 to 35 years old and 36 to 45 years old at 28.2%, 26.7% and 11.8% respectively.

Marital status: 73.8% of all the respondents were single. 12.8% were married with child and 12.3% were married without child.

Education: Most of the respondents attained a bachelor's degree which represented 65.6% while 27.2% of the respondents attained master's degree.

Occupation: The majority of the respondents were full-time employees, students and business owners which accounted for 42.6%, 31.8% and 15.9% respectively.

Personal income: The respondents whose monthly income fell in the range of 25,001 to 50,000 baht represented the majority of the population at 33.3%, followed by those who earned less than 15,000 baht at 22.1%.

(See Appendix C for Respondent Profile)

4.3.2 Overall Attitude and Behavior towards Health and Wellness Bakery

In order to assess consumer perceived value and attitude towards health and wellness bakery, the respondents were asked about the worthiness and their intention to repeatedly purchase health and wellness bakery instead of general bakery products.

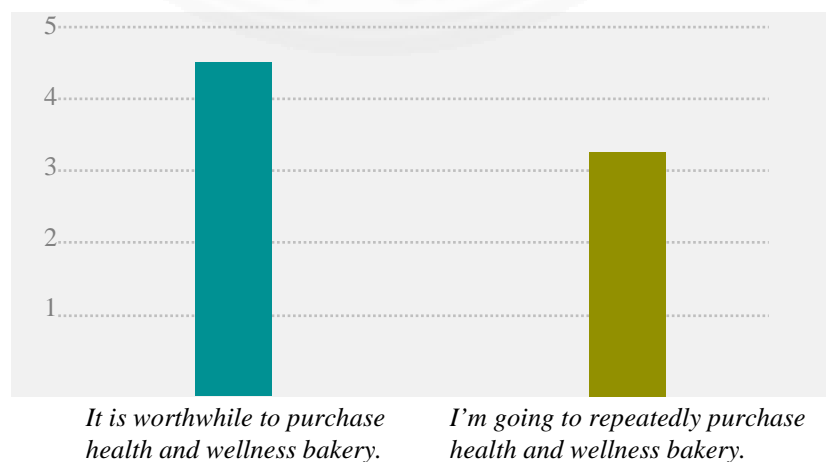


Figure 4.1 Consumer Perceived Value and Attitude

As shown in Figure 4.1 on the previous page, the means of the two statements were different. While the respondents perceived that purchasing health and wellness bakery was worthwhile with the mean of 4.358 on a scale of 5, the lower mean of 3.175 represented their intention to repeatedly purchase health and wellness bakery instead of general or conventional bakery products.

In terms of reasons to purchase health and wellness bakery instead of general or conventional bakery products, the top three reasons were illustrated in Figure 4.2 below.

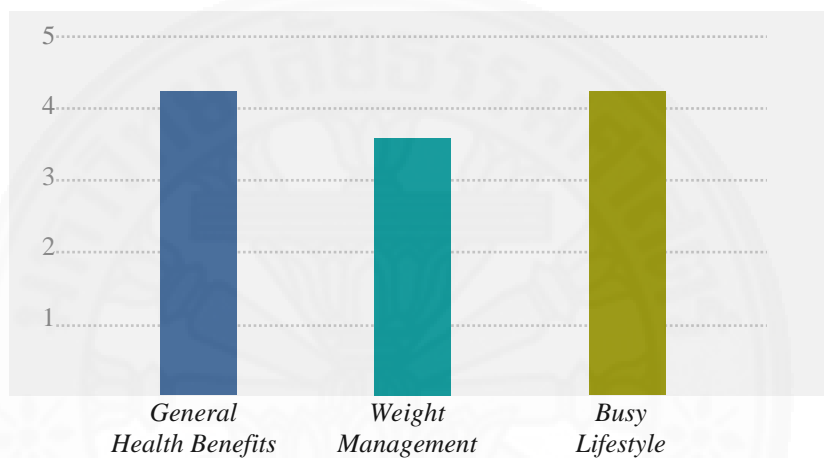


Figure 4.2 Reasons to Purchase

By utilizing the comparison of means, the most statistically significant reasons to purchase health and wellness bakery instead of general bakery products were General Health Benefits and Busy Lifestyle with the same mean of 4.1 on the five-point rating scale, followed by Weight Management with the mean of 3.7.

(See Appendix D for Respondent Attitude and Behavior)

In order to evaluate the key factors impacting consumer decision making to purchase health and wellness bakery products, the respondents were asked to rate the importance of 17 factors from various aspects of the marketing mix on the five-point rating scale. All factors were ranked using the mean comparison method.

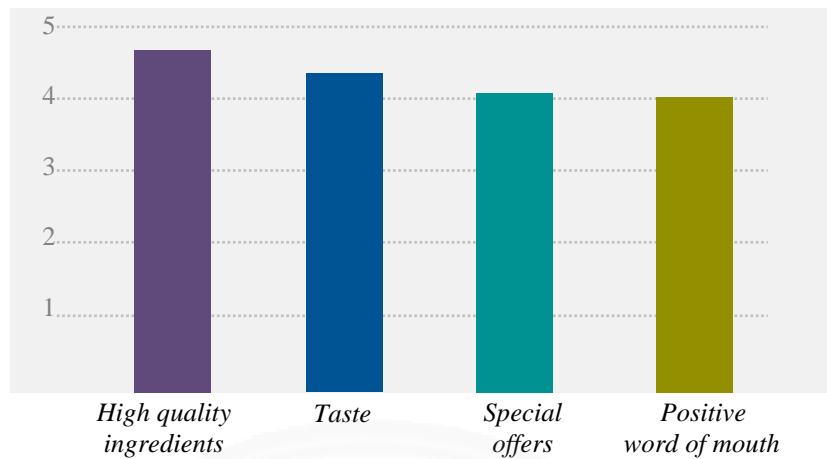


Figure 4.3 Top Influential Factors

The top four factors with the means above 4.0 were presented in Figure 4.3 above. Evidently, the most influential factor was high quality ingredients with the mean of 4.595, shadowed by taste, special offers and positive word of mouth with the means of 4.246, 4.077 and 4.005 respectively.

