INTRINSIC AND EXTRINSIC FACTORS AFFECTING CONSUMER PURCHASE

INTENTION FOR READY-TO-EAT FOOD IN BANGKOK AND ITS VICINITY

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Intrinsic and extrinsic factors affecting consumer purchase intention for ready-to-eat food in Bangkok and its vicinity (65 pp.)

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ABSTRACT

This research was aimed to study the intrinsic factors in term of convenience, health consciousness, product taste, product quality, and extrinsic factors in terms of price, product advertisement, product availability that led to purchase intention of ready-to-eat (RTE) food of consumers in Bangkok and its vicinity. The closed-end questionnaires were applied to gather data from 250 consumers in Bangkok and its vicinity. The results indicated that the majority of respondents were 20-40 years old with equal percentage of male and female population. The research revealed that convenience was the most affecting intrinsic factor for the purchase intention of consumers, followed by the extrinsic factor in terms of product availability and product advertisement respectively. The remaining factors including price, product quality, health consciousness, and taste did not affect the purchase intention of consumers in Bangkok for RTE food.

Keywords: Ready-to-eat food, Intrinsic factor, Extrinsic factor, Purchase intention

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CHAPTER 1

INTRODUCTION

This chapter provides background and rationales for the study of extrinsic and intrinsic factors affecting ready-to-eat (RTE) food purchase intention of consumers in Bangkok. Moreover, the purpose and significance of the study will be described in this chapter.

1.1 Rationale and Problem Statement

The lifestyle of the consumers has been changing regarding food habits and they are giving more preference to convenience food than home cooked meal (Lichtenstein & Ludwig, 2010). Due to the busy lifestyle and working overtime, many consumers pick ready to eat food from the retail shops since they do not find time for cooking or meal preparation (Gatley, Caraher, & Lang, 2014; Pollan, 2007; Warde, 1999). RTE food refers to the food that did not require additional ingredients and takes less time or few steps like heating for preparation before consuming. The most common category of RTE food is frozen products/meals and take-away meals. Frozen food, convenience food, canned food, instant noodles, and preserved food are some examples of ready to eat meals (Selvarajn, 2012).

The Asian market is a very competitive market for RTE food especially in the countries like Thailand, Taiwan, etc. According to the statistics, 49% of consumers in Asia Pacific go for RTE food while 25% prefers regular food (Thienhirun & Chung,

2017). More hectic lifestyle, easy availability of ready meals and expansion of the suppliers providing ready meals are the main factors for the increase demand of RTE food in Thailand. Teenagers prefer going for RTE at retail shops to socialize with friends since they find it cheaper than eating in restaurants. The stores like 7-Eleven, Family mart, and others are also providing microwaves and hot water for their customers for the preparation of RTE food.

However, ready-to-eat food is not popular in every country. In Malaysia, people think RTE food has preservative and artificial colors due to its longer shelf life. Similarly, in Singapore RTE meals are not popular due to rise in health awareness. In Vietnam, the vegetarian RTE meals are more demanding due to religious beliefs. Hence, we can say that the demand for RTE food varies among Asian countries and depends on attitudes and preferences of the consumers. From the previous studies, it has been found that the convenience has been a major key factor for the selection of RTE food (Ahlgren, Gustafsson, & Hall, 2005; Capps, Tedford, & Havlicek, 1985; De Boer, McCarthy, Cowan, & Ryan, 2004). In addition, the lack of time to spend on cooking and lack of cooking skills also motivate the consumers to go for RTE food (Gofton, 1995; Jabs & Devine, 2006). Apart from these factors, taste, freshness, price, and appearance also plays important role in the selection of RTE food over traditional cooking method. For the health concern consumers, calorie intake is an important factor. Sales growth of 82% was generated by the low calorie content RTE food and that was considered to be 75% of total product sales compared to high calorie content products (Cardello & Wolfson, 2013).

There are several other factors affecting consumers buying decision of ready to eat food. The design and appearance of packaging also play important role in the selection of RTE food. The consumers cannot judge inside product at their first sight, so most of the consumer prefer to go with its outer appearance. In addition, the location of sales and promotion of the products plays an important role in the sales of these kinds of products. Hence, we can find the retail shops like 7-Eleven or family mart mostly have promotions and discounts on new RTE products.

The demand of RTE food has been increasing in Thailand, especially in big cities like Bangkok due to increase in hectic work load, less time and motivation to cook meals by themselves. The expenditure spends on RTE food accounted as 65% of total food expenditure in Bangkok in 2013 and also found that 47.8% of total households eat RTE food every week (Kastner, 2016; National Statistical Office, 2013a, 2013b). According to W&S Thailand Market Research survey 2016, 44% of Thais consumes RTE healthy food more than once a week and 19.3% consume every day. In other words, more than half the population consumes RTE healthy food on a very regular basis. In Bangkok, people normally eat RTE food at the office and in the car during a traffic jam. The well-known Thai RTE food normally contents one rice with curry or salad and noodles with different flavors. However, western style RTE food products are also getting popularity in Thailand like sandwiches, burgers and rice balls. In 2015, there was a 13% increase in RTE food sales, which has been resulted in 163.5 million dollars (Euromonitor, 2015) and it has been forecasted to increase more in coming years. According to Euromonitor, Charoen Pokphand Foods (CPF) and S&P Syndicate, both Thai companies, as having

taken the top two spots in the sector in 2015. Thai Beverage (ThaiBev) and Singha

Corporation Co., both of which were initially breweries, have also become major players

in the ready to eat segment.

      With the family size getting smaller in cities, busy lifestyles and the knowledge of

RTE food to Thai consumers leads the manufacture to develop various kinds of RTE food

in Thailand (Kosulwat, 2002). Along with the frozen food meal, which is a common type

of RTE product, chilled ready meals and instant noodle meals are also gaining popularity

in Thailand. Thai consumer finds less time for cooking and so these pre-cooked products,

frozen meals are available in the convenience stores all over Thailand and Thai

consumers ask the staff to warm the RTE food in a microwave before eating (Kastner,

2016).

      This research study was conducted to study the Thai consumer's attitude towards

RTE food. Bangkok and its vicinity had been taken as a main focused study area. The

research was aimed to comprehend intrinsic and extrinsic factors affecting consumer

purchase intention for ready-to-eat food in Bangkok.

1.2 Objectives of the Study

      The purpose of this research is to explore extrinsic and intrinsic factors and their

effects on the purchase intention of consumers for the ready-to-eat food in Bangkok and

its vicinity. The objective is divided into subcategories as below:

- To study the effect of the intrinsic factors in terms of convenience, taste, product quality, and health consciousness on consumer purchase intention for RTE food.

- To study the effect of the extrinsic factors in terms of price, product availability, and product advertisement on consumer purchase intention for RTE food.

1.3 Significance of the Study

This study will help to understand the consumer behavior and their decision making attitude for the purchase intention of RTE food, which varies for different factors (intrinsic and extrinsic). This will be helpful for the suppliers and manufacturers to make changes in their product attributes as well as marketing strategies to increase their product sales. Finally, this study will find out which factors will affect the consumer purchase intention at maximum level and which will be less effective and hence will be useful for further development and promoting RTE food products in future business.

CHAPTER 2

LITERATURE REVIEW

Consumer's social, economic characterizes and demographic variables were considered as important variables which has been useful in the decision making process for the consumption patterns of food products in a family. It has also called as consumer purchase intention. Purchase intention is a plan or intention regarding the purchase of a certain product or service in the future (Paul & Fred, 1985). It was very useful for the understanding of the possibility that leads the consumer to go for that product or service, in other words, it has been also used to measure a specific product buying possibility of the consumers (Schiffman & Kanuk, 2004). It was also described as a key indicator in the prediction of consumer behavior and in the evaluation of a certain product (Keller, 2001).

2.1 Related Theories and Studies

This study has been carried out by considering two types of product attributes, intrinsic factors and extrinsic factors. Intrinsic factors mainly include convenience, product quality, health consciousness, and taste while extrinsic factors include price and product availability.

2.1.1 Intrinsic Factors

2.1.1.1 Taste

Taste was considered as the most influence performance factor of a

product attribute and it has been highly rated (Schroder & Earle, 1988). Taste can only be

evaluated after the post purchase of the product except in some cases samples are given

to the consumers as a free trial product. It was considered as a major factor among the

children in selection of ready-to-eat food as per the data from the American Association

of Family and Consumer Sciences (2005). The consumers, who found the RTE food

products good in taste, often tend to buy the same product and recommend it within their

social contacts. Hyun, Chae, & Kisang, (2010) study suggested that, it is very important

for the manufacture to provide free samples or discounted samples of their new products

before launching it, so that consumer get aware of product taste.

