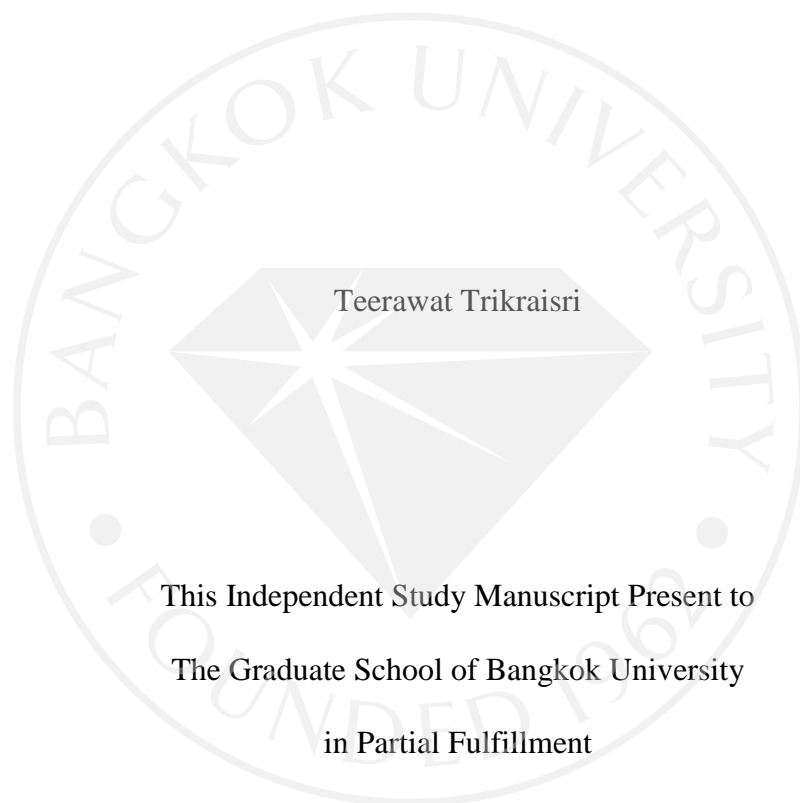


HEALTH CONSCIOUSNESS, SOCIAL MEDIA, STAFF, FOOD TASTE, AND
COMMERCIAL VEHICLE AFFECTING FOOD TRUCK MENUS'
PURCHASE INTENTION OF CONSUMERS IN BANGKOK



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This Independent Study Manuscript Present to
The Graduate School of Bangkok University
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Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
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Health Consciousness, Social Media, Staff, Food Taste, and Commercial Vehicle

Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok (64 pp.)

Advisor: Nittana Tarnittanakorn, Ph.D.

ABSTRACT

The purpose of this study was to investigate health consciousness, social media, staff, food taste, and commercial vehicle affecting on food truck menus' purchase intention of consumers in Bangkok. The survey questionnaires were applied for collecting the data from 240 consumers who were interested or had intention to purchase food truck menus and lived in Bangkok. The findings were found that the majority of respondents were females with the ages between 21-30 years old. Most of them

completed bachelor's degrees, worked as company employees, and earned monthly income of 20,000-30,000 THB. Additionally, the results revealed that commercial vehicle and social media were the two significant factors that affected food truck menus' purchase intention of consumers in Bangkok at the significant level of .05. On the other hand, health consciousness, staff, and food taste did not affect food truck menus' purchase intention of consumers in Bangkok.

Keywords: Health Consciousness, Social Media, Staff, Food Taste, Commercial Vehicle, Food Truck, Purchase Intention

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The empirical study on health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok will not be successful without kind advice and great support from my advisor Dr. Nittana Tarnittanakorn. I would like to express my deep gratitude to my advisor for all of her patience, useful suggestions, reviews, and valuable times dedicated to my study. I also would like to express my sincere thanks to all my respondents who helped in completing my questionnaires survey in this study. Additionally, a special thanks to my family and my friends for great support and kind encouragement throughout the time. Lastly, I would like to apologize for any inconvenience and hopefully that this research study will be useful for further study and future development for food truck business.

Teerawat Trikaisri

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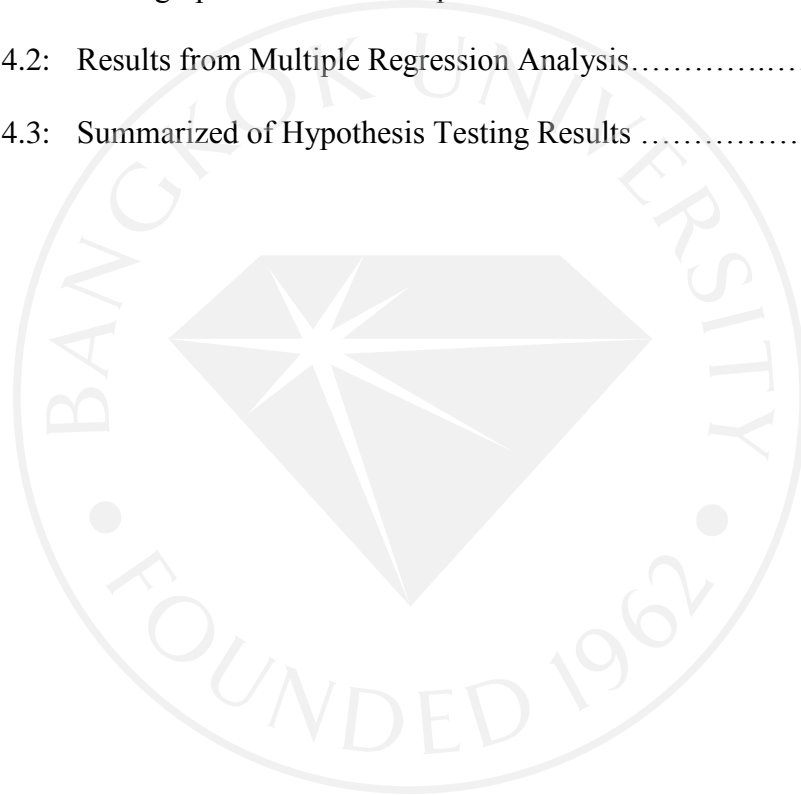


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CHAPTER 1

INTRODUCTION

This chapter provides background and rationales for the study of health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' 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

Food truck was a large wheeled vehicle from which food was sold that typically contained cooking facilities where the food was prepared (Merriam-Webster, 2019). The food truck market had experienced rapid growth over the past several years, driven by the emergence of the gourmet food truck which tended to serve higher quality food at higher prices than more traditional mobile vendors such as hot dog carts (Anenberg, 2015).

Initiated 15 years ago, the kitchen of the world campaign aimed not to merely accelerated Thailand's plan to become a major world food exporter, but also spearheaded the export of products from the one Tambon (sub-district) one product scheme. The most important mission of the kitchen of the world strategy was to ensure that Thai food products from the one Tambon one product scheme were up to the safety and hygiene standards that were required by international rules. The government looked to revitalize the kitchen of the world campaign to accelerated Thailand's plan to ramp up supported to promote Thai restaurants overseas and to

boost food exports to contribute more than 6% of the country's GDP (Arunmas, 2018).

Additionally, Thailand's street food was a cultural attraction known throughout the world, especially after Forbes and CNN named Bangkok one of the best cities for street food. Among the low income population, 90% of consumers that bought street food as often as three times a week and 30% that bought it daily as illustrated in figure 1.1 ("Street Stalls", 2018).



Figure 1.1: Street Stalls/ Kiosks in Thailand

Source: *Street stalls / kiosks in Thailand*. (2018). Retrieved from

<https://www.euromonitor.com/street-stalls-kiosks-in-thailand/report>.

By a trend that was transforming the food street culture of Bangkok was that of the mobile food truck. Potential patrons kept track of opening hours and the location of those food trucks on social media platforms. An indication that the digital age had fundamentally changed the way people dined out and socialized. These F&B (food and beverage) developments had given some of Thailand's malls and retail streets a revival, adding diversity and vitality to the shopping experience and boosted

dwell time at malls. The mobility of those pop-ups and food trucks meant that any empty spaces could be easily converted to food halls and indoor markets, helping to breathe new life into sometimes derelict but architecturally exciting space, such as former factories, warehouses, office buildings and market places that were well located (Sullivan, 2016).

However, the food truck movement was only just starting to take roots in Bangkok, despite the deep relationship of the city with street food. A lot of Bangkok trucks were focusing on western cuisine, bringing in American-style street food to locals and offering remarkable experience to expats and tourists, taking a nod from the source of the food truck trend (Meyers, 2015). Moreover, Thailand's overall small truck market had reached 10,000 units in annual sales during 2012- 2015. Suzuki controlled a giant 65% share of the mini truck market in 2015, with DFSK was taking 23% share. That was showed the food truck market share had growth over the past several years, particularly in greater Bangkok, due to the number of outdoor flea markets (Maikaew, 2016).

In addition, the ministry of commerce launched “Noo Nid” street food program. The project focused on selling clean, delicious, and low priced food, in response to the popularity of street food. The Noo Nid food taste project included an invitation to food vendors to join the ministry’s food truck project to make Bangkok home, not only the best street food in the world but at the lowest prices. This campaign also aimed at easing the cost of living in the capital city. Street food under the Noo Nid program would gain more recognition after the adjustments to upgrade it to international standards. Therefore, the food truck also helped to develop Thai entrepreneurs as professionals in the food business (“Bangkok food truck”, 2017).