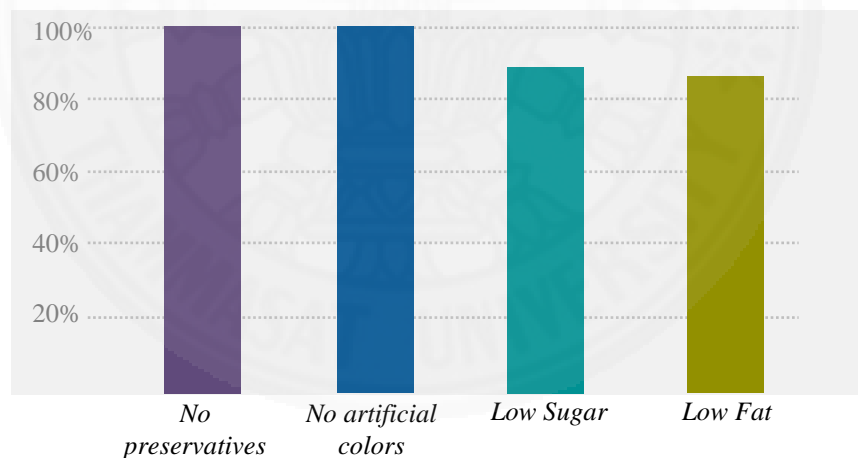


Figure 4.4 Top Sought-after Attributes

Regarding the attributes that consumers seek and yearn for when purchasing health and wellness bakery products, *all* of the 195 respondents chose bakery products with no preservatives and no artificial colors. Other attributes among the top four sought-after attributes were low fat and low sugar with the percentages of 89.70% and 89.20% respectively.

In terms of the location of purchase, most of the respondents bought health and wellness bakery products from supermarkets bakeries franchises with the percentages of 36.40% and 24.10% respectively. Relating to the frequency of purchase, about 33.3% of the respondents bought health and wellness bakery products once or twice a week and 65.6% of them spent 101-300 baht averagely on bakery products.

For the time of consumption, almost half of the respondents consumed their health and wellness bakery products as snacks during the day. 41% of them consumed their health and wellness bakery products for breakfast.

Apart from the reasons to purchase, influential factors, sought-after attributes and consumption information, the respondents were also asked about their difficulties or restrictions that limited them from repeatedly purchasing health and wellness bakery instead of general bakery products. The top three restrictions were displayed in Figure 4.5 below.

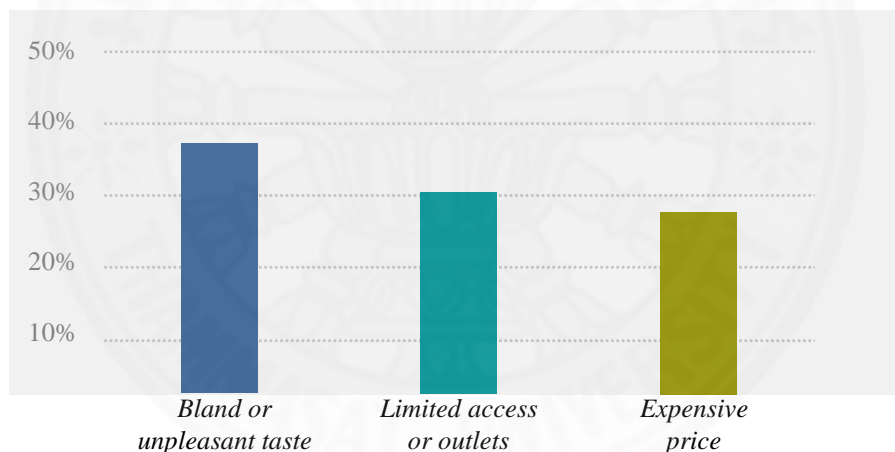


Figure 4.5 Difficulties to Purchase Health and Wellness Bakery

As shown in the figure above, the top three difficulties or restrictions that limited the respondents from frequently purchasing health and wellness bakery products were bland or unpleasant taste, limited access or outlets and expensive price with the percentages of 35.40%, 28.30% and 25.10% respectively.

4.3.3 Key Influential Factors Impacting Consumer Decision Making

After analyzing the reasons to purchase or consumer motives along with the influential factors using the factor analysis method to group all the highly correlated factors together, there were eight new factors impacting consumer decision making to purchase health and wellness bakery products as follows:

- 1) Attractive sales promotion: Discount price, free product sample, advertising and special offers.
- 2) Value for money: Reasonable price, delicious taste, variety of menu and attractive packaging design.
- 3) Convenience for online shopping: Favorable online reviews, delivery service and flexible payment options (credit cards)
- 4) Convenience for offline shopping: Physical store, location of the shops or restaurants and parking facilities.
- 5) Special dietary needs: Special dietary requirements or restrictions for specific health conditions and food allergies.
- 6) Better ingredients for better health: Busy lifestyle, high quality ingredients and general health benefits.
- 7) Strong brand reputation: Positive word of mouth and high brand reputation.
- 8) Point-of-sale displays: Appealing point-of-sale displays and information that promotes impulse purchases for friends or family members.

(See Appendix E for Factor Analysis)

4.3.4 Segmentation of Health and Wellness Bakery Consumers

To examine the consumer segments of health and wellness bakery products, a two-step cluster analysis was employed to classify consumer with corresponding motives and influential purchasing factors.

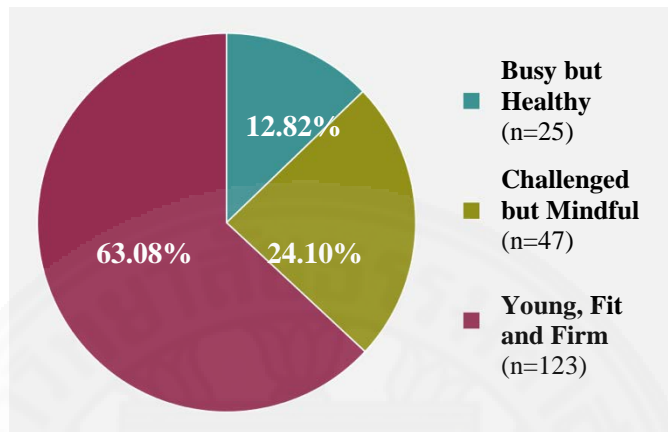


Figure 4.6 Consumer Segments (n=195)

As shown in Figure 4.6 above, the majority of the health and wellness bakery consumers were a part of the Young, Fit and Firm segment with the percentage of 63.08%. About a quarter or 24.10% of them were from the Challenged but Mindful segment and 12.82% were the Busy but Healthy segment. Table 4.2 on the next page illustrated the difference of respondent profiles between the three segments in terms of demographics.