2.1.1.2 Convenience

In terms of RTE food, convenience means ease of product availability and

product preparation for the consumers. Convenient RTE food products were being

defined as food that has been provided to the consumers so that there was ease in product

buying, preparation and consumption, which takes less effort than preparing a normal

meal (Luning, 2001). The main advantage involves in this product attribute was saving of

the time, which was considered as very important factor in fast growing and busy society

like Bangkok and vicinity. Decrease in the amount of household activities was a key

factor responsible in an increase demand for convenience RTE food products.

Convenience was related in reduction of the effort or time required either in shopping,

preparation, cooking and post cleaning activities by the consumers. In Thailand, convenience stores like 7-Eleven, CP fresh mart, Family mart, Lawson 108 shop and so on got firmed position as a retailer in providing RTE food. In Thailand, 7-Eleven covers around 63% of total convenience store in the country.

2.1.1.3 Health Consciousness

Nowadays, consumers are becoming more concerned about their health. In big cities like Bangkok since the maximum number of consumers are well educated, they kept track of their daily calorie intake. Hence, health consciousness was also major effective factor in selection of RTE meals in urban areas. Consumers are aware of the issues caused due to lack of nutrition and physical fitness (Kraft & Goodell, 1993). They mostly looked at the ingredients and the expiry of the food products before buying it. Hence, for better purchase intention of RTE food, increasing the health care through proper nutrition is a key factor and this research has considered health consciousness as a major factor to be studied for the consumers in Bangkok.

2.1.1.4 Product Quality

Product quality or perceived value was defined as what the consumer expected to get and what actually he got back from the product (Julie & Dhruv, 1994). It was mostly considered as a result of product evaluation by the consumer. It has been found that consumers were ready to pay more for the product in order to get quality returns in terms of taste, nutrients and other health benefits. Product quality was an important factor in consumer decision making process and will get positive results for the product with a higher perceive quality (Dodds & Monroe, 1985). According to the study

of Peter & Alan (1990) it was found that the purchase intention probability increases if the consumers get more benefits or more quality for what they have paid. Hence, product quality was taken as a one of the major key factors for the RTE products purchase intention

2.1.2 Extrinsic Factors

2.1.2.2 Price

Price was an important factor affecting the consumer purchase behavior (Smith & Carsky, 1996). Normally, consumers compare the price in terms of what they had paid for the product and what they had got in return in terms of service and quality. Price was a tool, which has been creatively used for marketing to help to attract customers, built their loyalty and create satisfaction (Garton, 1995). Price searching and price comparison were very responsive to consumer buying intention (Dawson, 1995). The food's price importance depends on the consumer income. Sometimes consumers would like to go for or prefer many products as high ranking in their preference list but mostly got prohibited because of the product high price (Walter & Bergiel, 1989). Consumers have a fixed mind intention of considering high price products are of high quality and conversely, low price products come with low quality (Etgar & Malhotra, 1981). The relationship between price and consumer purchase intention has always been clear, the higher price has considered as an obstacle for purchase decision making especially for the lower income consumers (Anssi & Sanna, 2005). Price was an element for the purchase behavior control because of its ability to limit the consumers based on

their income (Zeinab & Seyedeh, 2012). Hence, from aforementioned studies it shows that price impacts very highly on consumer purchase intention for the RTE food.

2.1.2.3 Product Availability

Availability was also one of the main factors, which leads to effect RTE product sales (Davies et al., 1995). Many consumers like it when they found their specific product easily available in convenience stores like 7-Eleven and others. There should not be a need to go to shopping malls like Tesco, BigC to buy the RTE food since the consumers do not like to buy in bulk but rather buys it on the needy basis. Hence, this factor was also considered in this research study to find out its effect on consumer purchase intention.

2.1.3 Purchase Intention

Purchase intention can be defined as intention or plan to purchase any type of product or service (Paul & Fred, 1985). It has been very useful to predict or understand the consumer's possibility of buying the good or service (Schiffman & Kanuk, 2007). Hence, it was an important key indicator for the prediction of consumption behavior (Keller, 2001). In the behavior of a consumer for the buying of a product or service, purchase intention was developed by different ways like product recognition, alternative product evaluation, and post purchasing returns in terms of service or quality. Once the decision has been made by the consumer for buying the product they got driven by their intentions. Alteration in purchase intention decision making was influence by change in price, quality and value (Zeithaml, 1988).

2.2 Hypotheses

The hypotheses in this study were developed to study the relationship between the independent variables (intrinsic and extrinsic factors) and dependent variable (purchase intention). They were proposed as follows:

H1: Intrinsic factor in terms of convenience affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H2: Intrinsic factor in terms of health consciousness affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H3: Intrinsic factor in terms of taste affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H4: Intrinsic factor in terms of product quality affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H5: Extrinsic factor in terms of price affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H6: Extrinsic factor in terms of product advertisement affected RTE food purchase intention of consumers in Bangkok and its vicinity.

H7: Extrinsic factor in terms of product availability affected RTE food purchase intention of consumers in Bangkok and its vicinity.

2.3 Conceptual Framework

Based on the literature review with previous works, the conceptual model of the study is illustrated as Figure 2.1.
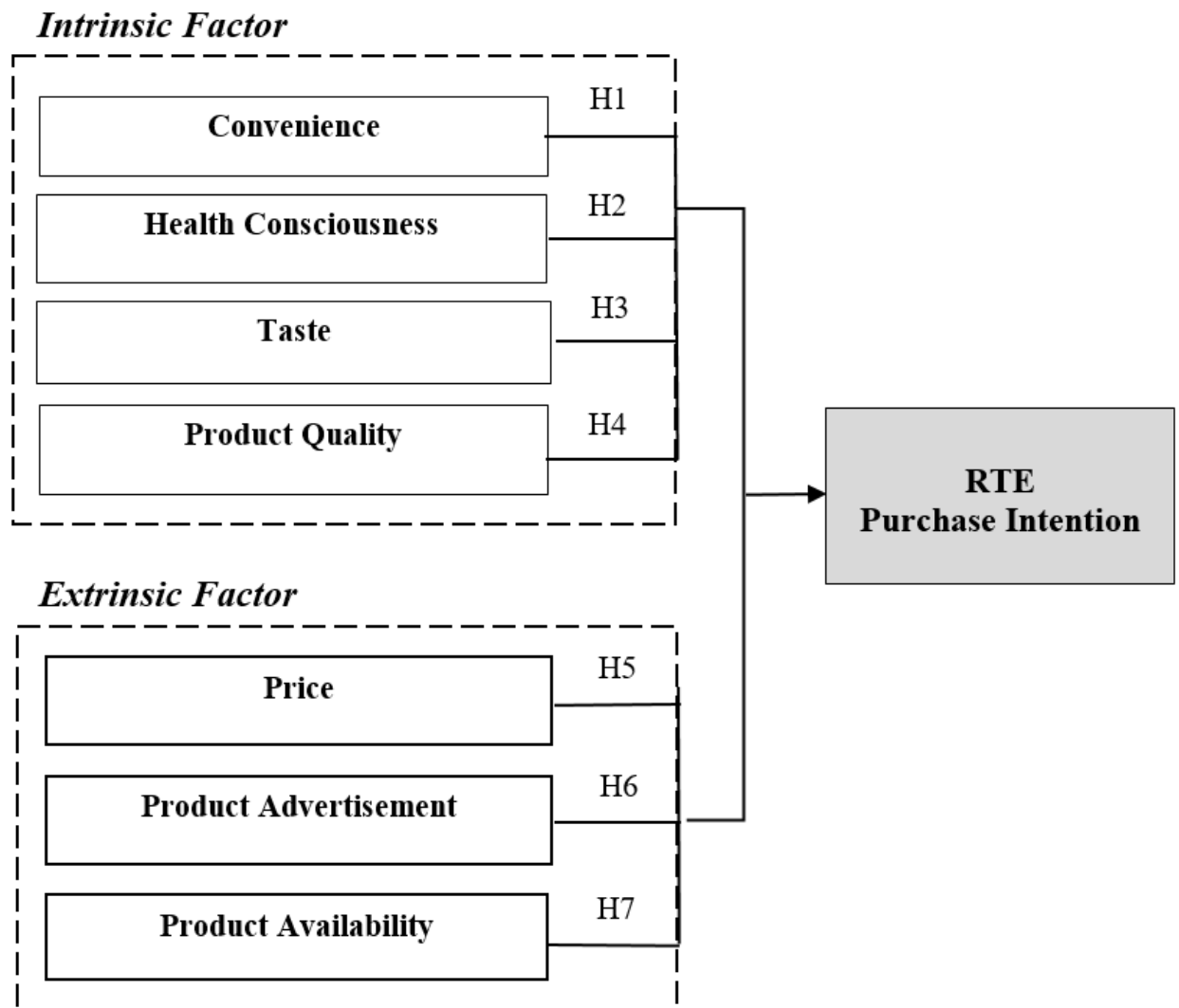
Figure 2.1: The Conceptual Framework