There were several food truck operators around Bangkok. The selected top 5 food trucks in Bangkok with distinctive characteristics (Dawdy, 2016) were described in table 1.1.

Table 1.1: Top 5 Food Trucks in Bangkok

Food Trucks	Details	Serve	Signature
1) Daniel Thaiger (around Bangkok area)	- A pioneer for the food truck scene in Bangkok	- The meanest burgers in town	- The best burgers out of all the city's food trucks
2) Full Moon Food Truck (Chatuchak)	- Started by two New York expats - The truck also occasionally offers limited-time special dishes, like cheesy ramen noodles topped with an egg	- Cheese steaks, Mac and cheese, burgers, cheese fries, and other classic American cuisine	- Into cheese
3) Mother Trucker (Bang Lamphu, Khao San Road)	- A line-up to the counter - Big black truck with the big juicy burger sign on top	- Premium burger - Aussie cheese and bacon beside	- Known as a Hardcore burgers with special size
4) Pizza Aroy (Lat Phrao)	- Thailand's 1st wood fired mobile pizza oven on a pick-up truck - Retain that Thai flavor even in their name	- Simple, imported Italian ingredients - 12 inch pizzas, which come with a choice of more than 18 different toppings	- Equipped with an authentic pizza oven - Wood-fired pizza

(Continued)

Table 1.1 (Continued): Top 5 Food Trucks in Bangkok

Food Trucks	Details	Serve	Signature
5) Annette Itim TukTuk (Intersection of Ratchadaphisek and Phahon Yothin)	- Homemade gelato out of a repurposed tuk-tuk	- Beautiful ice cream creations	- The perfect blend of western food truck culture and unique Thai transport

Sources: Dawdy, J. (2016). *The top 10 food truck in Bangkok*. Retrieved from <https://theculturetrip.com/asia/thailand/articles/bangkok-s-top-10-food-trucks-the-art-of-thai-street-food/>.

Kalayanamit, T. (2016). *Food truck mania: An extensive list of Bangkok food truck (Part1)*. Retrieved from <https://www.siam2nite.com/en/magazine/food/item/422-food-truck-mania-the-best-bangkok-food-trucks-part-1>.

According to high business competition, purchase intention of consumers got more attention from researchers and marketers recently because it was important for anticipating the success of operational and achieving sustainable competitive advantage (Cronin, Brady, & Hult, 2000). Previously, Sen, Savitskie, Koksai, Ranganathan, Brooks, and Alexandrov (2016) examined the antecedents of food truck customer choice behavior to assess customer perceptions of mobile food vending, specifically related to hedonic and utilitarian shopping values. While food trucks have been around for many years recently there had been an increase in the number and variety of foods served. To date, there was little written about the food truck concept

in academic research to help guide vendors on how to effectively maneuver in this new world of extensive competition (Sen et al., 2016).

In the past 30 years, people's lifestyle and life quality increased significantly with the rapid development of high tech and new science, but their health consciousness under its guidance had been reduced and neglected (Zhang, Sun, & Khan, 2018). That led to the trend that health consciousness has been extensively used in marketing research to study the effects of health consciousness on consumer behavior. Health consciousness had always been social psychology and health psychology. Treating the health consciousness as a variable in research seemed to be equivalent to weighing the intention to purchase (Buaprommee, 2016).

Social media also was attractive to businesses and organizations because of their large networks, but may be especially enticing to entrepreneurs given the low cost of using the platforms (Wallsten & Rhyan, 2014). Marketing strategy was an important component for any business, but it was especially critical for a new business. Not surprisingly, for food truck operators, the advent of new promotion and advertising tools via social media were cited as useful by several respondents (Reinartz, Werner, Dellaert, Krafft, Kumar, & Varadarajan, 2011).

Be supported with the importance of staff factors in the delivered of effective services for people (Ager & O'May, 2001). One of the biggest challenges in food service industry was to manage customer wait time since customers often leave a restaurant if they saw a long line (Wonjae & Lambert, 2006). This exit of customers due to excessive perceived crowding and the services providers' inability to manage customer wait time led to decrease in number of revisits, visits and negative word of mouth publicity (Choi & Sheel, 2012).

Beside, food taste was very important in food choice decisions (Sijtsema, Reinders, Hiller, & Guàrdia, 2012). Taste was the most salient factor in the process of food choice (Renner, Sproesser, Strohbach, & Schupp, 2012). In purchase intention, the appearance and the color of food products appear to be the most important sensory attributes. The taste and color were also important attributes when the food product was consumed (Blair, 2012).

Lastly, the basis of a food truck was a commercial vehicle. To purchase intention, outfitting a food truck for business was a lot like designing a commercial vehicle for a new restaurant. Commercial vehicles are of particular interest in parking enforcement because of their heavy presence in central business districts and their recurrent behavior of illegal parking (Nourinejad & Roorda, 2017).

Therefore, the food truck market was growing, being supported by government and has business potentials in Thailand, especially Bangkok. This research helps to explore and explain more on how health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok. The study would be essential for establishing the strategies for food truck operators. Moreover, the research findings are also contributed and established positive factors toward purchase intention to generate more market value of food truck business especially in Bangkok.

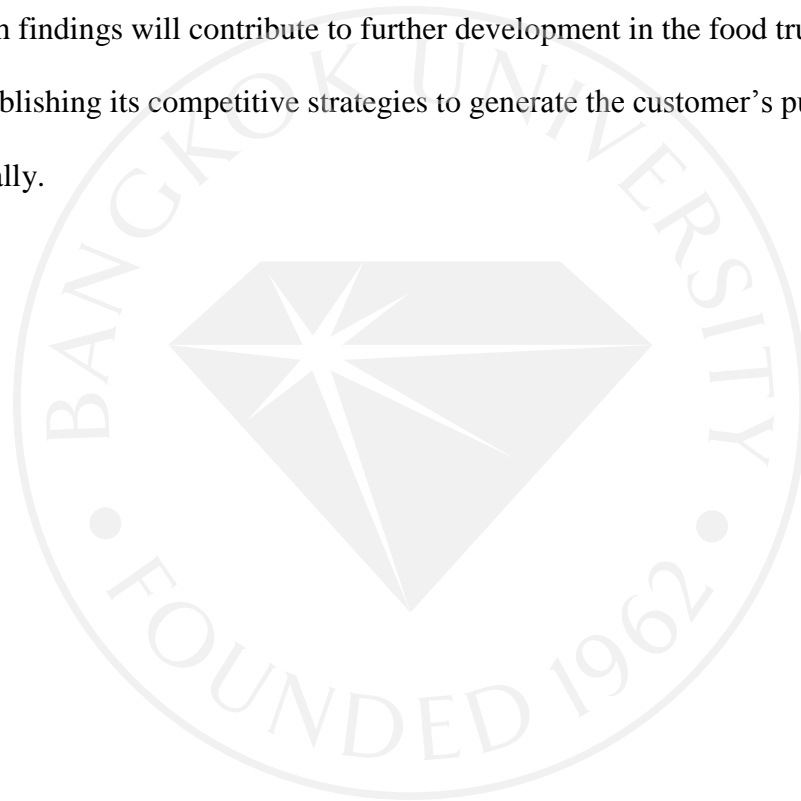
1.2 Objectives of the Study

The overall purpose of this study was to explore and comprehend the health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok.

1.3 Significance of the Study

This study contributes to the field of marketing management. Consumers and business owners will have more understanding on food truck and how health consciousness, social media, staff, food taste, and commercial vehicle affecting of food truck menus' purchase intention.

Furthermore, this study will generate advantages like tools or strategies. The research findings will contribute to further development in the food trucks business for establishing its competitive strategies to generate the customer's purchasing eventually.



CHAPTER 2

LITERATURE REVIEW

The related issues including the theories and previous researches were reviewed in order to describe the characteristics of the research variable, and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

2.1 Related Literature, Theory and Previous Studies

2.1.1 Health Consciousness

Health consciousness was defined as the motivational component that stimulated consumers to undertake health actions (Michaelidou & Hassan, 2008). The more health conscious consumers were, the more they focused on health related food product properties (Mai & Hoftmann, 2012). Health conscious consumers were aware and concerned about their state of well being and were motivated to improve and/or maintain their health and quality of life as well as preventing ill health by engaging in healthy behaviors and being self conscious regarding health (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). Food trucks had unique health risks compared to regular land based restaurants when they came to food safety and the prevention of food borne illness. Health consciousness was another important factor that many researchers used to study in consumer behavior such as to understand attitude and behavior of consumers (Rojas-Méndez, Nestour, & Rod, 2015).

The previous research revealed health consciousness fosters preventive health care (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007) and purchase intentions (Lockie, Lyons, Lawrence, & Mummery, 2002). The study of Irianto (2015) showed that health consciousness has the most advantageous effect on personal attitudes towards purchasing intention. Hence, Mai and Hoftmann, (2012) expected health consciousness strengthened the relevance of health related food attributes. Health consciousness had also found to predicted the attitude and the purchase intention of organic foods (Magnusson, Avrola, Koivisto, Aberg, & Sjoden, 2001; Magnusson, Avrola, Koivisto, Aberg, & Sjoden, 2003).