(See Appendix F for Cluster Analysis)

Table 4.2 Difference of Respondent Profiles Between Segments

Demographics	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Gender						
Female	27	57.40%	16	64.00%	91	74.00%
Male	20	42.60%	9	36.00%	32	26.00%
Age						
Mean	43.7 years old		35.6 years old		31.2 years old	
Marital Status						
Single	23	48.90%	17	68.00%	104	84.60%
Married without child	7	14.90%	4	16.00%	13	10.60%
Married with child	15	31.90%	4	16.00%	6	4.90%
Divorced, widowed or separated	2	4.30%	0	0.00%	0	0.00%
Education						
High school or under	2	4.30%	0	0.00%	10	8.10%
Bachelor's degree	27	57.40%	16	64.00%	85	69.10%
Master's degree	16	34.00%	9	36.00%	28	22.80%
Doctoral or above	2	4.30%	0	0.00%	0	0.00%
Occupation						
Employed, Full-time	19	40.40%	16	64.00%	48	39.00%
Employed, Part-time	0	0.00%	0	0.00%	5	4.10%
Business Owner	14	29.80%	2	8.00%	15	12.20%
Student	9	19.10%	3	12.00%	50	40.70%
Homemaker	4	8.50%	4	16.00%	4	3.30%
Others	1	2.10%	0	0.00%	1	0.80%
Personal Income						
Less than 15,000	8	17.00%	2	8.00%	33	26.80%
15,001 - 25,000	1	2.10%	3	12.00%	19	15.40%
25,001 - 50,000	9	19.10%	14	56.00%	42	34.10%
50,001 - 80,000	13	27.70%	3	12.00%	19	15.40%
Higher than 80,001	16	34.00%	3	12.00%	10	8.10%

Segment 1: Young, Fit and Firm (63.08% of the respondents)

The Young, Fit and Firm segment was composed of 74% of female and 26% of male. The average age was 31.2 years old. The mean was the lowest among the three consumer segments. The majority of the respondents in this segment were single with the percentage of 84.6%. While 10.6% of them were married without child and 4.9% were married with child. In terms of the highest education level, most of the respondents or 69.1% held bachelor's degree, whereas 22.8% held master's degree and 8.1% of them graduated from high school.

Unlike other consumer segments, The Young, Fit and Firm segment mostly consisted of students and full-time employees with the percentages of 40.7% and 39% respectively. As there were a number of students in the segment, the monthly income was relatively lower than other segments. In detail, 26.80% of them earned less than 15,000 baht per month. The rest got 15,001 to 25,000 and 25,001 to 50,000 baht per month with the percentages of 15.40% and 34.10% respectively.

With regard to the reasons or motives, the Young, Fit and Firm segment purchase health and wellness bakery products because of weight management and healthy image. Consequently, on the subject of sought-after attributes, they favored health and wellness bakery products made from low fat, low sugar and organic ingredients as well as the recipes with natural sweeteners. Besides, some of the respondents had food allergy or food intolerance.

The leading factors influencing the Young, Fit and Firm segment to purchase health and wellness bakery products were taste and attractive packaging design with the means of 4.4 and 3.4 respectively. The Young, Fit and Firm generally made their purchases online. Therefore, the flexible payment options, delivery service, as well as positive online reviews and word of mouth were enthusiastically ranked with the means of 3.7, 3.3, 3.3 and 4.2 respectively.

The difficulties or restrictions that prevented the Young, Fit and Firm segment from purchasing health and wellness bakery products frequently were the unpleasant taste and the expensive price which accounted for 41.5% and 30.10% respectively. The statistics aligned fittingly with the demographics of the segment as the respondents in this segment were mostly students and they had relatively lower personal income.

Segment 2: Challenged but Mindful (24.10% of the respondents)

The Challenged but Mindful segment consisted of 57.4% of female and 42.6% of male. The average age was 43.7 years old which was the highest mean among the three consumer segments. Nearly half of the respondents in this segment or 48.9% were single, shadowed by 31.9% who were married with child. In terms of the highest education level, 57.4% of the respondents held bachelor's degree, whereas 34% held master's degree. Most of the respondents were full-time employees and business owners with the percentages of 40.40% and 29.80% respectively. Regarding their monthly income, the Challenged but Mindful segment earned relatively higher than other segments. To illustrate, 27.70% of them earned 50,001 to 80,000 baht and 34.00% of them earned even higher than 80,000 baht per month.

In terms of sought-after attributes, this segment had higher demand for various characteristics because their main reasons or motives to purchase health and wellness bakery products were their special dietary requirements and restrictions as well as food allergy. To emphasize, the Challenged but Mindful segment opted for health and wellness bakery products that contained low fat, low sugar, low calorie, no preservatives and no additives. For those who had had food allergy or food intolerance, the additional sought-after attributes were the free-from recipes namely, egg-free, vegan, dairy-free, gluten-free and nut-free.

With attention to factors influencing consumers to purchase health and wellness bakery products, unlike other segments, the Challenged but Mindful were not interested in taste as the mean for this factor was only 3.7 while other segments exhibited a 4.4 average rating. In addition, they were not as interested in the variety of health and wellness bakery products. The mean of this attribute was only 3.6 while the mean rated by the Busy but Healthy segment was 4.1.

In spite of the lower means for taste and variety factors, The Challenged but Mindful was highly concerned about the quality of the ingredients as the mean was as high as 4.9. In terms of price, the respondents in this segment rated only 3.4 on average. It could be interpreted that this segment was the least price-sensitive among the three consumer segments.

With regard to their purchasing behaviors, the Challenged but Mindful segment primarily made their purchases offline. As a result, they were not relatively concerned about the flexible payment options including credit cards and the online review as well as the delivery service that most of the online health and wellness bakery shops usually provided. On the contrary, the respondents in this segment paid considerably high attention to the physical store together with the location of shops or restaurants and the parking facilities which would offer convenience to their offline shopping.