The conceptual framework in this study is portrayed the relationship between the independent variables: a) intrinsic factors consisting of convenience, health consciousness, taste, product quality (Hyun et al., 2010), and b) extrinsic factors consisting of price, product advertisement, product availability (Jaafar et al., 2012; Thuy et al., 2015) and the dependent variable which is consumer purchase intention (Jaafar et al., 2012).
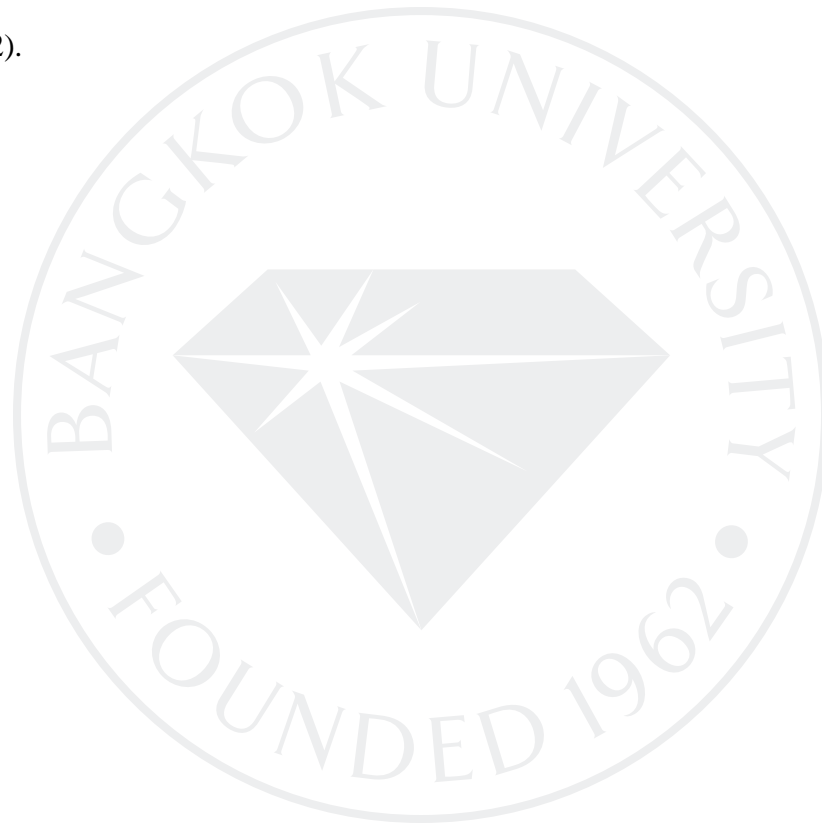
CHAPTER 3

METHODOLOGY

This research was undertaken to study the consumer attitude and perception towards RTE food and to understand the effect of various intrinsic and extrinsic factors on purchase intention for RTE food. The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The details of the research methodology procedure were described as below.

3.1 Research Design

This research study has adopted quantitative approach to study extrinsic and intrinsic factors and their effects on purchase intention of consumers for ready-to-eat food in Bangkok and its vicinity. The primary source of data and information in this study was gathered from survey questionnaires (Rowley, 2014) and other reliable secondary sources such as relevant journals, articles, and online database.

3.2 Population and Sample Selection

Bangkok and its vicinity city has been selected as a research area since these area are the main market share of RTE food and there are different types of consumers in terms of income, eating habits, lifestyle, etc. The data collection was mainly taken place

at different universities. Initially, a set of 45 questionnaires were collected for pilot test.
To calculate the statistical power of the collected 45 samples, G*Power software was
used with the set of (1- ß) equal to 0.95, (α) equal to 0.05, and the number of tested
predictor equal to 7 for the calculation of appropriate sampling size. Some questions were
deleted and some were modified base on the results of pilot study. Following the output
results of the G*Power program, sample size of this research was 250.

　　　Then, the multi-stage sampling technique was used with simple random sampling
by randomly selected five universities in Bangkok namely Asian Institute of Technology
Pathumthani, Kasetsart University, Bangkok International-University, Assumption
University and Chulalongkorn University. Additionally, the quota sampling technique
was implemented to collect 50 respondents from each of these universities (50
respondents/ universities). Finally, convenience sampling technique was utilized for
collecting data from the target sample at canteens, libraries and convenient stores in these
universities. A summary of demography data of respondent showed that there was no
gender bias detected.

Table 3.1: Study Areas with Number of Samples

Bangkok and Its Vicinity	Number of Sampling
Asian Institute of Technology, Pathumthani	50
Kasetsart University	50
Bangkok International University	50
Assumption University	50
Chulalongkorn University	50
Total	**250**

3.3 Research Instrument

A close-ended questionnaire was utilized as research instrument consisting of a series of questions for gathering information from respondents in the study. A set of 250 questionnaires was distributed to consumers who were interested and had experience in eating RTE food. These 250 set of questionnaires were used for final data analysis. The medium of data collection was purely English since most of the population in the international universities in Bangkok city could be able to speak and understand English. The questionnaire was used as an instrument for data collection and was divided into 5 sections as follows:

- **Section 1**: Consumer information. This section includes the generic information regarding the consumers such as age, gender, educational level, income and their family structure. This section was multiple choices questionnaires with nominal and ordinal scale and the respondents could choose only one option.

- **Section 2**: Consumer purchase attitude. In this section the questions were asked to check whether consumers are known of RTE food or not, how often they eat RTE food and what are the reasons for the consumption. This section was also a multiple choices questionnaires with nominal and ordinal scale but the respondents could choose one or more option in some questionnaires.

- **Section 3**: Questions for intrinsic factors. This section consists of questions regarding various intrinsic factors and the consumer's feedbacks for the change of every intrinsic factor.

- **Section 4**: Questions for extrinsic factors. This section has questions regarding various extrinsic factors and the consumer's feedbacks for the change of every extrinsic factor.

- **Section 5**: Consumer purchase intention. This section discuss regarding what conditions consumers will intend to buy RTE food.

In the third and fourth sections were questions asking about consumer attitudes in terms of intrinsic factors like convenience (CV), health consciousness (HC), taste (T), product quality (PQ), and extrinsic factors like price (P) advertisement (AD) and product availability (PA) affecting RTE food purchase intention. The answers of these questions

indicated the respondent's opinions relating to factors affecting RTE food purchase intention. The interval scale measure was implemented using a five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

In the last section, there were five questions asking about RTE food purchase intention (PI) of consumers. The answers of these questions indicated the respondent's opinion on RTE food purchase intention. The interval scale measure was implemented using a five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

3.4 Reliability and Content Validity

The research questionnaires were designed by applying the related theories in previous studies and were checked and approved by the area experts as mentioned in the Appendix A. The samples of the research were selected from the population which included the people who had the direct experiences of using the RTE products specified by this study.

All the statistical analyses were conducted using the IBM SPSS Statistics 19.0 statistical software program. Frequency analysis was conducted first to examine the characteristics of the respondents. Then, thirty-six RTE food related sections were subjected to check reliability statistics. Cronbach's alpha coefficient was used to check the consistency and reliability of all the questions. As per the baseline the score should be in the range of 0.7 to 1.00, the closest to 1 should be the most reliable question

(Nunnally, 1978). The value details of reliability testing results of each part of questionnaire are shown in Table 3.2.