2.1.2 Social Media

There were many ongoing debates and discussions regarding social media universal definition as social media has been transforming and merging into the evolving development of new media. Regardless of what the standardized definition would be many of the existing studies and articles have stated out the common core purpose of social media (Solis, 2010). Researchers and media experts proposed various definitions for social media. Kaplan and Haenlein (2010) gave a general definition of social media in consideration of web 2.0 and user generated content in the followings. Social media was a group of internet based applications that was built on the ideological and technological foundations of web 2.0 and allowing the creation and exchange of user generated content (Kaplan & Haenlein, 2010). Parr (2010) also defined social media as the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways. While Jantsch (2008) considered social media as the use of technology combined with social interaction to create or co-create value. In addition, Dykeman

(2008) regarded social media as the means for any person to publish digital, creative content, provide, and obtain real time feedback via online discussions, commentary and evaluations, and incorporate changes or corrections to the original content. According to Mayfield (2008), there were basically seven kinds of social media, including social networks, blogs, wikis, podcasts, forums, content communities and micro blogging. Kaplan and Haenlein (2010) proposed a similar classification of social media which includes collaborative projects, blogs and micro blogs, content communities, social networking sites, virtual game worlds, virtual social worlds. Most of the research regarding social media marketing and branding to date limited to describing social media marketing activities and provided general suggestions (Kaplan & Haenlein, 2010). Due in part to its large membership and reach, Facebook had often been used by organizations to enhance brand efforts and image communication (Wallace, Wilson, & Miloch, 2011).

The integration of online social networking for marketing purposes had become largely indispensable for burgeoning gourmet food trucks. Now recognized as integral components in the success and excitement attributed to gourmet food trucks were social networks, such as Twitter, Facebook, Foursquare, and Instagram. These websites had allowed gourmet food truck owner/operators to develop an online and physical community around their brands. The use of social media went far beyond only updating customers to a trucks locations or new additions to the menus (Hawk, 2008). Caldwell (2010) also found that users composed, forwarded tweets, created their own social networks and personal brands. Through this method, they were able to build social capital that with time will translate into economic capital once their allure spread and reached increasingly more potential customers. In addition,

Gautam and Sharma (2017) investigated the direct and indirect impacts of social media marketing activities (entertainment, customization, interaction, word of mouth, and trend) on consumer's purchase intentions and found positive significant impacted of social media marketing and customer relationships on consumer's purchase intentions. The study model confirmed full mediation of customer relationships in the relationship between social media marketing and consumer's purchase intentions.

2.1.3 Staff

The proliferation of staff had given rise to numerous definitions. The most meaningful definition became apparent if consider the basic structure of any organization. Start out by defining line was whatever must have if going to have any business as production and selling were two obvious examples, and staff was everything else as accounting, personnel, and engineering. Normally think of the effectiveness of the staff functions was a major factor in the effectiveness of the company itself (Juran, 1962). Undeniably, in customer point of view, staff responsiveness was the interaction that occurred between customer and the staff of the restaurant pertaining to which the staff was alert and attentive to customers' enquiry and requirement (Ko, 2008). Staff impacted directly and positively on hotel performance, and mediated the effects of other types of innovation on hotel performance (Vladimirov & Williams, 2018). In the context of food trucks, the number of staffs working onboard almost always ranges from two-to-three including the chef. Thus, there was a higher degree of familiarity between the regular patrons and the staffs (Sen, Savitskie, Ranganathan, & Brooks, 2014). Therefore, staff was found to contribute to impulse buying of the customers. Research in the U.S.A. fast food sector showed frequent customers would choose a restaurant that provided

speedy service, a lot of food variety, and a friendly staff (Mattila & Wirtz, 2008). Staff also found that impacted customer satisfaction which was expected. Moreover, the performance success of new products was related to changes in the performance and distribution of tasks among the staff (De Jong & Vermeulen, 2006). In addition, staff was the factor supported to develop services delivery capabilities were more important when organizations were attempting to deliver services with existing product focused personnel (Burton, Story, Raddats, & Zolkiewskia, 2017).

2.1.4 Food Taste

Food and cooking engineering had been researched from various aspects such as physical and its expressions in language. Especially, food taste and texture, (i.e. food expressions) were the target of such research. (Shinoa, Yamanishib, Nishiharab, & Fukumotob, 2016). Taste was colored not just by the gustatory properties of the food itself but its smell, sound, and appearance as well as by expectations generated by marketing communications and even country of origin (Jacoby, Olson, & Haddock, 1971). Food taste were inextricably linked to artistic design and media manipulation, as in advertising and in creating social status and prestige to the extent of elevating to a fashionable cult status some individuals who are presenters of cookery competitions, food fashion writers and celebrity chefs (Wright, Nancarrow, & Kwok, 2001). Otherwise, the taste of food products was very important in food choice decisions (Sijtsema et al., 2012), and were important in consumer preference (Harker, Marsh, Young, Murray, Gunson, & Walker, 2002). In purchase decisions the appearance and the color of food products appear to be the most important sensory attributes, the taste and color are the most important attributes when the food product is consumed (Blair, 2012). The study of Wright et al., (2001) showed food taste

reflected in part the consumer social and cultural origins, social ambitions and the cultural capital acquired, either as part of upbringing or more deliberately. Moreover, there was a common adage implying that good tasting foods cause obesity and related health problems. However, empirical support for this was weak. Most of works often cited as evidence that body weight was influenced by good food taste used in the general sense, to include flavor and texture (Tordoff, Pearson, Ellis, & Poole, 2017).

2.1.5 Commercial Vehicle

Commercial vehicles accounted for only a small portion of the total vehicle population but contributed to the economic activity and resulting gross value add of a region (Heerden & Joubert, 2014). Urban commercial vehicle movements were distinctively different from long haul commercial vehicle movements. Long haul commercial vehicle movements broadly referred to movements within a metropolitan area which may include urban, interurban, and regional movements. Long haul commercial vehicles shipped goods primarily whereas urban commercial vehicles delivered both services and goods, making multiple stops in one vehicle ran during daily operations (Ruan, Lin, & Kawamura, 2012). The basis of a food truck was a commercial vehicle (Burke, 2017). Outfitting a food truck for business was a lot like designing a commercial vehicle for a new restaurant. Much of food truck design depended on menu, preparing a bulk of food in a separate area (Mealey, 2018). Many studies also indicated that making the atmosphere more pleasant and innovative was essential for a firm's success. Reimer and Kuehn (2005) showed that atmosphere of a restaurant can be as much important as the food itself. Furthermore, a study by Kokko (2005) suggests that atmosphere in a restaurant was often perceived by customers as the single most positive characteristic of the establishment, and even more important

than food served. This was because the surrounding will create an expectation of dining experience even before the customer was served (Young, Clark, & McIntyre, 2007). Customers read the environment and choosing which restaurant to dine (Kwun & Oh, 2006).

2.1.6 Purchase Intention

Purchase intention represented the desired to buy products from a particular shop (Ting, Goh, & Isa, 2016). The simple definition of purchase intention from business dictionary was a plan to purchase a particular good or service in the future, but in fact, purchase intention came from behavioral science and evolved from the term intention (Chen, 2014). The study on purchase intention has been developed in marketing for more than 20 years. One issue remains disputable was whether purchase intention effectively predicted consumer buying behavior. Fandos and Flavian (2006) stated that purchase intention indicated consumer predictable behavior, meaning purchase intention could be used to predict what products or brands consumers would buy next time when they did shopping. Otherwise, Kotler (2003) indicated customer purchase intention will be changed if unpredictable situation occurred. Therefore, Schiffman and Kanuk (2000) focusing on the probability of consumer willingness to buy a specific product. Armstrong, Morwitz and Kumar (2000) applied four intention based methods forecasted sales of existing consumer goods and services. The results proved that purchase intention was better at forecasting sales than simple extrapolation of past sales trends. In context of food trucks, previous study in purchase intention by Yoon and Chung (2018) found hygienic and environmental risks of negatively influence consumers attitudes and visit intentions toward food truck dining experience, while hedonic benefit led to

favorable attitude and visit intention. The findings also further indicated that a significant relationship had existed between consumer attitude and purchase intention to food truck menus.

2.2 Research Hypotheses

The hypotheses in this study were developed to assess the relationship between the independent and dependent variables. These hypotheses were derived from the related theories and previous studies. They were proposed as follows:

- H1:** Health consciousness affected food truck menus' purchase intention of consumers in Bangkok.
- H2:** Social media affected food truck menus' purchase intention of consumers in Bangkok.
- H3:** Staff affected food truck menus' purchase intention of consumers in Bangkok.
- H4:** Food taste affected food truck menus' purchase intention of consumers in Bangkok.
- H5:** Commercial vehicle affected food truck menus' purchase intention of consumers in Bangkok.

2.3 Conceptual Framework

Based on the literature review of health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok, the conceptual framework of the study was illustrated as figure 2.1.