Despite their lower interest in the online review about health and wellness bakery products, the Challenged but Mindful focused their attention on the positive word of mouth and personal recommendations from friends, family as well as from people who shared the same health conditions and dietary requirements. On top of that, the respondents in this segment also trusted in strong brand reputation. As a small amount of some allergen could lead to life-threatening allergic reaction, the Challenged but Mindful would rather purchase health and wellness bakery products from trustworthy and reliable shops.

The difficulties or restrictions that prevented the Challenged but Mindful segment from purchasing health and wellness bakery products frequently were the limited access or outlets which accounted for 42.60%.

Segment 3: Busy but Healthy (12.82% of the respondents)

The Busy but Healthy segment comprised of 64% of female and 36% of male. The average age was 35.6 years old which was the middle among the three consumer segments. The majority of the respondents in this segment or 68% were single. There were the same percentage, 16%, of the respondents who were married without child and married with child. Regarding the highest education level, 64% of the respondents held bachelor's degree, whereas 36% held master's degree. More than half or 64% of the respondents were full-time employees. Interestingly, there were 16% who were homemakers or housewives whose main occupation was caring for the family and managing household affairs. In terms of their monthly income, the Busy but Healthy segment earned relatively high. To illustrate, more than half or 56% of the respondents earned 50,001 to 80,000 baht per month.

In relation to sought-after attributes, health and wellness bakery products made from whole grains and natural sweeteners such as raw honey, brown sugar and coconut nectar were preferably selected. The Busy but Healthy segment also rated highly for taste, variety and quality ingredients as the means were 4.4, 4.1 and 4.7 respectively. In addition, the respondents in this segment had the highest mean for price factors. This could be interpreted that the Busy but Healthy was the most price-sensitive consumer among the three segment.

In respect of their motives, the Busy but Healthy segment purchased health and wellness bakery products because they usually had busy lifestyle. Therefore, they would like to gain general health benefits by consuming having nutritious bakery products. In terms of purchasing behaviors, the Busy but Healthy segment made their purchases both offline and online. For the offline channels, they routinely purchase health and wellness bakery products from bakeries franchises. Additionally, they got the highest mean of 3.8 for the online review. This could be interpreted that the respondents in this segment placed reliance on the online review from bloggers as well as other social media.

The difficulties or restrictions that prevented the Busy but Healthy segment from purchasing health and wellness bakery products frequently were the unpleasant taste and the limited outlets which accounted for 36% and 44% respectively. The numbers aligned agreeably with the means of top-level factor as the respondents in this segment rated taste the highest.

(See Appendix G for Consumer Segments and Cross Tables)

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

In conclusion, the consumer of health and wellness bakery products can be divided into three segments, which are the Young, Fit and Firm, the Challenged but Mindful and the Busy but Healthy.

Firstly, the Young, Fit and Firm segment was composed of 74% of female and 26% of male. The average age was 31.2 years old. The mean was the lowest among the three consumer segments. The majority of the respondents in this segment were single and held bachelor's degrees. Unlike other consumer segments, The Young, Fit and Firm segment mostly consisted of students and full-time employees and the monthly income was relatively lower than other segments. In terms of motives, the Young, Fit and Firm segment purchase health and wellness bakery products because of weight management and personal image. Therefore, the subject of sought-after attributes included low fat, low sugar and organic ingredients as well as the recipes with natural sweeteners. The leading factors influencing the Young, Fit and Firm segment to purchase health and wellness bakery products were taste and attractive packaging design.

Secondly, The Challenged but Mindful segment consisted of 57.4% of female and 42.6% of male. The average age was 43.7 years old, which was the highest mean among the three consumer segments. Approximately half of the respondents in this segment were single and held a bachelor's degree. Most of the respondents were full-time employees and business owners who earned relatively higher incomes than other segments. This segment had higher demand for various characteristics as their main motives to purchase health and wellness bakery products were their special dietary requirements and restrictions as well as food allergy. Unlike other segments, the Challenged but Mindful was not interested in the taste and the variety of health and wellness bakery products. In contrast, they were highly concerned about the quality of the ingredients.

Last but not least, The Busy but Healthy segment comprised of 64% of female and 36% of male. The average age was 35.6 years old and the majority of of the respondents in this segment were single. More than half of the respondents held bachelor's degree and they were full-time employees. Interestingly, some of them were homemakers. Regarding the sought-after attributes, this segment looked for bakery products made from whole grains and natural sweeteners. The Busy but Healthy segment rated highly for taste, variety and quality ingredients factors. However, they were the most price-sensitive consumer among the three segment.



5.2 Recommendations

As one of the research objectives is to identify key success factors in marketing health and wellness bakery products in Bangkok, the subsequent recommendations from the study are divided into three main parts focusing on the each of the three consumer segments as follows:

5.2.1 The Young, Fit and Firm

The Young, Fit and Firm segment comprises more than half of the respondents. The size of the segment as well as their attitude and behavior make it appealing for the health and wellness bakery producers and marketers to chase. However, since the difficulties or restrictions that prevent the Young, Fit and Firm segment from purchasing health and wellness bakery products frequently are the unpleasant taste and the expensive price, the health and wellness bakery producers should develop new recipes and incorporate healthy yet flavorful ingredients to improve the product taste.

In addition, the marketers should consider initiating financially attractive sales promotions, for instance, price discount or special volume offers to draw the Young, Fit and Firm who have relatively lower personal income. The marketing communication should also focus remarkably on both health benefits and weight management as the personal image and weight management are the leading motives for this segment to purchase health and wellness bakery products.

5.2.2 The Challenged but Mindful

The Challenged but Mindful segment shows a great potential for the health and wellness bakery producers, retailers, as well as marketers to work on in order to encourage them to stay loyal to the brands. As these customers are highly aware of the product knowledge and they are the least price-sensitive among the three segments, they are one of the most attractive segments to pursue. The customers in this segment are willing to pay premium price for the best product to maintain their good health and decrease the risk of certain conditions. Consequently, health and wellness bakery producers and marketers should leverage this finding and maximize profits in areas where customers are happy to pay more and there are roughly no substitutes for the finest products in the market. In other words, as the high price signals to the Challenged

but Mindful segment that the product is high in quality, this premium pricing strategy can be the main lever for profitability and business growth.