Table 3.2: Reliability Analysis with Cronbach's Alpha Coefficient

Variables	Cronbach's Alpha Coefficient			
	No. of Question	Pilot Test (n = 45)	No. of Question	Field Survey (n = 250)
Convenience (CV)	4	0.728	4	0.707
Health consciousness (HC)	7	0.786	7	0.708
Taste (T)	3	0.709	3	0.701
Product quality (PQ)	6	0.809	5	0.736
Price (P)	4	0.690	3	0.720
Advertisement (AD)	4	0.669	4	0.866
Product availability (PA)	3	0.691	3	0.715
Purchase intention (PI)	7	0.809	7	0.771

Based on the Cronbach's alpha coefficient method to check the reliability of internal consistency, the reliability rating should be in the range of $0.7 < \alpha < 1$ (Nunnally,

1978). The pilot test result scored between 0.690-0.809 which has been considered as acceptable as shown in Table 3.2. Also, the corrected item total correlation for all 36 questions were in the range of 0.318 – 0.766 which were under acceptable level as shown in Appendix.

Finally, the entire questionnaire has been checked by the expertise and has got permission from advisor (Dr. Nittana Tarnittanakorn) for further conduction of the research study and data collection.

Following 3 expertise support in checking the research questionnaire:

- Dr.Anil Kumar   Professor, Asian Institute of Technology, Thailand

- Mr.Sundeep Borude   Area Manager, Food Lenexis Foodworks, India

- Dr. Peeyush Soni   Professor, Asian Institute of Technology, Thailand

3.5 Statistics for Data Analysis

Two types of statistical techniques were carried out for the analysis of the collected data. The techniques used were as follows:

3.5.1 Descriptive Statistics Analysis

In section 1 all the demographic data of consumer such as gender, age, occupation, monthly income, and educational details were taken into consideration and measured in terms of percentage and frequency. From section 2-5, respondent's attitudes towards RTE food in terms of purchase demand, intrinsic factor, extrinsic factor and purchase intention were taken into consideration and are measured and analyzed using mean and standard deviation.

3.5.2 Inferential Statistics Analysis

The main goal for conduction this analysis is to determine the degree by which the independent variable affect the dependent variable. Analysis conduction was done at 0.05 level of statistical significance.

CHAPTER 4

RESEARCH RESULTS

The research findings which derived from data analysis of 250 questionnaire sets were presented in this chapter. The output results were divided and presented as follows:

4.1 Demographic Data

This section includes the presentation of the personal information in terms of gender, age, occupation, educational level, monthly income, and family structure of targeted samples (250) in terms of percentage ratio and frequency. The detail findings were presented in below table.

Table 4.1: Demographic Data (Gender and Age, n = 250)

Demographic Data	Characteristics	Frequency	Percent
Gender	1 = Male	124	49.6
	2 = Female	126	50.4

(Continued)

Table 4.1 (Continued): Demographic Data (Gender and Age, n = 250)

Demographic Data	Characteristics	Frequency	Percent
Age	1 = 18 – 20 years old	22	8.8
	2 = 20 – 39 years old	179	71.6
	3 = 40 – 59 years old	35	14
	4 = Over 59 years old	14	5.6

From the above data, the 250 targeted consumers were almost equally divided, there were 49% of male and 50.4% of female. In terms of age category, the participants were maximum in the age limit of 20 to 39 years with the total number of 179 out of 250 (percentage of 71.6%) and the lowest percentage was an age limit of over 59 years (n = 14, percentage = 5.6%). This show that the young population was more interested in buying RTE food and the senior citizens were not much interested in RTE food and they preferred cooking food at home.

Table 4.2: Demographic Data (Educational Level, n = 250)

Questions	Characteristics	Frequency	Percent
Educational level	High school / vocational	20	8
	Bachelor's degree	104	41.6
	Master's degree	108	43.2
	Doctor's degree	18	7.2

From the targeted population, the people with master degree are maximum (n = 108, percentage = 43.2%) followed by people with bachelor degree (n = 104, percentage = 41.6%). 20 people had high school/vocational certificate (percentage = 8%) while 18 people are with doctorate degree (percentage = 8%). This stated that maximum percentage of the targeted consumer population is educated.

Table 4.3: Demographic Data (Occupation, Monthly Income, Family Structure, n = 250)

Questions	Characteristics	Frequency	Percent
Occupation	1 = Student	95	38
	2 = Government employee	30	12
	3 = Company employee	79	31.6
	4 = Self-employment	37	14.8
	5 = Retiree	9	3.6
Monthly Income	1 = Below 20,000 THB	91	36.4
	2 = 20,000-30,000 THB	46	18.4
	3 = 30,001-60,000 THB	80	13.2
	4 = Above 60,000 THB	33	13.2
Family Structure	1 = Single	128	50.4
	2 = Nuclear family	77	30.8
	3 = Joint family	47	18.8

Out of the targeted population samples, first majority of responders were students (n = 95, percentage = 38%), second majority of responders were company employees (n = 79, percentage = 31.6%), third majority of responders were self-employed (n = 37, percentage = 14.8%), fourth majority of responders were government employees (n = 30, percentage = 12%) and the remaining responders were under retire group (n =9,

percentage = 3.6%). Since the survey was conducted in universities majority of population were students.

Out of the targeted population samples, 36.4% of population had monthly income below 20,000 THB followed by 18% of population had monthly income in range of 20,000 to 30,000 THB, 13.2% of the population had monthly income in the range of 30,000 to 60,000 THB while remaining 13.2% of population had monthly income above 60,000 THB. Maximum population had monthly income below 20,000 THB, this showed that irrespective of monthly income, RTE food are in demand.

128 numbers of responders (percentage = 50.4%) were single while 77 responders (percentage = 30.8%) stayed with their nuclear family and remaining 47 responders (percentage = 18.8%) stayed in joint family. This showed that RTE food are more in demand among the single individual population who stayed without family.

4.2 Consumer Attitude Affecting Purchase Intention

This section represented the data related to consumer attitude and their behavior that affects the purchase intention of the RTE food. The data was presented in terms of percentage ratio and frequency by using statistical techniques as follows in Table 4.4.

Table 4.4: Consumers Buying RTE Food (n = 250)

Questions	Characteristics	Frequency	Percent
Have you ever buy RTE food?	1 = Yes	250/250	100
	2 = No	0/250	0

According to the Table 4.4, all the 250 consumers (percentage = 100%) had an experience in eating RTE food.

Table 4.5: Consumer Opinion for RTE Food (n = 250)

Questions	Characteristics	Frequency	Percent
What is your opinion on RTE food?	1 = Healthy	127	50.8
	2 = Unhealthy	103	41.2
	3 = Others	20	8

The above table showed that in terms of consumer opinion 50.8 % (n = 127) consumer believed that RTE food was healthy while 41.2 % (n = 103) believed that RTE food was not healthy and the remaining 8 % (n = 20) consumers had different opinions regarding RTE food like very convenient, junk food, faster for cooking and so on.

Table 4.6: Location of Buying RTE Food (n = 250)

Questions	Characteristics	Frequency	Percent
Where do you buy RTE food?	Conveniences store (7-Eleven, Family Mart, etc.)	122	48.8
	Supermarket/hypermarkets (BigC, Tesco, Macro, etc.)	47	18.8
	Order online	24	9.6
	Others (Please specify)	57	22.8

Out of the 250 consumers 48.8% (n=122) bought RTE food form convenience stores like 7-Eleven, Family mart, 22.8% (n=57) bought from other sources like local market and shops, 18.8% (n=47) bought from supermarkets like BigC, Tesco, Macro and the remaining 9.6% of consumers (n = 24) found it was convenient to order RTE food online.

Table 4.7: Expenditure Spend on RTE Food (n = 250)

Questions	Cost (Baht)	Frequency	Percent
Monthly expenditure on	1,000 to 2,000	136	54.4
RTE food	2,000 to 3,000	69	27.6
	3,000 to 5,000	29	11.6
	5,000 to 7,000	5	2
	Others (Please specify)	11	4.4

According to the Table 4.7, out of 250 consumers 54.4% (n=136) spend in range of 1,000 THB to 2,000 THB per month on RTE food, 27.6% (n=69) spend in range of 2,000 THB to 3,000 THB, 11.6% (n=29) spend in range of 3,000 THB to 5,000 THB while 2% (n=5) spend in range of 5,000 THB to 7,000 THB per month and the remaining 4.4% (n=11) had not keep monthly spending record.