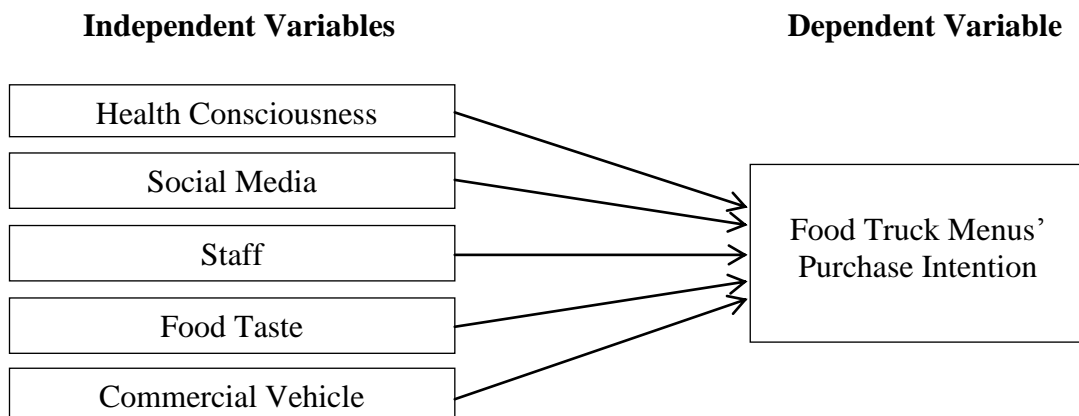


Figure 2.1: The Conceptual Framework of Health Consciousness, Social Media, Staff, Food Taste, and Commercial Vehicle Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok

The conceptual framework in this study was portrayed the relationship between the independent variables: health consciousness (Michaelidou & Hassan, 2008), social media (Sen et al., 2013), staff (Sen et al., 2014), food taste (Shinoa et al., 2016), and commercial vehicle (Yong et al., 2013), and the dependent variable of purchase intention (Thiele et al., 2017).

CHAPTER 3

RESEARCH METHODOLOGY

The present research had 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 follows:

3.1 Research Design

This research study has adopted quantitative approach to study relationship of health consciousness, social media, staff, food taste, commercial vehicle and food truck menus' purchase intention. 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

The target populations of the study were consumers with all age ranges who were interested or had intention to purchase food truck menus and lived in Bangkok. The sample size was calculated based on 90 sets of pilot test questionnaires (Cohen, 1977). Then G*Power version 3.1.9.2 (Erdfelder, Fraul, & Buchner, 1996) was applied with the Power ($1 - \beta$) of 0.8, Alpha (α) of 0.20, number of test predictor of 5, effect size of 0.03329296. A total sample size of 239 was gained for the field survey. Thus, 240 sets of questionnaire have been collected for more stable results. Then, the

multi stage sampling technique with simple random sampling by randomly selecting 5 districts of Bangkok: Klong Toei, Thawi Watthana, Sathon, Pathumwan, and Lat Phrao (Sukkho, 2016) was used. In addition, the quota sampling technique was implemented (48 respondents/ district). Finally, convenience sampling technique was utilized by collecting data from the target sample at department stores and office buildings in the randomly selected districts. Areas of field survey and number of sample of each district were illustrated in table 3.1.

Table 3.1: Areas of Field Survey and Number of Sample of Each District

Lists of Districts	Number of Sampling
- Klong Toei	48
- Thawi Watthana	48
- Sathon	48
- Pathumwan	48
- Lat Phrao	48
Total	240

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. To explore all independent variables and a dependent variable, the questions to measure the constructs in the study were adapted from health consciousness (Michaelidou & Hassan, 2008), social media (Sen et al., 2013), staff (Sen et al., 2014), food taste

(Shinoa et al., 2016), and commercial vehicle (Yong et al., 2013), purchase intention (Thiele et al., 2017).

Finally, the questionnaire was translated from English and into Thai (as shown in Appendix A & B) to reach all target respondents. This research questionnaire consisted of three sections as follows:

Section 1: Questions on consumer information, closed-end format was used for personal information; gender, age, occupation, monthly income, and educational background.

Section 2: Questions on health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention. There were questions asking about health consciousness (HC), social media (SM), staff (S), food taste (FT), and commercial vehicle (CV) affecting food truck menus' purchase intention. The answers of these questions indicated the respondent's opinions relating to factors affecting food truck menus' 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.

Section 3: Questions on food truck menus' purchase intention of consumers. There were five questions asking about food truck menus' purchase intention (PI) of consumers. The answers of these questions indicated the respondent's opinion on food truck menus' 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 questions in the questionnaire were derived from the previous studies and academic articles. Then, they were passed the verification of content validity by three experts:

- Mr. Pasakorn Sthitirata, owner of Mad Cow Burger Pattaya by Toni Santos
- Mr. Phaitoon Pamakatung, district manager Starbucks Coffee, Thailand
- Mrs. Somsamorn Kettad, operation manager and owner of A Little Cup

Bangkok

After that, Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between $0 \leq \alpha \leq 1$ (Nunnally, 1978), the score that closest to 1 was the most reliable as in table 3.2.

Table 3.2: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Items	n = 90	Items	n = 240
Health Consciousness (HC)	5	0.728	5	0.792
Social Media (SM)	5	0.696	5	0.782
Staff (S)	5	0.685	5	0.789
Food Taste (FT)	5	0.675	5	0.707
Commercial Vehicle (CV)	5	0.861	5	0.836
Purchase Intention (PI)	5	0.677	5	0.782
Total	30	0.831	30	0.861

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable should be rating between $0.65 < \alpha < 1$ (Nunnally, 1978). Consequently, 90 sets of the questionnaires were applied for pilot test. The results of reliability test revealed that Cronbach's alpha value of 0.675-0.861 was acceptable. In addition, the results from 240 sets of field survey were ranging between 0.707-0.836 as shown in Table 3.2. The Corrected Item Total Correlation for all questions were ranging between 0.379 – 0.633. Therefore, all questions were usable as the scores were above 0.3 (Din, 2011). Thus, the data from the questionnaires could be used for further analysis.

3.5 Statistics for Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 23. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

3.5.1 Descriptive Statistics Analysis

Section 1: Consumer information such as gender, age, occupation, monthly income, and educational background by using frequency and percentage.

Section 2-3: Health consciousness, social media, staff, food taste, commercial vehicle and purchase intention in Likert scale questions were analyzed by using mean (\bar{x}) and standard deviation (S.D.).

3.5.2 Inferential Statistics Analysis

In order to test the hypotheses of the study, multiple regression analysis was conducted to analyze the relationship between the independent variables: health

consciousness, social media, staff, food taste, and commercial vehicle and the dependent variable of purchase intention (Huaihongthong, 2017).



CHAPTER 4

RESEARCH RESULTS

The research findings which derived from data analysis of 240 questionnaire sets were presented in this chapter.

4.1 Summary of Demographic Data

From the study of 240 samples, all respondents' personal information in terms of gender, age, occupation, monthly income, and educational level were presented in frequencies and percentage in table 4.1 as follows:

Table 4.1: Demographic Profile of Respondents (n = 240)

Demographic Data	Frequency	Percent
Gender:		
Male	102	42.5
Female	138	57.5
Age:		
Under 21 years old	19	7.9
21 – 30 years old	163	67.9
31 – 40 years old	38	15.8
41 – 50 years old	17	7.1
51 – 60 years old	3	1.3
Occupation:		
Student	71	29.6
Government Employee	29	12.1
Company Employee	101	42.1
Self-employee	30	12.6
Retiree	1	0.4
Other	8	3.3

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n = 240)

Demographic Data	Frequency	Percent
Monthly income: (Baht)		
Below 20,000	71	29.6
20,000 – 30,000	101	42.1
30,001 – 60,000	47	19.6
Above 60,000	21	8.8
Education background:		
High school/vocational	27	11.3
Bachelor's degree	140	58.3
Master's degree	71	29.6
Doctor's degree	2	0.8
Total	240	100.0

Table 4.1 was illustrated the personal profile of the respondents. The majority of the respondents were female (57.5%) out of 240 respondents while the rest of respondent were male (42.5%). The results showed that female had more awareness and interested in food truck's menu than male. Additionally, most of respondents in this survey were 21-30 years old. This showed that new generation consumers were interested to purchase food truck menus more than other groups. Furthermore, the majority of the respondents were company employee (101 people with 42.1%) and they earned monthly income 20,000-30,000 THB (42.1%). Most of them completed a bachelor's degree (140 people with 58.3%).

4.2 Results of Hypothesis Testing

The research findings in this part presented relationship of health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok. The multiple regression

analysis (MRA) was used for the hypothesis testing. The findings were presented in table 4.2.

Table 4.2: Results from Multiple Regression Analysis

Factor	Food Truck Menus' Purchase Intention								
	\bar{x}	S.D.	B	S.E.	β	t	Sig.	Tolerance	VIF
Constant			1.137	.226	-	5.028	.000	-	-
Health Consciousness	3.8033	.69233	.094	.049	.114	1.935	.054	.686	1.458
Social Media	3.7983	.61447	.194	.064	.208	3.057	.002*	.509	1.964
Staff	3.8883	.61190	-.066	.062	-.071	-1.063	.289	.534	1.873
Food Taste	3.9375	.56057	.051	.069	.050	.739	.460	.518	1.930
Commercial Vehicle	3.7850	.60246	.433	.069	.455	6.310	.000*	.455	2.198

$R^2 = .446$, $AR^2 = .434$, $F = 37.726$, $*p < .05$

According to the Table 4.2, the findings were found that most of the respondents agreed with food taste ($\bar{x} = 3.9375$), followed by staff ($\bar{x} = 3.8883$), health consciousness ($\bar{x} = 3.8033$), social media ($\bar{x} = 3.7983$), and commercial vehicle ($\bar{x} = 3.7850$) respectively when they had intention to purchase food truck menus.