Moreover, the distribution channel is another main concern for this segment. In order to attract more of the Challenged but Mindful consumers, the brands should increase the market coverage and provide product availability as well as convenience for the offline shopping. Apart from the pleasant physical environment and facilities, knowledgeable staffs and customer service are also vital as the Challenged but Mindful with special health conditions or food allergies usually interact with the staff for information and recommendation. The health and wellness bakery brands equipped with good product, superior service and well-informed staff would have an outstanding competitive advantage which would lead to the favorable business position.

5.2.3 The Busy but Healthy

Although the Busy but Healthy segment represents only 12.82% of the respondents, the health and wellness bakery producers, retailers as well as marketers should not pay less attention to them. The reason is that these consumers have high potential to purchase health and wellness bakery products more regularly. By strengthening the awareness of the health benefits, as well as by increasing the reach and convenience of the distribution channels, this segment could potentially be expanded. As reported in the research results, one of the most critical restriction that prevents the Busy but Healthy segment from purchasing health and wellness bakery products frequently is the limited outlets. Therefore, the brand managers or marketers should consider increasing the distribution channels in order to increase product availability and facilitate customer shopping behavior.

In addition, it is vital to send the right message to the right audience at the right time in order to recruit new customers, retain the current ones as well as to extensively grow the business. For example, homemakers are housewives whose main occupation is caring for the family and managing household affairs. By targeting these homemakers and effectively communicating with them, they would be more aware of the variety of menu and the health benefits for their family members. As a result, they would select the best options for the families and increasingly improve the sales of health and wellness bakery products.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW DISCUSSION GUIDELINE

Introduction Script:

First of all, I want to thank you for taking the time to meet with me today. My name is Khaekwan Boonsansaard and I would like to talk to you about your thoughts and opinions on health and wellness bakery. The purpose of our interview today is to understand consumer attitude and behavior towards health and wellness bakery in Bangkok. The interview should take about 30 to 45 minutes. Please be assured that everything we discuss during this interview will be kept in strict confidence and your real name will not appear in any of the results. As such, please make every effort to be open and honest when responding to the questions. For data capture purposes, this interview will be recorded on audio tape.

Example questions:

1. Have you ever heard about the concept of health and wellness?
2. What is your definition of health and wellness?
3. Have you ever heard of these terms? If yes, please describe in more details.
BFY, Food Intolerance, Fortified/Functional, Naturally Healthy, and Organic
4. Do you regularly purchase health and wellness bakery products?
5. Where, when, and how do you usually purchase these bakery products?
6. How often do you consume health and wellness bakery products?
7. What are the criteria when you choose health and wellness bakery products?
8. What are the expectations when you choose health and wellness bakery?
9. Do the health and wellness bakery products meet your expectations?
10. Do you think Thai people are aware of health and wellness bakery products?
11. Imagine you are walking pass a person purchasing healthy products, how is that person look like? What personality do you think the person has?
12. How do you think about the product quality, variety, price, promotion and distribution channels of health and wellness bakery in Bangkok?
13. How likely would you to recommend health and wellness bakery products to a friend or colleague?

APPENDIX B

ONLINE QUESTIONNAIRE

Consumer Attitude and Behavior towards Health and Wellness Bakery

Thank you very much for agreeing to take part in this important online questionnaire. This questionnaire is designed and created by a student of Master's Degree Program in Marketing (MIM), Faculty of Commerce and Accountancy, Thammasat University for Independent Study courses. The objective is to study consumer attitude and behavior towards health and wellness bakery in Bangkok. This online questionnaire should take only 5-10 minutes. Please be assured that all responses will be kept in the strict confidentiality. If you have any questions about the online questionnaire, please do not hesitate to contact me at khaekwanb@gmail.com. I really appreciate your input.

Definition: Health and wellness bakery products are the baked goods that deliver more balanced and healthier formulas as well as help promote absolute physical, mental and social well-being to consumers.

Part 1: Screening Questions

Q1: Do you live in Bangkok area?

Yes

No [*End of Questionnaire*]

Q2: Are you aged between 18 - 60 years old?

Yes

No [*End of Questionnaire*]

Q3: Do you usually purchase food products for yourself and your family members?

Yes

No [*End of Questionnaire*]

Q4: Have you ever purchased health and wellness bakery products in the past 3 months?

Yes

No [*End of Questionnaire*]

Part 2: Consumer Attitude and Purchasing Behavior

Q5: To what extent do you agree or disagree with the following statements about health and wellness bakery products? Please rate on a scale from 1 to 5.

Statements	Strongly Disagree					Strongly Agree
It is worthwhile to purchase health and wellness bakery products.	1	2	3	4	5	
I'm going to repeatedly purchase health and wellness bakery products instead of general bakery products.	1	2	3	4	5	

Q6: To what extent do you agree or disagree with the following reasons to purchase health and wellness bakery instead of general bakery products?

Reasons	Strongly Disagree					Strongly Agree
I would like to gain health benefits from greater nutrients and fiber.	1	2	3	4	5	
I would like to control or lose weight.	1	2	3	4	5	
I have some special dietary needs or restrictions due to my health condition.	1	2	3	4	5	
I have food allergies or food intolerances.	1	2	3	4	5	
I would like to look and feel healthier.	1	2	3	4	5	
I would like to have fresher bakery options.	1	2	3	4	5	
I have busy lifestyle so I need some meal replacement options.	1	2	3	4	5	
I would like to try new bakery items.	1	2	3	4	5	
I would like to try new brands with strong reputation.	1	2	3	4	5	
I would like to buy for my friends or family members.	1	2	3	4	5	

Q7: To what extent do these factors influence you to purchase health and wellness bakery products? Please rate on a scale from 1 to 5.

Factors	Not at all Influence					Extremely Influence
Taste	1	2	3	4	5	
Variety of menu	1	2	3	4	5	
Quality of ingredients	1	2	3	4	5	
Packaging design	1	2	3	4	5	
Reasonable price	1	2	3	4	5	
Flexible payment options	1	2	3	4	5	
Physical store	1	2	3	4	5	
Location of shop or restaurant	1	2	3	4	5	
Parking facilities	1	2	3	4	5	
Delivery service	1	2	3	4	5	
Online review	1	2	3	4	5	
Advertising	1	2	3	4	5	
Point-of-sale displays	1	2	3	4	5	
Free product sample	1	2	3	4	5	
Discount price	1	2	3	4	5	
Special offers	1	2	3	4	5	
Positive word of mouth	1	2	3	4	5	

Q8: To what extent are you interested to buy the following health and wellness bakery?