Table 4.8: Responsible Factors for Buying RTE Food (n = 250)

Questions	Characteristics	Frequency	Percent
Factors responsible	Save cooking time	147	58.8
for buying the of	Easy product availability	112	44.8
ready-to-eat food	Save money	141	56.4
products.	Changing lifestyle	126	50.4
	Others (please specify)	39	15.6

According to the Table 4.8, save cooking time was the highest factor (percentage = 58.8%) that lead consumers to buy RTE food. There are other major factors also like save money (percentage = 56.4%), changing lifestyle (percentage = 50.4%) and easy product availability (percentage = 44.8%) which leads consumers to buy RTE food. In this section consumers had selected more than one factor; hence one consumer may be had different reasons to buy RTE food.

Table 4.9: Purchase Motivation for Buying RTE Food (n = 250)

Questions	Characteristics	Frequency	Percent
Purchase	Advertising	58	23.2
Motivation	Brand	59	23.6
	Product packaging	57	22.8
	Recommendation (from family, friends, colleagues, etc.)	76	30.4

The purchase motivation mainly came from recommendation from friends, family (percentage = 30.4%, n =76) followed by brand (percentage = 23.6%, n =59), advertising (percentage = 23.2%, n =58) and product packaging (percentage = 22.8%, n =576)

4.3 Relationship between Independent and Dependent Variables

This section represents the relationship between independent (intrinsic and extrinsic factor) and dependent variables (purchase intention). To analyze this relationship, multiple regression analysis was used. The details results were shown in table below.

Table 4.12: Multiple Regression Analysis

Factor	β	t	Sig.	Collinearity Statistics	
				Tolerance	VIF
(Constant)		3.086	.002		
Convenience (CV)	.316	5.316	.000*	.757	1.320
Health consciousness (HC)	-.082	-1.364	.174	.747	1.339
Taste (T)	.059	1.121	.263	.985	1.016
Product quality (PQ)	.081	1.311	.191	.702	1.425
Price (P)	-.067	-1.278	.203	.979	1.021
Advertisement (AD)	.221	3.659	.000*	.734	1.362
Product availability (PA)	.192	3.044	.003*	.672	1.489

$R^2 = 0.351$, $AR^2 = 0.332$, F = 18.705, *p<0.05

From the table 4.12, it was found that the convenience (sig= 0.00), advertisement (sig= 0.00) and product availability (sig= 0.03) affected the purchase intention of ready-to-eat food (RTE) of consumers in Bangkok and its vicinity at 0.05 level of statistical significance. The findings also revealed that the convenience (ß = 0.316) had strongest weighs among all factors towards purchase intention of consumers followed by advertisement (ß = 0.221) and product availability (ß = 0.192) respectively. While

product price, product quality, health consciousness, and taste (Sig > 0.05) had no effect

on purchase intention for RTE food of consumers in Bangkok.

Table 4.13: Model Summary Data

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.593[a]	.351	.332	.54315	.351	18.709	7	242	.000

a. Predictors: (Constant), PA, TC, PP, HC, CV, AD, PQ

The significant F value from the table 4.13, was equal to 0.00 which showed that

all the variables were significant with each other. The R-square in this study was 0.351

which explained that convenience, advertisement and product availability had 35.1 % of

the influence toward the RTE food purchase intention of consumers in Bangkok and

vicinity.

Variance Inflation Factor (VIF) and Tolerance was used for detecting the

multicollinearity problem. Multicollinearity was the method for determining multiple

correlations among independent variables and uncorrelated assumption of independent

variables. It occurred when independent variables in a regression model are correlated.

Tolerance value must greater than .2 (Miles & Shevlin, 2001) while VIF value must less

than 5 (Zikmund, Babin, Carr, & Griffin, 2013, p.590). VIF values of this study were

1.016-1.489 which were less than 5 and the Tolerance values ranged between 0.672-

0.985. Hence, there was no multicollinearity in this research.
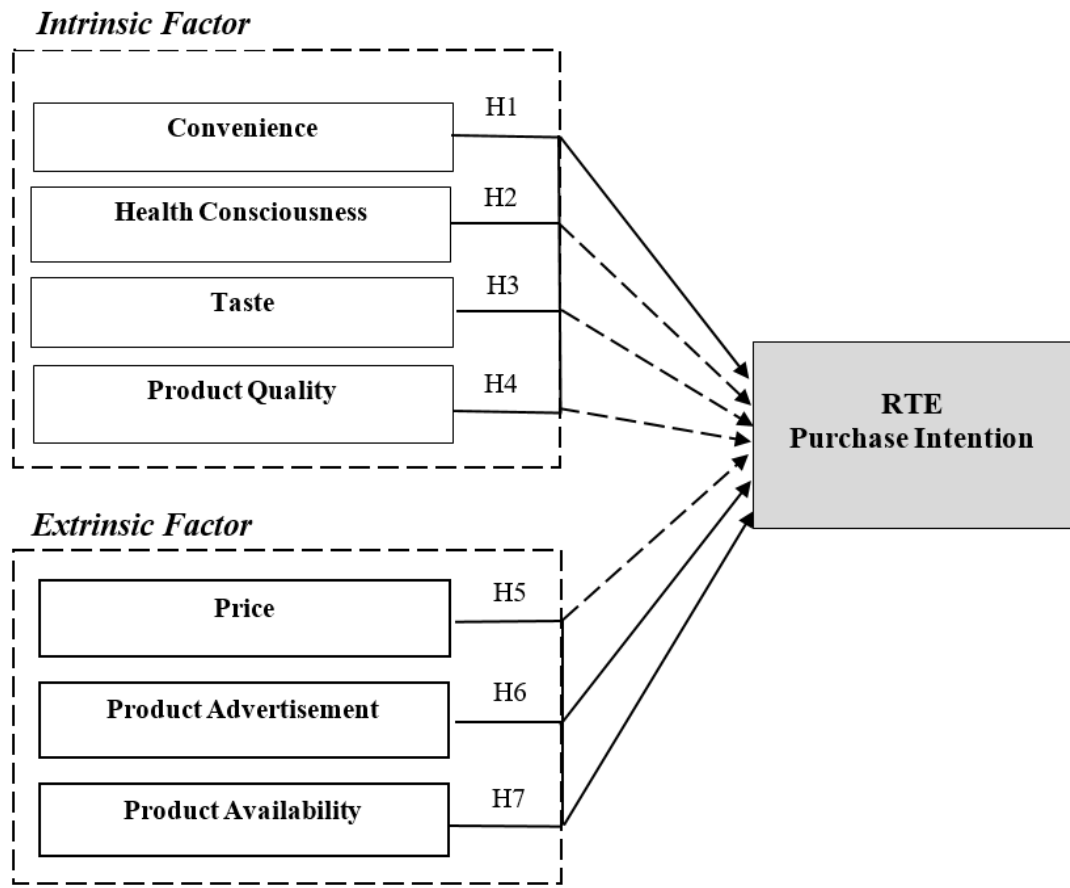
Figure 4.1: Summary Results of Inferential Statistics Analysis for Hypothesis Testing

All factors affecting consumer purchase intention are represented in dark arrows

(convenience, product advertisement, product availability) while the factors which had no

effect on consumer purchase intention (taste, convenience, product quality, health

consciousness, price) are represented in dash arrows.

4.4 Hypothesis Testing Summary

Regarding to the inferential statistics analysis, hypothesis testing of intrinsic factors and extrinsic factors affecting RTE food purchase intention of consumers in Bangkok and its vicinity, the results were summarized in the following table:

Table 4.14: Summarized of Hypothesis Testing Results

Hypothesis	Results
H1: Intrinsic factor in terms of convenience affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Support
H2: Intrinsic factor in terms of health consciousness affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Not Support
H3: Intrinsic factor in terms of taste affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Not Support
H4: Intrinsic factor in terms of product quality affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Not Support
H5: Extrinsic factor in terms of price affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Not Support

(Continued)

Table 4.14 (Continued): Summarized of Hypothesis Testing Results

Hypothesis	Results
H6: Extrinsic factor in terms of product advertisement affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Support
H7: Extrinsic factor in terms of product availability affected RTE food purchase intention of consumers in Bangkok and its vicinity.	Support

From the table 4.12 and 4.14, it has been clear that the hypothesis H2, H6 and H7 affect the purchase intention while hypothesis H1, H3, H4, and H5 did not affect the purchase intention of the consumers for RTE food. The hypothesis testing result summary data has been illustrated in the above table.