The results of multiple regression analysis showed that the factors affecting food truck menus' purchase intention of consumers in Bangkok with significant level at .05 were social media ($p = .002$) and commercial vehicle ($p = .000$). In addition, the results showed that commercial vehicle ($\beta = .455$) accounted for the strongest weights affecting food truck menu's purchase intention of consumers in Bangkok, followed by social media ($\beta = .208$). On the other hand, food taste ($p = .460$), staff ($p = .289$), and

health consciousness ($p = .054$) did not affect food truck menu's purchase intention of consumers in Bangkok.

In addition, the R-square in this study was .446 which explained that social media and commercial vehicle had 44.6% of the influence toward food truck menus' purchase intention of consumers in Bangkok.

Finally, 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 is greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable. VIF values of this study were 1.458-2.198 which were less than 5 and the Tolerance values ranged between .455-.686. Hence, there was no multicollinearity problem in this research. The summarized results of the study were depicted in Figure 4.1.

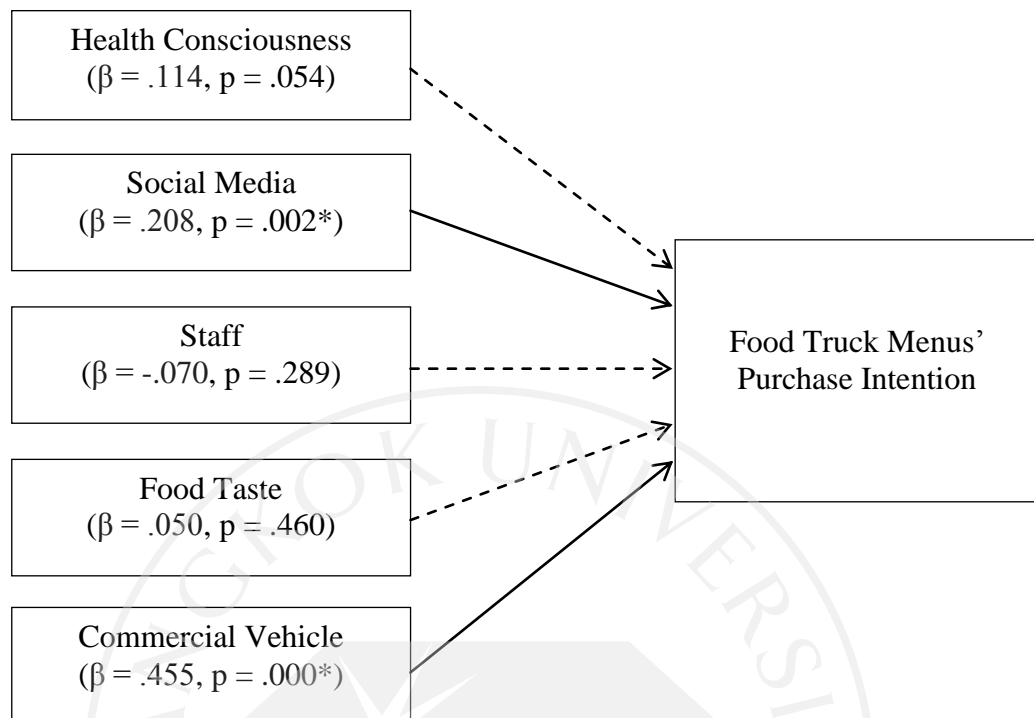


Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing

Note:

----> = No Influence

——> = Has Influence

* = Significant at level .05

4.3 Summary of Hypothesis Testing

Regarding to the inferential statistics analysis, hypothesis testing of health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok, the results were summarized in table 4.3.

Table 4.3: Summarized of Hypothesis Testing Results

Hypotheses	Results
H1: Health consciousness affected food truck menus' purchase intention of consumers in Bangkok.	Not Support
H2: Social media affected food truck menus' purchase intention of consumers in Bangkok.	Support
H3: Staff affected food truck menus' purchase intention of consumers in Bangkok.	Not Support
H4: Food taste affected food truck menus' purchase intention of consumers in Bangkok.	Not Support
H5: Commercial vehicle affected food truck menus' purchase intention of consumers in Bangkok.	Support

CHAPTER 5

CONCLUSION AND DISCUSSION

This research was quantitative research which aimed in studying the factors: health consciousness, social media, staff, food taste, and commercial vehicle affecting food truck menus' purchase intention of consumers in Bangkok. The questionnaires were used for collecting data from 240 respondents in Bangkok. The data were analyzed by implementing SPSS Statistics Version 23. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

5.1 Research Findings and Conclusion

From the personal profile of 240 respondents, the findings found that most of the respondents were females with the age between 21-30 years old. Most of them completed a bachelor's degree and worked as company employees with monthly income 20,000-30,000 THB.

The results of multiple regression analysis showed that the factors affecting food truck menus' purchase intention of consumers in Bangkok with significant level at .05 were social media and commercial vehicle. In addition, the results showed that commercial vehicle accounted for the strongest weights of influence on food truck menus' purchase intention of consumers in Bangkok, followed by social media. On the other hand, food taste, staff, and health consciousness did not affect food truck menus' purchase intention of consumers in Bangkok.

5.2 Discussion

Hypothesis 1: Health consciousness affected food truck menus' purchase intention of consumers in Bangkok. The research results showed that health consciousness did not affect food truck menus' purchase intention of consumers in Bangkok. This was because most of the respondents who were interested or had intention to purchase food truck menus did not think that food quality such as fat content, nutrition value or food preservation affected to food truck menus' purchase intention. Most of the time, the studies showed that health consciousness had advantageous effect on attitudes towards purchase intention in case of organic foods (Blair, 2012) but not for food truck menus. The result of this study was contrast with previous study of Irianto (2015) which showed that health consciousness had the most advantageous effect on personal attitudes towards purchasing intention. And also contrast with the study of Mai and Hoftmann (2012) which found that health consciousness strengthened the relevance of health related food attributes or even the study of Zhang et al. (2018) which showed that an opinion in treating the health consciousness equivalent to weighing the intention to purchase. Anyway, the globally deteriorating health and habit trends among youth, especially college students still was seeking the attention of the social scientist to refocus on the composition of health consciousness (International Food Information Council Foundation, 2018).

Hypothesis 2: Social media affected food truck menus' purchase intention of consumers in Bangkok. The research result showed that social media affected food truck menus' purchase intention with significant level at .5. Social media had the biggest marketing impact on operations. Social media acted as an extension of word of mouth advertising which was a commonly used tool for innovative products and

services (Reinartz et al., 2011). Most of the respondents believed in an influence of social media that affected to customers by online reviews, comments, photos, advertisings, and promotions had great impact on purchase intention. Additionally, they believed that frequency and interaction would provide more chances in purchase. The results confirmed the previous study that analyzed the usefulness of social media tools for food truck operators (Wallsten & Rhyan, 2014). They focused on social media use by the relatively new food truck industry. Moreover, the result also aligned with the research of Gautam and Sharma (2017) that investigated the direct and indirect impacts of social media marketing activities (entertainment, customization, interaction, word of mouth, and trend) on consumer purchase intention. The use of social media went far beyond only updating customers to a trucks locations or new additions to the menu (Hawk, 2008). Not surprisingly, food truck operators stressed promotion and pricing issues. The advent of new promotion/advertising tools via social media were cited as useful by several respondents (Reinartz et al., 2011).

Hypothesis 3: Staff affected food truck menus' purchase intention of consumers in Bangkok. The research results showed that staff did not affect food truck menus' purchase intention of consumers in Bangkok. This was because most of the respondents in this generation did not believed that service qualities related to staff factor such as staff personality, speed of service, and staff knowledge impacted intention to purchase. The result was contrast with the study of Ager and O'May (2001) who showed the importance of staff in the delivery of effective services for people with challenging behavior and also Juran (1962) who confirmed that effectiveness of the staff functions was a major factor in the effectiveness of the company. In the context of food trucks, staff related to food service itself, and

frequently found that impact customer satisfaction which was expected based on similar findings from the other service industries (Sen et al., 2014). May the respondents did not recognize that this factor affected to their purchase intention, but recognized in terms of customer satisfaction more.

Hypothesis 4: Food taste affected food truck menus' purchase intention of consumers in Bangkok. The research results showed that food taste did not affect food truck menus' purchase intention of consumers in Bangkok. Whereas the study of Sijtsema et al. (2012) that found food taste was very important in food choice decisions and also Blair (2012) who confirmed that food taste was the most important attribute when the food product was consumed. Most of respondents from this study did not think that food taste was significant factor that affected purchase intention. They did not believed in food taste much when compared with external appearance, did not believed in signature taste of food and also food sampling concept. Moreover, the result was not aligned with Harker et al. (2002) that found food taste was important in consumer preference. The way of food culture changed from the old days that regular customers visit for purchase repeatedly because of quality as food taste, but nowadays the taste inside took less role in drawing customers.