Channels	Not at all interested					Extremely interested
Better for You (BFY)	1	2	3	4	5	
Food Intolerance	1	2	3	4	5	
Fortified/Functional (FF)	1	2	3	4	5	
Naturally Healthy (NH)	1	2	3	4	5	
Organic	1	2	3	4	5	

Q9: What are the attributes that you look for when you purchase health and wellness bakery products? (Please select **all** that apply)

- | | |
|---|--|
| <input type="checkbox"/> Whole grains | <input type="checkbox"/> Low fat |
| <input type="checkbox"/> Low sugar | <input type="checkbox"/> No preservatives |
| <input type="checkbox"/> No additives | <input type="checkbox"/> No artificial colors |
| <input type="checkbox"/> Use organic ingredients | <input type="checkbox"/> Use natural sweetener |
| <input type="checkbox"/> Vegan | <input type="checkbox"/> Gluten-free |
| <input type="checkbox"/> Egg-free | <input type="checkbox"/> Dairy-free |
| <input type="checkbox"/> Nut-free | <input type="checkbox"/> Low-calorie |
| <input type="checkbox"/> Other, please specify: _____ | |

Q10: Where do you usually purchase health and wellness bakery products?

(Please select only **one** answer)

- Online healthy bakery shops e.g. The Oven Farm, Lean Life, Skinny Bites
- Franchise bakery shops e.g. S&P, Au Bon Pain, BreadTalk
- Local cafe or bakery shops
- Healthy food restaurants e.g. Organic Supply, Veganerie, Sustaina Organic
- Healthy products shops e.g. Lemon Farm, Baimiang Healthy Shop, Aden Organic
- Supermarkets e.g. Villa Market, Gourmet Market, Tops Market
- Other, please specify: _____

Q11: How often do you usually purchase health and wellness bakery products?

- 1-2 times per month 3-4 times per month
- 1-2 times per week 3-4 times per week
- Everyday

Q12: How much do you usually spend on health and wellness bakery products?

- Less than 100 Baht 101-300 Baht
- 301-500 Baht More than 500 Baht

Q13: When do you usually have health and wellness bakery products?

- Breakfast Lunch
- Dinner Snack during the day

Q14: Do you usually buy the same brand(s) of health and wellness bakery products?

- Yes No

Q15: What is the restriction that limits you from purchasing health and wellness bakery products? (Please select only **one** answer)

- Bland or unpleasant taste High price
- Limited selection Short shelf life
- Limited access or outlets Product Shortage
- Inconvenient order and payment options Other, please specify: _____

Q16: How likely is it that you would recommend health and wellness bakery products to a friend or colleague? Please rate on a scale from 0 to 10

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

Q17: How often do you use the following social media?

Social Media	Not at all often					Extremely often
Facebook	1	2	3	4	5	
Instagram	1	2	3	4	5	
YouTube	1	2	3	4	5	
Line	1	2	3	4	5	
Twitter	1	2	3	4	5	

Part 3: Consumer Demographics

Q18: What is your gender?

- Female Male

Q19: How old are you? Please specify: _____

Q20: Please specify your marital status?

- Single Married without child
 Married with child Divorced, widowed or separated

Q21: What is your highest level of education?

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

Q22: What is your employment status?

- Employed, Full-time Business owner
 Employed, Part-time Homemaker
 Student Unemployed
 Other, please specify: _____

Q23: What is your monthly personal income?

- Less than 15,000 Baht 15,001 - 25,000 Baht
 25,001 - 50,000 Baht 50,001 - 80,000 Baht
 Higher than 80,001 Baht

Q24: What is your accommodation type?

- House Townhouse
 Condominium Dormitory or apartment
 Other, please specify: _____

Q25: Which means of transportation do you normally use?

(Please select **all** that apply)

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

END OF THE SURVEY

Thank you for your time and kind contribution.

APPENDIX C
RESPONDENTS' PROFILE

Demographics		Frequency	Percent	Cumulative Percent
Gender	Female	134	68.7	68.7
	Male	61	31.3	100.0
	Total	195	100.0	
Age	18-25	65	33.3	33.3
	26-35	52	26.7	60.0
	36-45	23	11.8	71.8
	46-60	55	28.2	100.0
	Total	195	100	
Marital Status	Single	144	73.8	73.8
	Married without child	24	12.3	86.2
	Married with child	25	12.8	99.0
	Divorced, widowed or separated	2	1.0	100.0
	Total	195	100.0	
Education	High school or under	12	6.2	6.2
	Bachelor's degree	128	65.6	71.8
	Master's degree	53	27.2	99.0
	Doctoral or above	2	1.0	100.0
	Total	195	100.0	
Occupation	Employed, Full-time	83	42.6	42.6
	Employed, Part-time	5	2.6	45.1
	Business Owner	31	15.9	61.0
	Student	62	31.8	92.8
	Homemaker	12	6.2	99.0
	Others	2	1.0	100.0
	Total	195	100.0	
Monthly Personal Income	Less than 15,000	43	22.1	22.1
	15,001 - 25,000	23	11.8	33.8
	25,001 - 50,000	65	33.3	67.2
	50,001 - 80,000	35	17.9	85.1
	Higher than 80,001	29	14.9	100.0
	Total	195	100.0	

APPENDIX D

RESPONDENTS' ATTITUDE AND BEHAVIOR

Consumer Attitude	Min	Max	Mean	S.D.
It is worthwhile to purchase health and wellness bakery products.	2	5	4.358	0.6717
I'm going to repeatedly purchase health and wellness bakery instead of general bakery products.	1	5	3.175	1.0752

Reasons to Purchase	Mean	S.D.	Mode	Sum
General health benefits	4.1	0.8	4.0	790.0
Weight management	3.7	1.1	4.0	720.0
Special dietary requirement	2.4	1.2	1.0	459.0
Food allergy	1.8	1.1	1.0	346.0
Healthier image	3.1	1.3	3.0	606.0
Freshness	2.9	1.1	3.0	569.0
Busy lifestyle	4.1	0.8	4.0	805.0
Preference for variety	3.3	1	3.0	635.0
Strong brand reputation	2.9	1.1	3.0	564.0
For friends or family members	3.3	0.9	3.0	650.0