CHAPTER 5

DISCUSSION

This research was quantitative research which aimed in studying the intrinsic and extrinsic factors affecting consumer purchase intention of RTE food in Bangkok and its vicinity. The questionnaires were used for data collection of 250 consumers within Bangkok and its vicinity. SPSS Statistical software was used for analysis. Descriptive analysis was carried out in terms of the percentage, frequency, mean, and standard deviation of targeted consumers. Hypotheses were made and multiple regression analysis was used for testing these hypotheses. The overall results were summarized and discussed in below following sections.

5.1 Research Findings

Results from the descriptive analysis showed that out of 250 consumers 50% were male and 50% were females with maximum participants within the age of 20 – 45 years with the maximum percentage of participants had a bachelor and master degree. All of the participants had eaten RTE food and are very well known of this type of food.

The results of multiple regression analysis showed that the factors affecting RTE food purchase intention of consumers in Bangkok and vicinity at a significant level of 0.05 were convenience (sig= 0.00), advertisement (sig= 0.00) and product availability (sig= 0.03). In addition, the results showed that the convenience had strongest weights

among all factors towards purchase intention of consumers followed by product advertisement and product availability respectively. The remaining factors including price, product quality, health consciousness, taste had no effect on purchase intention of consumers in Bangkok and vicinity for RTE food. The consumers in Bangkok and vicinity gave more preference to convenience since in their day to today busy schedule, saving cooking and post-cooking time was highly important to them. It was also important that the consumer finds their food easily since they did not prefer wasting time in searching for food away from their home or workplace. The main means of all the information related to RTE food is considered an advertisement since the consumers in Bangkok and vicinity were highly affected by the product advertisement that drives them to buy a specific brand or a specific type of RTE food.

5.2 Discussion

Hypothesis 1: Intrinsic factor in terms of convenience affected RTE food purchase intention of consumers in Bangkok and its vicinity. The research study results supported this hypothesis giving convenience as one of the most affecting intrinsic factor for the purchase intention of consumers. The respondents believe that the selection of RTE food mostly was due to its advantage as the convenience in terms of cooking and post-cooking activities since they had less time due to their busy schedule. This supported the study by Gofton (1995), which suggested that the consumption of RTE food was increase because the number of households and number of housekeeping activities by the ladies in the family had been decreasing due to their involvement in outside jobs. As this

research had been carried out in Bangkok and its vicinity where everyone lives in fast paced lifestyle and had a lot of time pressure, they got more involved in buying RTE food since it supported time saving.

Hypothesis 2: Intrinsic factor in terms of health consciousness affected RTE food purchase intention of consumers in Bangkok and its vicinity. The research study results did not support this hypothesis giving health consciousness as not one of the factor affecting the purchase intention of consumers. From the demographic data, the consumers were mostly in the age range of 20-40 years. The consumers at this age range seem to be very busy and tend to have little attention on the health consciousness for their meals. They seem not to be interested in watching out calorie intake as well as the nutritious value of their meals (Hyun et al., 2010).

Hypothesis 3: Intrinsic factor in terms of taste affected RTE food purchase intention of consumers in Bangkok and its vicinity. The research study results did not support this hypothesis giving taste as not one of the factor affecting the purchase intention of consumers. The consumers did not keep in mind for the food taste quality while selecting the RTE food. Hence, they select the less tasty food even though they had consumed it before as long as they can get it conveniently (Kastner, 2016).

Hypothesis 4: Intrinsic factor in terms of product quality affected RTE food purchase intention of consumers in Bangkok and its vicinity. The research study results did not support this hypothesis giving product quality as not one of the factor affecting the purchase intention of consumers. Purchase intention probability increases if the consumers get more benefits or quality than what they had paid (Cardello, 1995) &

(Nguyen, 2015). It was observed from analyzed data that consumers in Bangkok and its vicinity did not care much about quality so far it was in affordable range.

Hypothesis 5: Extrinsic factor in terms of price affected on the RTE food purchase intention of consumers in Bangkok and its vicinity. The research study results did not support this hypothesis giving price as not one of the factor affecting the purchase intention of consumers. Consumers compare the price in terms of what they had paid for the product and what they had got in returns in term of service and quality. Price can be creatively used for marketing that helped to attract customers, built their loyalty, and create satisfaction (Schiffman & Kanuk, 2007). Price were the significant concerns of students when they make a decision of buying RTE food. The student group, who had the limited income, carefully considers the balance between their finance and eating habits. Accordingly, manufacture of RTE food should be careful while setting the price for RTE food.

Hypothesis 6: Extrinsic factor in terms of product advertisement affected RTE food purchase intention of consumers in Bangkok and its vicinity. This supported the study done by Chen (2011) which stated that consumers acquired more information about the RTE food products specially when there was more number of different types of brands. When the more advertisement or product information given to the consumers, the positive effect on the consumer purchase intention increased. This also supported with the study done by Beneke (2011) which stated that the information given by advertisement help consumers to differentiate the different products and buy the best one. In the busy city like Bangkok and its vicinity advertisement places important role since

the consumers had less time to go to shopping mall and compare the available products.

Instead of that they always seek this information from advertisements through various

channels like online ads, ads on a train or in public places, and so on.

Hypothesis 7: Extrinsic factor in terms of food product availability affected RTE

food purchase intention of consumers in Bangkok and its vicinity. This support the theory

done by Davies and Smith, (2004) which stated that availability was one of the leading

factors that had affected RTE product sales. Consumers living in metro cities like

Bangkok and vicinity got very limited time to search for the food of their needs hence it

was very convenient for them if the RTE food available in any shop. Consumers in

Bangkok and vicinity normally avoided spending much time searching the food of their

choices and mostly selected RTE food since it was easily available. Hence it can be

concluded that an increase in the availability will cause an increase the RTE food sales.

5.3 Recommendation for Managerial Implication

This study had been carried out to understand the most affecting factor during the

purchase intention of consumers to buy RTE food in Bangkok and vicinity. Convenience,

advertisement and product availability had been shown positive effects on purchase

intention. Hence, the retailers should focused more on these factors when considering

sales of their product in Bangkok and vicinity. These factors should be considered as

important norms during the marketing segmentation of RTE food products. RTE food

should be ready available in various shops, public transportation places, colleges and

other public places so that the consumers can find them readily available. The sales team should able to focus more on advertising there new RTE products by various means like road shows, exhibitions, free taste sample distribution and so on.

5.4 Recommendation for Further Research

The scope of this study was only limited to the Bangkok and its vicinity areas with 250 consumers as sample size applying quantitative research methods. This research could be extended by increasing targeted consumer size to get more clear idea and to get more reliable result. For the better and deeper understanding of consumer behaviors and purchase intention, the target population could be studied based on different ranges of age or different income group or by studying specific gender.

The data collection locations are mainly selected as universities, this targeted area can be expanded for further research targeting various different public places around Bangkok and its vicinity. It is also recommended to consider other approaches such as multidimensional scaling for future analysis and to carry the same research in different parts of Thailand mostly dividing them into three regions as North, Central and South to get more details information regarding RTE food purchase intention.

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APPENDICES

APPENDIX A:

Survey Questionnaire

QUESTIONNAIRE:

Intrinsic and Extrinsic Factors Affecting Consumer Purchase Intention for

Ready-to-eat Food in Bangkok

This survey research was aimed to comprehend intrinsic and extrinsic factors affecting consumer purchase intention for ready-to-eat food in Bangkok. This study is a part of BA715: Independent Study, Graduate School of Bangkok University.

Ready to-eat food are those food that are exposed for sale and can be consumed, without any additional processing or cooking. Canned food, instant products, retort food, fast food, frozen food, dried food, preserved food comes under the category of ready-to-food.

Survey is conducted for the better understanding of factors leading to the purchase intention of ready-to-eat food in today's consumer lifestyle. This understanding will enable food companies to develop effective marketing strategies for product development according to change lifestyle. This questionnaire is a tool to achieve this output. I would appreciate if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Part 1: Consumer Information

Explanation: Please mark ✓ into ❏ that matches your information the most.