Hypothesis 5: Commercial vehicle affected food truck menus' purchase intention of consumers in Bangkok. The research result showed that commercial vehicle affected food truck menus' purchase intention with significant level at .5. This was because commercial vehicle in terms of advertisement (poster, menu board, bunting, or brochure) even on the truck itself in terms of design and color played the important role in purchase intention for most of the respondents. They also believed that this factor had great impact, made customer familiar to food truck, brand quality,

and also increasing chances of purchase. The result of this study aligned with the study of Nourinejad and Roorda (2017) that reveal commercial vehicles were particular interest in parking enforcement and Burke (2017) that found commercial vehicle was the basis of a food truck. As seen on info graphics and guides for people who interested in entering food truck business, one of the significant factors appeared there was the commercial vehicle. According to many studies indicated that making the atmosphere more pleasant and innovative was essential for a firm's success such as Reimer and Kuehn (2005) that indicated atmosphere of a restaurant can be as much important as the food itself. Moreover, the result also aligned with Kwun and Oh (2006) who consisted that customers would read the environment and choosing which restaurant to dine. Undeniably outfitting a food truck for business was a lot like designing a commercial vehicle for a new restaurant (Mealey, 2018).

5.3 Recommendations for Managerial Implications

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

According to the results of study, commercial vehicle was the factor that had strongest weight of relative contribution on food truck menus' purchase intention. Commercial vehicle had a direct impact in customer's purchase intention then the marketers and entrepreneurs who conducted business associating with food trucks or related businesses should place an emphasis on the relevant target markets especially SME (small and medium-sized enterprise) or people who interest or plan to enter the food truck business should pay more attention to improve in commercial vehicle and they should consider in term of advertisement (poster, menu board, bunting, or

brochure) even on the truck itself in term of design and color that had great impact to the customers and gave familiarity to food truck brand. Advertisement on food trucks helped customers in comparison in brand quality and product features. Definitely, effective advertising messages would attract customers' intention to buy food truck menus.

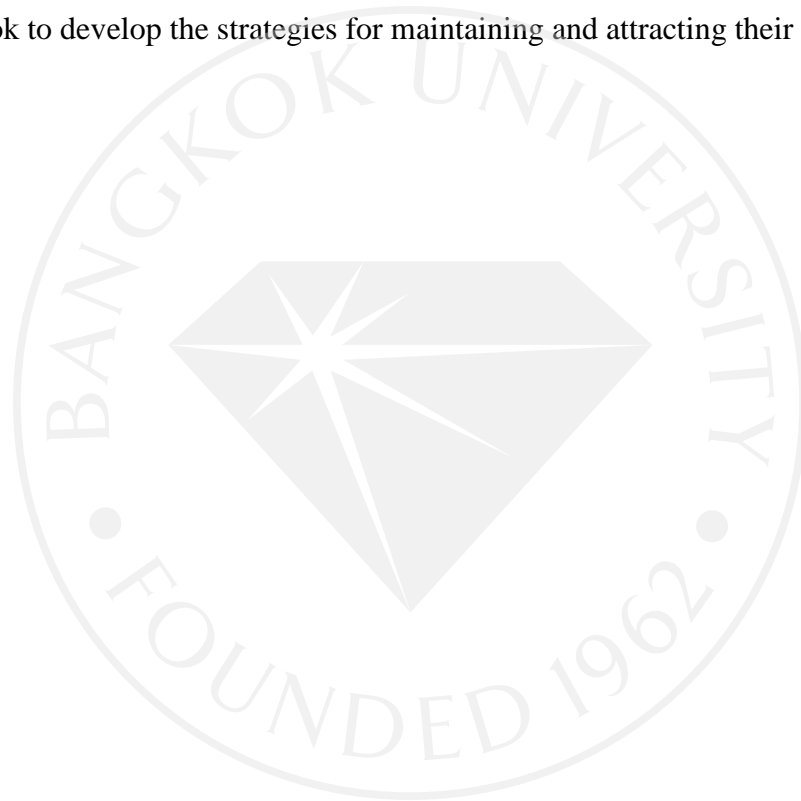
While the second significant factor affecting food truck menus' purchase intention of consumers in Bangkok was social media. This was another driver that entrepreneurs should not forget. Nowadays, business could not survive without great social media marketing strategies. Numbers of customer that click "Like" and "Share" on social media made the customers trusted in food truck brand. Nice food pictures, videos and also comments and customer reviews had great impacted on them. Entrepreneurs should concern in online activities and promotions to motivate and give more frequency in purchasing in this business platform.

5.4 Recommendations for Future Research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledge which was important to the academic concerns as follows:

This research study was conducted in Bangkok only. Therefore, there is more chance for future research, the wider area in different regions, countries or ASEAN should be conducted in order to gain more reliable results. Regarding some independent factors health consciousness, staff, and food taste which did not influence food truck menus' purchase intention. The researchers or academicians who were interested in this topic should find the reasons why they did not have any impact.

They should also study deeper in the factor that affected in this study as social media to compare which kind of them would have the strongest weight in Bangkok (Facebook, Twitter, or Instagram). Moreover, the researchers might add other relevant independent factors like customer perceived value, physical environment, or factors that related to the target of young generation such as place preference or personal influence for future study. The new findings could be useful for food truck business in Bangkok to develop the strategies for maintaining and attracting their customers in the future.



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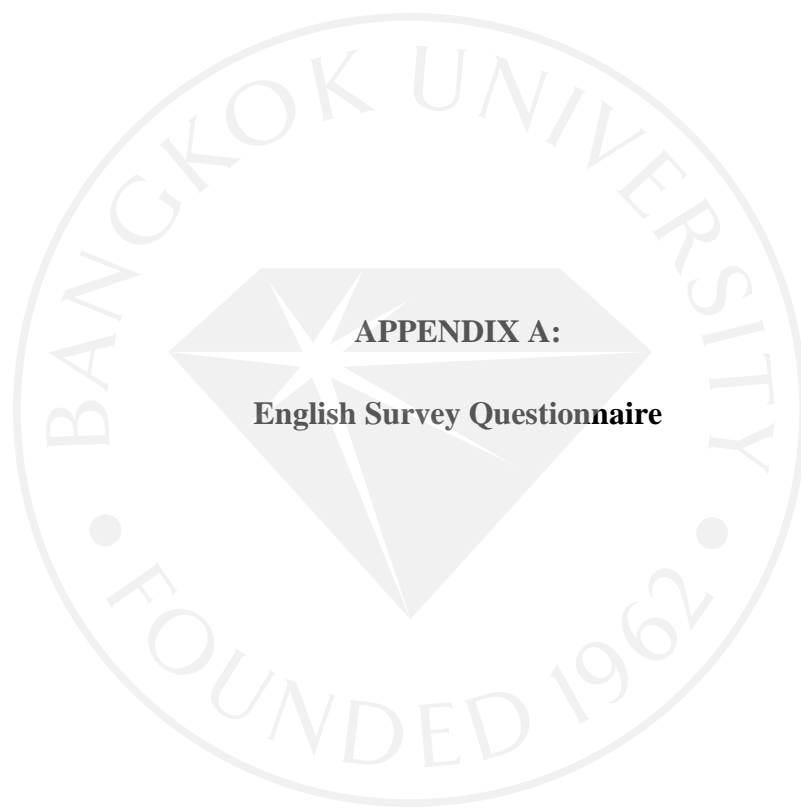
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QUESTIONNAIRE:**Health Consciousness, Social Media, Staff, Food Taste, and Commercial Vehicle Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok**

This survey research was aimed to comprehend the factors affecting food truck menus' purchase intention of consumers in Bangkok. This study is a part of BA715: Independent Study, Graduate School, Bangkok University. I would be appreciated 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: Personal Details

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

1. Gender:

1) Male

2) Female

2. Age:

1) Under 21 years old

2) 21 – 30 years old

3) 31 – 40 years old

4) 41 – 50 years old

5) 51 – 60 years old

3. Occupation:

- 1) Student

 2) Government employee
 3) Company employee

 4) Self-employment
 5) Retiree

 6) Other_____

4. Monthly income:

- 1) Below 20,000 Baht

 2) 20,000 – 30,000 Baht
 3) 30,001 – 60,000 Baht

 4) Above 60,000 Baht

5. Educational background:

- 1) High school / vocational

 2) Bachelor's degree
 3) Master's degree

 4) Doctor's degree

Part 2: Factors Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok

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

Factors Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	←	↔	→	Strongly Disagree
1. Health Consciousness: HC					
1.1 I consider fat content when I choose a food.	(5)	(4)	(3)	(2)	(1)
1.2 I think nutrition value is more important than taste.	(5)	(4)	(3)	(2)	(1)
1.3 I prefer high quality and having highly nutritious	(5)	(4)	(3)	(2)	(1)

Factors Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
food truck menus.					
1.4 I prefer food truck menus with no preservatives or artificial color.	(5)	(4)	(3)	(2)	(1)
1.5 I carefully consider about health status when it comes to food truck menus.	(5)	(4)	(3)	(2)	(1)
2. Social Media: SM					
2.1 Numbers of customers that click 'Like and Share' on webpage made me trust in this food truck brands.	(5)	(4)	(3)	(2)	(1)
2.2 Nice food pictures and video pursued me to try these food truck menus.	(5)	(4)	(3)	(2)	(1)
2.3 Reviews and comments on food truck brands have great impact on me.	(5)	(4)	(3)	(2)	(1)
2.4 I intend to purchase food truck menus follow promotion on webpage.	(5)	(4)	(3)	(2)	(1)
2.5 Always update activities online made more frequency to join and more chance of purchase.	(5)	(4)	(3)	(2)	(1)
3. Staff: S					
3.1 Uniform or creative costume helps creating great environment for food truck brands.	(5)	(4)	(3)	(2)	(1)