Influencing Factors	Min	Max	Mean	S.D.
High quality ingredients	2	5	4.595	0.5607
Taste	2	5	4.246	0.8065
Special offers	1	5	4.077	0.8963
Positive word of mouth	1	5	4.005	1.0865
Physical store	1	5	3.964	0.8989
Discount price	1	5	3.897	1.0353
Reasonable price	1	5	3.831	0.9122
Free product sample	1	5	3.826	0.9472
Variety of menu	1	5	3.764	0.9000
Location of shop	1	5	3.754	0.8973
Flexible Payment	1	5	3.431	1.1072
Point-of-sale displays	1	5	3.282	0.9987
Packaging design	1	5	3.236	0.9000
Parking facilities	1	5	3.236	1.1513
Online review	1	5	3.179	1.0422
Delivery service	1	5	3.000	1.2843
Advertising	1	5	2.615	0.9529

Sought-after Attributes	Count	Column N %
Whole grains	144	73.80%
Low Fat	174	89.20%
Low Sugar	175	89.70%
No preservatives	195	100.00%
No additives	138	70.80%
No artificial colors	195	100.00%
Organic	91	46.70%
Use natural sweetener	113	57.90%
Egg-free	14	7.20%
Vegan	11	5.60%
Dairy-free	15	7.70%
Gluten-free	17	8.70%
Nut-free	19	9.70%
Low-calorie	10	5.10%

Location of Purchase	Frequency	Percent	Cumulative Percent
Online bakery shops	11	5.6	5.6
Bakeries Franchises	47	24.1	29.7
Cafe or local bakery shops	21	10.8	40.5
Healthy food restaurants	14	7.2	47.7
Healthy products shops	31	15.9	63.6
Supermarkets	71	36.4	100.0
Total	195	100.0	

Frequency of Purchase	Frequency	Percent	Cumulative Percent
1-2 times per month	46	23.6	23.6
3-4 times per month	38	19.5	43.1
1-2 times per week	65	33.3	76.4
3-4 times per week	44	22.6	99.0
Everyday	2	1.0	100.0
Total	195	100.0	

Average Spending on Bakery Products	Frequency	Percent	Cumulative Percent
Less than 100 Baht	34	17.4	17.4
101-300 Baht	128	65.6	83.1
301-500 Baht	28	14.4	97.4
More than 500 Baht	5	2.6	100.0
Total	195	100.0	

Time of Consumption	Frequency	Percent	Cumulative Percent
Breakfast	80	41.0	41.0
Lunch	7	3.6	44.6
Dinner	11	5.6	50.3
Snack during the day	97	49.7	100.0
Total	195	100.0	

Repeat Purchasing Behavior	Frequency	Percent	Cumulative Percent
Yes	71	36.4	36.4
No	124	63.6	100.0
Total	195	100.0	

Difficulties or Restrictions	Frequency	Percent	Cumulative Percent
Bland or unpleasant taste	69	35.4	35.4
Limited access or outlets	55	28.2	63.6
Limited selection	4	2.1	65.6
Expensive price	49	25.1	90.8
Short shelf life	2	1.0	91.8
Inconvenient order and payment	16	8.2	100.0
Total	195	100.0	

Social Media Usage	Min	Max	Mean	S.D.
Facebook	2	5	4.5	0.7
Instagram	1	5	3.4	1.1
YouTube	1	5	3.5	1.0
LINE	1	5	4.6	0.7
Twitter	1	4	1.9	1.0

APPENDIX E

FACTOR ANALYSIS

Rotated Component Matrix

Factors	Component							
	1	2	3	4	5	6	7	8
Discount price	.788							
Free product sample	.750							
Advertising	.685							
Special offers	.430							
Reasonable price		.754						
Taste		.682						
Variety of menu		.589						
Packaging design		.544						
Delivery service			.783					
Online review			.680					
Flexible payment options			.652					
Weight management			.419		-.409			
Physical store				.763				
Parking facilities				.632				
Location of shop				.561				
Busy Lifestyle						.571		
Special dietary needs					.759			
Food allergy					.644			
General health benefits						.786		
High quality ingredients						.757		
Brand Reputation							.778	
Positive word of mouth							.601	
Point-of-sale displays								.861
For friends or family								.415

APPENDIX F

CLUSTER ANALYSIS

Final Cluster Centers

Component	Cluster		
	1	2	3
Attractive sales promotion	-2.28521	.50887	-.16930
Value for money	.95924	.38334	.14756
Online shopping	.00230	-.27953	.66985
Offline shopping	.48422	.35467	.16741
Special dietary needs or restrictions	1.16544	.13370	-.14077
Better ingredients for better health	.31942	.52840	.33192
Strong brand reputation	.48475	.07806	-.52429
Point-of-sale displays to promote impulse purchases for others	.13276	.08335	.07521

Number of Cases in Each Cluster

Cluster	Frequency	Percent
Challenged but Mindful	47	24.10
Busy but Healthy	25	12.82
Young, Fit and Firm	123	63.08
Total	195	100

APPENDIX G

CONSUMER SEGMENTS AND CROSS TABLES

Consumer Profile in Each Segment

Demographics	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Gender						
Female	27	57.40%	16	64.00%	91	74.00%
Male	20	42.60%	9	36.00%	32	26.00%
Age						
Mean	43.7 years old		35.6 years old		31.2 years old	
Marital Status						
Single	23	48.90%	17	68.00%	104	84.60%
Married without child	7	14.90%	4	16.00%	13	10.60%
Married with child	15	31.90%	4	16.00%	6	4.90%
Divorced, widowed or separated	2	4.30%	0	0.00%	0	0.00%
Education						
High school or under	2	4.30%	0	0.00%	10	8.10%
Bachelor's degree	27	57.40%	16	64.00%	85	69.10%
Master's degree	16	34.00%	9	36.00%	28	22.80%
Doctoral or above	2	4.30%	0	0.00%	0	0.00%
Occupation						
Employed, Full-time	19	40.40%	16	64.00%	48	39.00%
Employed, Part-time	0	0.00%	0	0.00%	5	4.10%
Business Owner	14	29.80%	2	8.00%	15	12.20%
Student	9	19.10%	3	12.00%	50	40.70%
Homemaker	4	8.50%	4	16.00%	4	3.30%
Others	1	2.10%	0	0.00%	1	0.80%
Personal Income						
Less than 15,000	8	17.00%	2	8.00%	33	26.80%
15,001 - 25,000	1	2.10%	3	12.00%	19	15.40%
25,001 - 50,000	9	19.10%	14	56.00%	42	34.10%
50,001 - 80,000	13	27.70%	3	12.00%	19	15.40%
Higher than 80,001	16	34.00%	3	12.00%	10	8.10%