1. Gender:

    ❏ 1) Male   ❏ 2) Female

2. Age:

    ❏ 1) Under 20 years old   ❏ 2) 20 – 39 years old

    ❏ 3) 40 – 59 years old   ❏ 4) Over 59 years old

3. Educational level:

    ❏ 1) High school / vocational   ❏ 2) Bachelor's degree

    ❏ 3) Master's degree   ❏ 4) Doctor's degree

4. Occupation:

    ❏ 1) Student   ❏ 2) Government employee

    ❏ 3) Company employee   ❏ 4) Self-employment

    ❏ 5) Retiree   ❏ 6) Other (please specify) ……………

5. Monthly income:

    ❏ 1) Below 20,000 Baht   ❏ 2) 20,000 - 30,000 Baht

    ❏ 3) 30,001 - 60,000 Baht   ❏ 4) Above 60,000 Baht

6. Family Structure:

    ❏ 1) Single   ❏ 2) Nuclear Family

    ❏ 3) Joint Family

Part 2: Consumer demand in consuming ready-to-eat food

Explanation: Please mark ✓ into ❏ that matches your information the most.

1. Have you ever buy ready-to-eat food?

    ❏ 1) Yes   ❏ 2) No

2. Area of buying ready-to-eat food?

    ❏ 1) Urban area   ❏ 2) Rural area

    ❏ 3) Other (please specify).................

3. What is your opinion on ready-to-eat food?

       ❑ 1) Healthy   ❑ 2) Unhealthy

       ❑ 3) Other (please specify).................

4. Where do you buy ready-to-eat food?

       ❑ 1) Conveniences store   ❑ 2) Supermarket/ hypermarkets

       ❑ 3) Order online   ❑ 4) Other (please specify).................

5. Monthly expenditure on ready-to-eat food per person? (Thai Bath-THB)

       ❑ 1) >1000 $\approx$ ≤ 2000 ❑ 2) >2000 $\approx$ ≤ 3000

       ❑ 3) >3000 $\approx$ ≤ 5000 ❑ 4) >5000 $\approx$ ≤ 7000

       ❑ 5) Other (please specify).................

6. Factors responsible for buying the of ready-to-eat food products

       ❑ 1) Save cooking time   ❑ 2) Easy product availability

       ❑ 3) Save money   ❑ 4) Changing lifestyle

       ❑ 5) Other (please specify) ……………

7. Purchases motivation comes from

       ❑ 1) Advertising

       ❑ 2) Brand

       ❑ 3) Product Packaging

       ❑ 4) Recommendation (from family, friend, colleagues, etc.)

Part 3: Intrinsic factors affecting consumer purchase intention of ready-to-eat food

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Intrinsic factors affecting consumer purchase intention of ready-to-eat food	Level of opinions				
	Strongly agree ⟵⟶ Strongly disagree				
1. Convenience: CV					
1.1 I frequently eat ready to eat food.	(5)	(4)	(3)	(2)	(1)

Intrinsic factors affecting consumer purchase intention of ready-to-eat food	Level of opinions				
	Strongly agree ←—→ Strongly disagree				
1.2 Ready-to-eat food saves my cooking time.	(5)	(4)	(3)	(2)	(1)
1.3 Ready-to-eat food is convenient than cooking food at home.	(5)	(4)	(3)	(2)	(1)
1.4 Foods that do not require clearing up following a meal are an important part of my shopping list.	(5)	(4)	(3)	(2)	(1)
2. Health consciousness: HC					
2.1 Having good health means a lot to me.	(5)	(4)	(3)	(2)	(1)
2.2 I carefully consider about health status when it comes to ready-to-eat food.	(5)	(4)	(3)	(2)	(1)
2.3 I consider fat content when I choose a food.	(5)	(4)	(3)	(2)	(1)
2.4 Nutritional value is more important than taste	(5)	(4)	(3)	(2)	(1)
2.5 I prefer high quality and have highly nutritious ready-to-eat food.	(5)	(4)	(3)	(2)	(1)
2.6 I prefer ready-to-eat food products with no preservatives or artificial color.	(5)	(4)	(3)	(2)	(1)
2.7 I am aware that eating ready-to-eat food excessively would be harmful for my health.	(5)	(4)	(3)	(2)	(1)
3. Taste: T					
3.1 I love eating tasty food.	(5)	(4)	(3)	(2)	(1)
3.2 I am not concern about money if food has good taste.	(5)	(4)	(3)	(2)	(1)
3.3 Product appearance (attractions) doesn't matter to me, if food is tasty.	(5)	(4)	(3)	(2)	(1)
4. Product quality: PQ					
4.1 When buying the read-to-eat food, Product quality is important criteria.	(5)	(4)	(3)	(2)	(1)
4.2 I look at product certification (like ISO, GPM, BRC), when concerning product quality.	(5)	(4)	(3)	(2)	(1)
4.3 Its important to buy high quality good ready-to-eat food products	(5)	(4)	(3)	(2)	(1)
4.4 I consider product shelf life and freshness while buying the product.	(5)	(4)	(3)	(2)	(1)

Intrinsic factors affecting consumer purchase intention of ready-to-eat food	Level of opinions				
	Strongly agree ⟷ Strongly disagree				
4.5 I look at food product specification (ingredient, nutrition value, etc.) before buying.	(5)	(4)	(3)	(2)	(1)
4.6 I only buy specific Brand name ready to eat food (eg: CP, UFC and others)	(5)	(4)	(3)	(2)	(1)

Part 4: Extrinsic factors affecting consumer purchase intention of ready-to-eat food

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Extrinsic factors affecting consumer purchase intention of ready-to-eat food	Level of opinions				
	Strongly agree ⟷ Strongly disagree				
1. Price: P					
1.1 I buy ready-to-eat food because of its cost effective.	(5)	(4)	(3)	(2)	(1)
1.2 I compare price of different brands when selecting the ready-to-eat packed food.	(5)	(4)	(3)	(2)	(1)
1.3 Ready-to-eat food is cheaper than making food at home.	(5)	(4)	(3)	(2)	(1)
2. Advertisement: AD					
2.1 Advertising has great impact on my purchase decision of ready-to-eat food.	(5)	(4)	(3)	(2)	(1)
2.2 Effective advertisement helps me for easy comparison of different product brands in terms of quality and other features.	(5)	(4)	(3)	(2)	(1)
2.3 Advertising messages persuades me to buy the ready-to-eat food.	(5)	(4)	(3)	(2)	(1)
3. Product availability: PA					
3.1 I buy ready-to-eat food since it is easy available in convenience store or supermarket.	(5)	(4)	(3)	(2)	(1)
3.2 I buy ready-to-eat food because it is available in varieties of flavors.	(5)	(4)	(3)	(2)	(1)
3.3 I rate the satisfaction level of product availability near my location.	(5)	(4)	(3)	(2)	(1)

Part 5: Consumer's intention to purchase ready-to-eat food

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Consumer purchase intention for ready-to-eat food: PI	Level of opinions				
	Strongly agree ←——→				Strongly disagree
1. I plan to buy ready-to-eat food on daily bases.	(5)	(4)	(3)	(2)	(1)
2. I intend to buy ready-to-eat food in big lot if it has discount on selling price.	(5)	(4)	(3)	(2)	(1)
3. I will buy ready-to-eat food only if, it's easy to use and time saving.	(5)	(4)	(3)	(2)	(1)
4. I will consume ready-to-eat foods if they are easily available for purchase.	(5)	(4)	(3)	(2)	(1)
5. I intend to buy ready-to-eat food only during rush hours	(5)	(4)	(3)	(2)	(1)
6. I intend to buy ready-to-eat food because I follow my family and friends.	(5)	(4)	(3)	(2)	(1)
7. Ready-to-eat foods are good back up to have in the home.	(5)	(4)	(3)	(2)	(1)
8. Ready-to-eat foods are good value for money.	(5)	(4)	(3)	(2)	(1)

** Thank you for your kind cooperation**

APPENDIX B:

Corrected Item Total Correlation

| Variable	Code	Description	Corrected Item-Total Correlation	
			Pilot (n = 45)	Final (n=250)
Intrinsic Factor:	CV1	1.1 I frequently eat ready to eat food.	.621	.423
1. Convenience (CV)	CV2	1.2 Ready-to-eat food saves my cooking time.	.505	.454
	CV3	1.3 Ready-to-eat food is convenient than cooking food at home.	.276	.537
	CV4	1.4 Foods that do not require clearing up following a meal are an important part of my shopping list.	.709	.556
2. Health consciousness (HC)	HC1	2.1 Having good health means a lot to me.	.508	.355
	HC2	2.2 I carefully consider about health status when it comes to ready-to-eat food.	.665	.457
	HC3	2.3 I consider fat content when I choose a food.	.541	.355
	HC4	2.4 Nutritional value is more important than taste.	.519	.421