Factors Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
3.2 Staff personality has great impact both online and in real location.	(5)	(4)	(3)	(2)	(1)
3.3 Giving more details, customer recognition and conversation made me familiar and increase its chances of purchase.	(5)	(4)	(3)	(2)	(1)
3.4 Speed of service is matter for me.	(5)	(4)	(3)	(2)	(1)
3.5 Staff helped in bringing me the brands story and made me gets into their different styles of food.	(5)	(4)	(3)	(2)	(1)
4. Food Taste: FT					
4.1 I love eating tasty food.	(5)	(4)	(3)	(2)	(1)
4.2 Price will not concern if food has good taste.	(5)	(4)	(3)	(2)	(1)
4.3 All attractions will not concern if food is tasty.	(5)	(4)	(3)	(2)	(1)
4.4 Food sampling is matter to me to taste it first.	(5)	(4)	(3)	(2)	(1)
4.5 Signature taste made me one of the regular customers.	(5)	(4)	(3)	(2)	(1)
5. Commercial Vehicle: CV					
5.1 All advertising (poster, monitor, bunting, brochure) has great impact on my purchase intention of food truck menus.	(5)	(4)	(3)	(2)	(1)
5.2 Effective advertisement on the food trucks helped	(5)	(4)	(3)	(2)	(1)

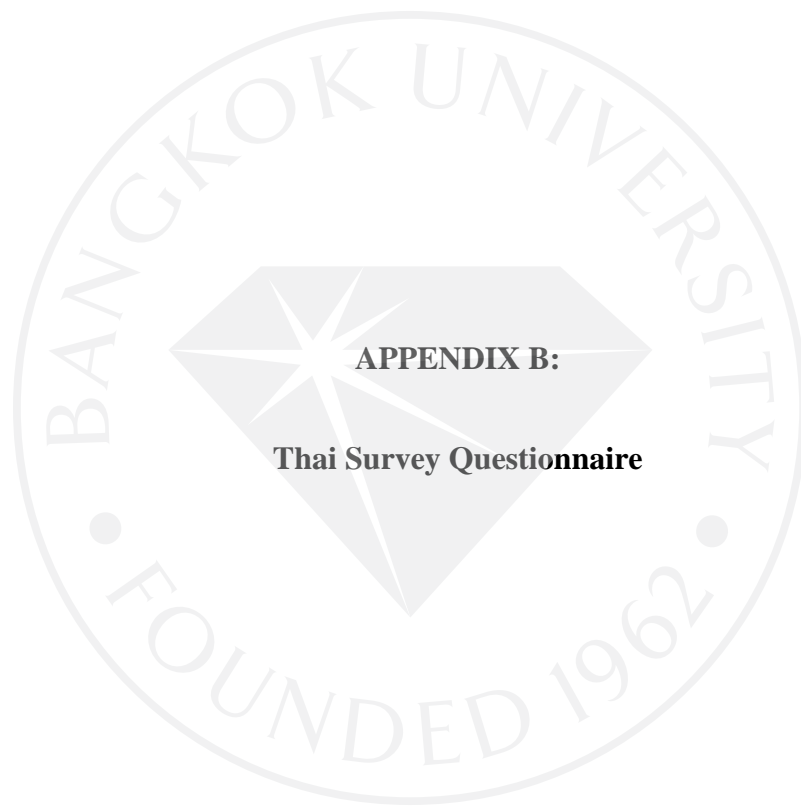
Factors Affecting Food Truck Menus' Purchase Intention of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
me in comparison of different brands in term of quality and features.					
5.3 Advertising messages attracts my intention to buy food truck menus.	(5)	(4)	(3)	(2)	(1)
5.4 Advertising made me familiar with food truck menus and increased the chances of purchase.	(5)	(4)	(3)	(2)	(1)
5.5 Design and color of vehicle has great impact on my purchase intention of food truck menus.	(5)	(4)	(3)	(2)	(1)

Part 3: Food Truck Menus' Purchase Intention of Consumers in Bangkok

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

Food Truck Menus' Purchase Intention: PI	Level of Opinions				
	Strongly Agree	↔		Strongly Disagree	
1. I am going to be one of the food truck menus' consumers.	(5)	(4)	(3)	(2)	(1)
2. I will purchase more than one of food truck menus in the future.	(5)	(4)	(3)	(2)	(1)
3. I am interesting in purchase food truck menus when joined any kind of events.	(5)	(4)	(3)	(2)	(1)
4. Food truck menus are one of my favorite kinds of meals.	(5)	(4)	(3)	(2)	(1)
5. If I have a chance, I would like to taste food truck menus.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****



แบบสอบถาม

เรื่อง การใส่ใจสุขภาพ สื่อสังคมออนไลน์ พนักงานผู้ให้บริการ รสชาติของอาหาร และรถพาดินชีย์
ที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคของผู้บริโภคในกรุงเทพมหานคร

แบบสอบถามชุดนี้จัดทำขึ้นโดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคของผู้บริโภคในกรุงเทพมหานคร ซึ่งเป็นส่วนหนึ่งของวิชา บธ. 715 การค้นคว้าอิสระ (Independent Study) ของนักศึกษา ระดับปริญญาโท หลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ ทางผู้วิจัยใคร่ขอความร่วมมือจากผู้ตอบแบบสอบถาม ในการให้ข้อมูลที่ตรงกับสภาพความเป็นจริงมากที่สุด โดยที่ข้อมูลทั้งหมดของท่านจะถูกเก็บเป็นความลับ และใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น

ขอขอบพระคุณทุกท่านที่กรุณาสละเวลาในการตอบแบบสอบถาม มา ณ โอกาสนี้

นักศึกษาปริญญาโท มหาวิทยาลัยกรุงเทพ

หมายเหตุ: ฟู้ดทรัค (Food Truck) หมายถึง รถขายอาหารเคลื่อนที่ไปตามจุดชุมชนต่างๆ ที่มีลูกค้ากลุ่มเป้าหมายเป็นจำนวนมาก

ส่วนที่ 1 ข้อมูลส่วนบุคคล

คำชี้แจง: โปรดทำเครื่องหมาย ลงใน ที่ตรงกับข้อมูลของท่านมากที่สุด

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) ต่ำกว่า 21 ปี 2) 21 – 30 ปี
 3) 31 – 40 ปี 4) 41 – 50 ปี
 5) 51 – 60 ปี

3. อาชีพ

- 1) นักเรียน 2) ข้าราชการ
 3) พนักงานบริษัทเอกชน 4) เจ้าของกิจการ
 5) เกษียณ 6) อื่นๆ

4. เงินเดือน

- 1) น้อยกว่า 20000 บาท 2) 20000 – 30000 บาท
 3) 30001 – 60000 บาท 4) มากกว่า 60000 บาท

5. ระดับการศึกษา

- 1) มัธยมศึกษาตอนปลาย/อนุปริญญา 2) ปริญญาตรี
 3) ปริญญาโท 4) ปริญญาเอก

ส่วนที่ 2 ปัจจัยที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคในกรุงเทพมหานคร

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุดเพียง

ช่องเดียว โดยมีความหมายหรือข้อบ่งชี้ในการเลือกดังนี้

- 5 หมายถึง ระดับความคิดเห็นที่ท่าน เห็นด้วยมากที่สุด
 4 หมายถึง ระดับความคิดเห็นที่ท่าน เห็นด้วยมาก
 3 หมายถึง ระดับความคิดเห็นที่ท่าน เห็นด้วยปานกลาง
 2 หมายถึง ระดับความคิดเห็นที่ท่าน เห็นด้วยน้อย
 1 หมายถึง ระดับความคิดเห็นที่ท่าน เห็นด้วยน้อยที่สุด

ปัจจัยที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคใน กรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด		↔		เห็นด้วย น้อยที่สุด
1. การใส่ใจสุขภาพ (Health Consciousness: HC)					
1.1 ท่านพิจารณาเรื่องไขมันเมื่อต้องเลือกอาหาร	(5)	(4)	(3)	(2)	(1)
1.2 ท่านคิดว่า คุณค่าทางโภชนาการมีความสำคัญกว่ารสชาติ	(5)	(4)	(3)	(2)	(1)
1.3 ท่านเลือกเมนูอาหารของฟู้ดทรัคหรือรถเคลื่อนที่ที่มีคุณภาพ และมีคุณค่าทางโภชนาการสูง	(5)	(4)	(3)	(2)	(1)
1.4 ท่านเลือกอาหารของฟู้ดทรัคที่ปราศจากสารกันเสียและสาร ปรุงแต่ง	(5)	(4)	(3)	(2)	(1)
1.5 ท่านพิจารณาถึงภาวะสุขภาพอย่างรอบคอบเมื่อสั่ง อาหารจากฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)