Reasons to Purchase	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
General health benefits	4.6	0.5	4.2	0.9	3.8	0.8
Weight management	3.1	1.3	3.4	1.2	4	1
Special dietary needs	2.9	1.2	1.9	1.1	2.2	1.1
Food allergy	1.7	1.2	1.3	0.7	1.9	1.1
Healthier image	3.1	1.6	3	1.3	3.1	1.1
Freshness	2.7	1.1	3.1	1.3	3	1.1
Busy lifestyle	4.5	0.6	4	1.2	4	0.7
Preference for variety	3.1	1.1	3.8	1	3.2	0.9
Strong brand reputation	2.9	1.3	2.6	1.2	2.9	1
For friends or family	3.6	1.2	3.1	0.8	3.3	0.8

Influencing Factors	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Taste	3.7	1	4.4	0.7	4.4	0.7
Variety of menu	3.6	0.9	4.1	1.1	3.7	0.8
Quality of ingredients	4.9	0.3	4.7	0.6	4.5	0.6
Packaging design	2.8	1	3.1	0.8	3.4	0.8
Reasonable price	3.4	1.1	4.1	0.9	3.9	0.8
Flexible payment options	2.6	1.1	3.6	1.1	3.7	0.9
Physical store	4.6	0.5	3.9	0.8	3.7	0.9
Location of shop	4.3	0.8	3.2	1	3.7	0.8
Parking facilities	3.8	1.2	3.3	1.1	3	1.1
Delivery service	2.6	1.3	2.4	1.1	3.3	1.2
Online review	2.6	1.2	3.8	1.1	3.3	0.9
Advertising	2.9	0.8	2	1.1	2.6	0.9
Point-of-sale displays	4.4	0.8	3.3	1.3	4.1	0.7
Free product sample	3.5	1.1	2.8	0.9	3.3	1
Discount price	4.2	0.8	2.6	0.9	4	0.8
Special offers	4	1	2.6	1	4.1	0.8
Positive word of mouth	4.4	1	2.5	1.2	4.2	0.8

Sought-after Attributes	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Whole grains	35	74.50%	21	84.00%	88	71.50%
Low Fat	43	91.50%	19	76.00%	112	91.10%
Low Sugar	45	95.70%	21	84.00%	109	88.60%
No preservatives	47	100.00%	25	100.00%	123	100.00%
No additives	38	80.90%	9	36.00%	91	74.00%
No artificial colors	47	100.00%	25	100.00%	123	100.00%
Organic	21	44.70%	10	40.00%	60	48.80%
Use natural sweetener	26	55.30%	16	64.00%	71	57.70%
Egg-free	6	12.80%	0	0.00%	8	6.50%
Vegan	5	10.60%	2	8.00%	4	3.30%
Dairy-free	6	12.80%	0	0.00%	9	7.30%
Gluten-free	7	14.90%	2	8.00%	8	6.50%
Nut-free	5	10.60%	0	0.00%	14	11.40%
Low-calorie	6	12.80%	1	4.00%	3	2.40%

Location of Purchase	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Online bakery shops	4	8.50%	1	4.00%	6	4.90%
Bakeries franchises	8	17.00%	9	36.00%	30	24.40%
Cafe or bakery shops	3	6.40%	2	8.00%	16	13.00%
Healthy food restaurants	10	21.30%	0	0.00%	4	3.30%
Healthy products shops	13	27.70%	3	12.00%	15	12.20%
Supermarkets	9	19.10%	10	40.00%	52	42.30%

Frequency of Purchase	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
1-2 times per month	11	23.40%	2	8.00%	33	26.80%
3-4 times per month	4	8.50%	8	32.00%	26	21.10%
1-2 times per week	19	40.40%	10	40.00%	36	29.30%
3-4 times per week	13	27.70%	5	20.00%	26	21.10%
Everyday	0	0.00%	0	0.00%	2	1.60%

Average Spending on Bakery Products	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Less than 100 Baht	3	6.40%	4	16.00%	27	22.00%
101-300 Baht	33	70.20%	18	72.00%	77	62.60%
301-500 Baht	9	19.10%	3	12.00%	16	13.00%
More than 500 Baht	2	4.30%	0	0.00%	3	2.40%

Time of Consumption	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Breakfast	21	44.70%	10	40.00%	49	39.80%
Lunch	0	0.00%	0	0.00%	7	5.70%
Dinner	0	0.00%	2	8.00%	9	7.30%
Snack during the day	26	55.30%	13	52.00%	58	47.20%

Repeat Purchasing Behavior	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Yes	15	31.90%	11	44.00%	45	36.60%
No	32	68.10%	14	56.00%	78	63.40%

Difficulties or Restrictions	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	N	%	N	%	N	%
Bland or unpleasant taste	9	19.10%	9	36.00%	51	41.50%
Limited access or outlets	20	42.60%	11	44.00%	24	19.50%
Limited selection	3	6.40%	0	0.00%	1	0.80%
Expensive price	9	19.10%	3	12.00%	37	30.10%
Short shelf life	1	2.10%	0	0.00%	1	0.80%
Inconvenient purchase	5	10.60%	2	8.00%	9	7.30%

Social Media Usage	Challenged but Mindful		Busy but Healthy		Young, Fit and Firm	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Facebook	4.3	0.9	4.4	0.8	4.6	0.6
Instagram	3.4	1	2.9	1.3	3.5	1.1
YouTube	3.1	1	3	0.9	3.7	0.9
LINE	4.7	0.8	4.8	0.4	4.5	0.8
Twitter	1.9	1.1	2.1	1	1.9	0.9

BIOGRAPHY

Name	Miss Khaekwan Boonsansaard
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Educational Attainment	2007 – 2011: Bachelor of Arts in English, Faculty of Arts, Chulalongkorn University
Work Experiences	2012 – 2014: Flight Attendant Qatar Airways