Variable	Code	Description	Corrected Item-Total Correlation	
			Pilot (n = 45)	Final (n=250)
	HC6	2.6 I prefer ready-to-eat food products with no preservatives or artificial color.	.484	.438
	HC7	2.7 I am aware that eating ready-to-eat food excessively would be harmful for my health.	.376	.424
3. Taste (T)	T1	3.1 I love eating tasty food.	.530	.492
	T2	3.2 I am not concern about money if food has good taste.	.655	.662
	T3	3.3 Product appearance (attractions) doesn't matter to me, if food is tasty.	.436	.434
4. Product quality (PQ)	PQ1	4.1 When buying the read-to-eat food, Product quality is important criteria.	.582	.466
	PQ2	4.2 I look at product certification (like ISO, GPM, BRC), when concerning product quality.	.702	`.588
	PQ3	4.3 I consider product shelf life and freshness while buying the product.	.690	.498
	PQ4	4.4 I look at food content specification (ingredient, nutrition value, etc.) before buying.	.589	.591

Variable	Code	Description	Corrected Item-Total Correlation	
			Pilot (n = 45)	Final (n=250)
	PQ5	4.5 I only buy specific Brand name ready to eat food (eg: CP, UFC and others)	.573	.354
	PQ6	It's important to buy high quality good ready-to-eat food products	.343	-
Extrinsic Factor: **1. Price (P)**	P1	1.1 I buy ready-to-eat food because of its cost effective.	.325	.644
	P2	1.2 I compare price of different brands when selecting the ready-to-eat packed food.	.523	.507
	P3	1.3 Ready-to-eat food is cheaper than making food at home.	.614	.511
	P4	I buy ready-to-eat food because of its cost effective.	.448	-
2. Advertisement (AD)	AD1	2.1 Advertising has great impact on my purchase decision of ready-to-eat food.	.614	.721
	AD2	2.2 Effective advertisement helps me for easy comparison of different product brands in terms of quality and other features.	.671	.732
	AD3	2.3 Advertising messages persuades me to buy the ready-to-eat food.	.587	.723

Variable	Code	Description	Corrected Item-Total Correlation	
			Pilot (n = 45)	Final (n=250)
	AD4	2.4 Advertising makes me familiar with food product and increases its chances of purchase intention for the next time.	.053	.689
3. Product availability (PA)	PA1	3.1 I buy ready-to-eat food since it is easy available in convenience store or supermarket.	.745	.579
	PA2	3.2 I buy ready-to-eat food because it is available in varieties of flavors.	.435	.560
	PA3	3.3 I rate the satisfaction level of product availability near my location.	.383	.469
Purchase intention (PI)	PI1	1. I plan to buy ready-to-eat food on daily bases.	.556	.549
	PI2	2. I intend to buy ready-to-eat food in big lot if it has discount on selling price.	.743	.656
	PI3	3. I will buy ready-to-eat food only if, it's easy to use and time saving.	.740	.528
	PI4	4. I will consume ready-to-eat food if it is easily available for purchase.	.746	.539

Variable	Code	Description	Corrected Item-Total Correlation	
			Pilot (n = 45)	Final (n=250)
	PI5	5. I intend to buy ready-to-eat food only during rush hours	.373	.253
	PI6	6. I intend to buy ready-to-eat food because I follow my family and friends.	.471	.501
	PI7	7. Ready-to-eat foods are good back up to have in the home.	.235	.430
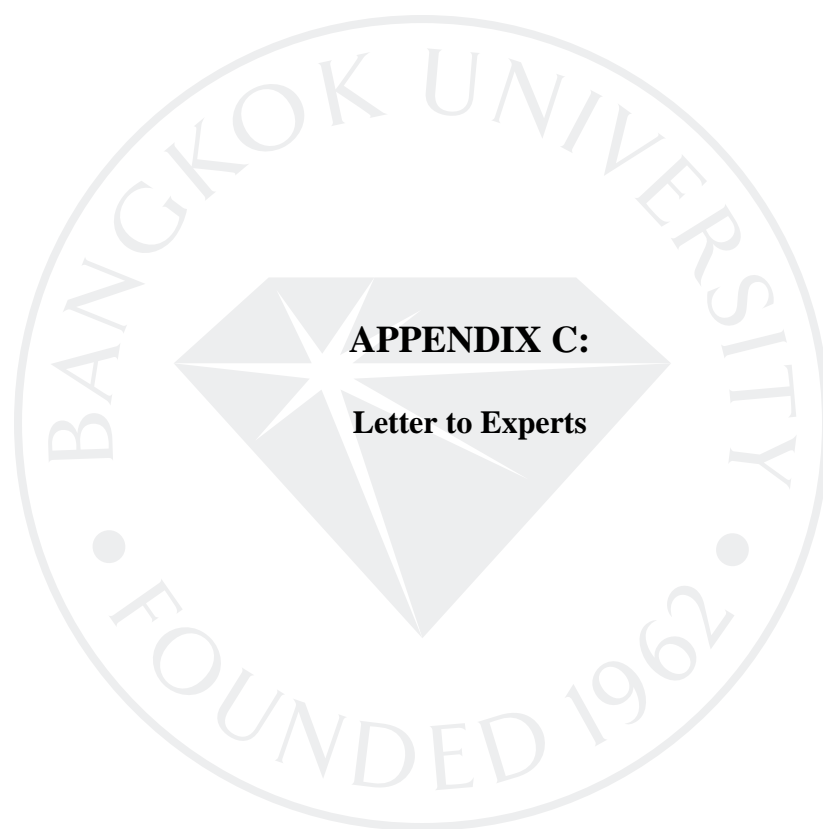
APPENDIX C:

Letter to Experts

BANGKOK UNIVERSITY

The Graduate School

January 18, 2018

Dr.Anil Kumar
Associate Professor, Food Agriculture & Bio Systems SERD
Asian Institute of Technology, Thailand
Khlong Luang, Pathumthani, 12120, Thailand

Dear Dr.Anil

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss.Prajakta Mandelkar, Student Code 7590203233 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "Intrinsic and extrinsic factors affecting consumer purchase intention for ready-to-eat food in Bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Miss.Prajakta Mandelkar will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours

Dr..Suchada Chareanpunsirikul
Dean, Graduate School

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BANGKOK UNIVERSITY

The Graduate School

January 18, 2018

Mr.Sandeep Borude
Area Manager
Wok Express (Lenexis Foodworks Pvt Ltd)
Andheri Kurla Road, Mumbai, 400059, India

Dear Mr.Sandeep

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss.Prajakta Mandelkar, Student Code 7590203233 invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "Intrinsic and extrinsic factors affecting consumer purchase intention for ready-to-eat food in Bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Miss.Prajakta Mandelkar will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Dr.Suchada Chareanpunsirikul
Dean, Graduate School

BANGKOK UNIVERSITY

The Graduate School

January 18, 2018

Dr.Peeyush Soni
Associate Professor, Food Agriculture System Engineering, SERD
Asian Institute of Technology, Thailand
Khlong Luang, Pathumthani, 12120, Thailand

Dear Dr.Peeyush

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss.Prajakta Mandelkar, Student Code 7590203233 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "Intrinsic and extrinsic factors affecting consumer purchase intention for ready-to-eat food in Bangkok".

The information gained will be solely used for academic purposes, and we are very certain that Miss.Prajakta Mandelkar will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Dr.Suchada Chareanpunsirikul
Dean, Graduate School

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Address: Supalai Park, Rattanathibet Road,

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Educational Background: - Bachelor of Science, Biotechnology

                        MPASC College, Mumbai University, India

                        - Post Graduate Certificate Course – Management in

                        Applied & Industrial Biotechnology SIES,

                        Indian Institute of Environmental Management, India

Work Experience: 2016-2018   International Business Coordinator

                                    Vala Thai Food Co., Ltd,

                        2014-2016   Facilities Management Officer

                                    Asian Institute of Technology, Thailand

                        2012-2013   Microbiologist Researcher, Thammasat

                                    University, Sirindhorn International

                                    Institute of Technology, Thailand

Bangkok University

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