ปัจจัยที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคใน กรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด	↔			เห็นด้วย น้อยที่สุด
2. สื่อสังคมออนไลน์ (Social Media: SM)					
2.1 ท่านรู้สึกมั่นใจในร้านฟู้ดทรัคนี้ เนื่องจากมีคนมากถูกใจ และกดแชร์ในหน้าเว็บเพจของสื่อสังคมออนไลน์จำนวนมาก	(5)	(4)	(3)	(2)	(1)
2.2 ภาพและคลิปวิดีโอที่ดีเกี่ยวกับเมนูอาหารที่มีการแชร์กันบน สื่อสังคมออนไลน์สามารถจูงใจให้ท่านอยากลองรับประทาน อาหารจากร้านฟู้ดทรัคนี้	(5)	(4)	(3)	(2)	(1)
2.3 บทวิจารณ์เกี่ยวกับเมนูอาหารของฟู้ดทรัคบนสื่อสังคม ออนไลน์มีผลเป็นอย่างมากต่อความตั้งใจซื้อของท่าน	(5)	(4)	(3)	(2)	(1)
2.4 ท่านมีความสนใจซื้ออาหารจากฟู้ดทรัคเพราะการส่งเสริม ทางการตลาดบนสื่อสังคมออนไลน์	(5)	(4)	(3)	(2)	(1)
2.5 ความสม่ำเสมอของการอัปเดตกิจกรรมต่างๆ บนสื่อสังคม ออนไลน์ช่วยเพิ่มความถี่ในการเข้าร่วมกิจกรรมของผู้บริโภค และเพิ่มโอกาสในการซื้อมากขึ้น	(5)	(4)	(3)	(2)	(1)
3. พนักงานผู้ให้บริการ (Staff: S)					
3.1 เครื่องแบบหรือชุดของพนักงานที่สร้างสรรค์ช่วยสร้าง บรรยากาศที่ตรงกับแนวคิดของร้านฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)
3.2 บุคลิกของพนักงานผู้ให้บริการส่งผลอย่างมากต่อความตั้งใจ ซื้อของผู้บริโภคทั้งออนไลน์และหน้าร้านจริง	(5)	(4)	(3)	(2)	(1)
3.3 การให้รายละเอียด การจดจำและพูดคุยกับลูกค้าของ พนักงานผู้ให้บริการช่วยสร้างความคุ้นเคยให้กับท่านและ ช่วยเพิ่มโอกาสในการซื้อให้มากขึ้น	(5)	(4)	(3)	(2)	(1)
3.4 ท่านให้ความสำคัญกับความรวดเร็วในการให้บริการของ พนักงาน	(5)	(4)	(3)	(2)	(1)
3.5 พนักงานผู้ให้บริการที่เล่าเรื่องราวความเป็นมาของร้าน ทำให้ ลูกค้าเข้าใจในรูปแบบของอาหารในแต่ละร้านฟู้ดทรัคที่มี เอกลักษณ์หรือมีความแตกต่างกัน	(5)	(4)	(3)	(2)	(1)

ปัจจัยที่ส่งผลต่อความตั้งใจซื้ออาหารจากฟู้ดทรัคใน กรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด	↔			เห็นด้วย น้อยที่สุด
4. รสชาติของอาหาร (Food Taste: FT)					
4.1 ท่านชอบทานอาหารที่มีรสชาติอร่อย	(5)	(4)	(3)	(2)	(1)
4.2 ราคาของอาหารจะไม่มีค่าสำคัญ หากอาหารมีรสชาติที่ดีหรืออร่อย	(5)	(4)	(3)	(2)	(1)
4.3 สิ่งดึงดูดใจอื่นใดจะไม่มีค่าสำคัญ หากอาหารมีรสชาติที่ดีหรืออร่อย	(5)	(4)	(3)	(2)	(1)
4.4 การแจกตัวอย่างอาหารให้ทดลองชิมก่อนการตัดสินใจซื้อมีความสำคัญสำหรับท่าน	(5)	(4)	(3)	(2)	(1)
4.5 รสชาติที่เป็นเอกลักษณ์ทำให้ท่านกลายเป็นลูกค้าประจำของร้านฟู้ดทรัคนั้นๆ	(5)	(4)	(3)	(2)	(1)
5. รถพาณิชย์ (Commercial Vehicle: CV)					
5.1 สื่อโฆษณาบนรถพาณิชย์ (เช่น โปสเตอร์ หน้าจอ ธงโฆษณา แผ่นพับ ฯลฯ) ส่งผลเป็นอย่างยิ่งต่อการตัดสินใจซื้ออาหารจากฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)
5.2 การโฆษณาที่มีประสิทธิภาพบนรถพาณิชย์หรือรถฟู้ดทรัคช่วยให้ท่านสามารถเปรียบเทียบความแตกต่างทั้งในเรื่องของคุณภาพและคุณสมบัติอื่นๆ ของฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)
5.3 ข้อความโฆษณาบนรถพาณิชย์หรือรถฟู้ดทรัคสามารถดึงดูดความสนใจของท่านให้ตัดสินใจซื้ออาหารจากฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)
5.4 โฆษณาบนรถพาณิชย์หรือรถฟู้ดทรัคช่วยสร้างความคุ้นเคยหรือทำให้ท่านรู้จักเมนูอาหารของฟู้ดทรัคและเพิ่มโอกาสในการซื้อของท่าน	(5)	(4)	(3)	(2)	(1)
5.5 การออกแบบและสีสັນของรถพาณิชย์หรือรถฟู้ดทรัคส่งผลอย่างมากต่อการซื้ออาหารจากฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)

ส่วนที่ 3 ความตั้งใจซื้ออาหารจากฟู้ดทรัคของผู้บริโภคในกรุงเทพมหานคร

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุด

เพียงช่องเดียว โดยมีความหมายหรือข้อบ่งชี้ในการเลือกดังนี้

- 5 หมายถึง ระดับความคิดเห็นที่ท่านเห็นด้วยมากที่สุด
- 4 หมายถึง ระดับความคิดเห็นที่ท่านเห็นด้วยมาก
- 3 หมายถึง ระดับความคิดเห็นที่ท่านเห็นด้วยปานกลาง
- 2 หมายถึง ระดับความคิดเห็นที่ท่านเห็นด้วยน้อย
- 1 หมายถึง ระดับความคิดเห็นที่ท่านเห็นด้วยน้อยที่สุด

ความตั้งใจซื้ออาหารจากฟู้ดทรัค (Food Truck Menus' Purchase Intention: PI)	ระดับความคิดเห็น				
	เห็นด้วยมากที่สุด		↔	เห็นด้วยน้อยที่สุด	
1. ท่านจะเป็นหนึ่งในผู้บริโภคอาหารจากฟู้ดทรัคหรือรถเคลื่อนที่อย่างแน่นอน	(5)	(4)	(3)	(2)	(1)
2. ท่านจะซื้ออาหารจากฟู้ดทรัคมากกว่าหนึ่งครั้งแน่นอนในอนาคต	(5)	(4)	(3)	(2)	(1)
3. ท่านสนใจที่จะซื้ออาหารจากฟู้ดทรัคเมื่อมีโอกาสได้ไปตามงานต่างๆ	(5)	(4)	(3)	(2)	(1)
4. เมนูอาหารที่จัดจำหน่ายโดยฟู้ดทรัคถือเป็นเมนูอาหารโปรดอีกเมนูหนึ่งของท่าน	(5)	(4)	(3)	(2)	(1)
5. เมื่อมีโอกาส ท่านอยากลองทานอาหารจากฟู้ดทรัค	(5)	(4)	(3)	(2)	(1)

**** ขอขอบคุณทุกท่านที่กรุณาใช้เวลา ในการตอบแบบสอบถามครั้งนี้ ****





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The Graduate School

April 18, 2019

Mr. Pasakorn Sthitirata
Owner
Mad Cow Burger pattaya by Toni Santos

Dear Mr. Pasakorn Sthitirata

The Graduate School of Bangkok University would like to request your permission to allow one of our student in the Master of Business Administration Program (English Program), Mr. Teerawat Trikaisri, Student Code 7600202316 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Health Consciousness, social Media, Staff, Food Taste, and Commercial Vehicle Affecting Food Truck Menus Purchase Intention of Consumers in Bangkok"

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

Sincerely yours,


Suchada Chareanpunsirikul, D.B.A.
Dean, Graduate School

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The Graduate School

February 20, 2019

Mr. Phaitoon Pamakating
District Manager
Starbucks Coffee Thailand Co, Ltd.

Dear Mr. Phaitoon Pamakating

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), Mr. Teerawat Trikraisi, Student Code 7600202316 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Health Consciousness, social Media, Staff, Food Taste, and Commercial Vehicle Affecting Food Truck Menus Purchase Intention of Consumers in Bangkok"

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

Sincerely yours,


Suchada Chareanpunsirikul, D.B.A.
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The Graduate School

February 20, 2019

Mrs. Somsamorn Kettad
Operation Manager/Owner
A Little Cup Bangkok

Dear Mrs. Somsamorn Kettad

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), Mr. Teerawat Trikaisri, Student Code 7600202316 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Health Consciousness, social Media, Staff, Food Taste, and Commercial Vehicle Affecting Food Truck Menus Purchase Intention of Consumers in Bangkok"

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

Sincerely yours,

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Work Experience: 2001-2012 Store Manager
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1999-2000 Creative Staff
GMM Grammy Co., Ltd

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