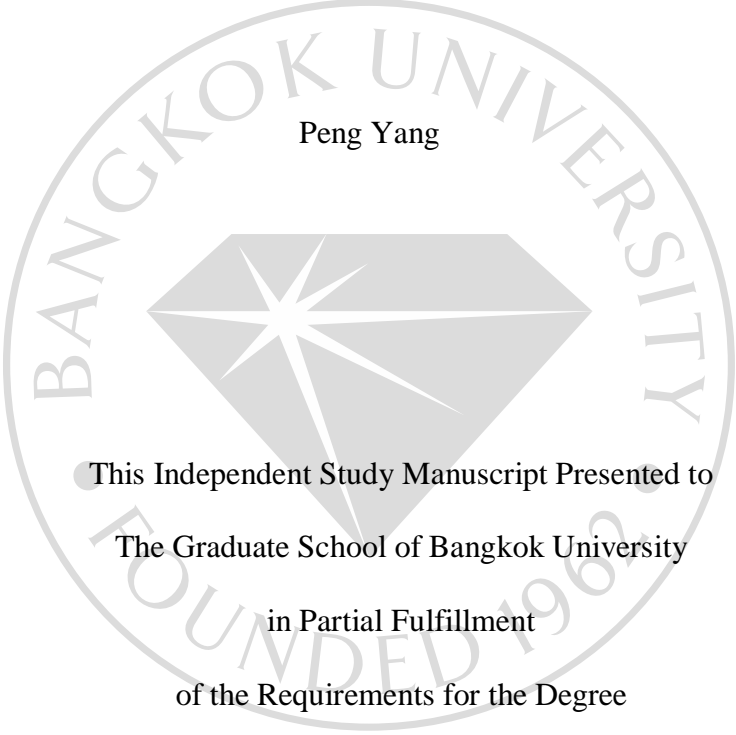


**FACTORS POSITIVELY AFFECTING CUSTOMERS' FRESH VEGETABLE
PURCHASE DECISION ON RETAIL OUTLETS
IN KUNMING CITY IN CHINA**



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Peng Yang



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Peng Yang

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the Graduate School
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Factors Positively Affecting Customers' Fresh Vegetable Purchase Decision on Retail Outlets in Kunming City in China (97 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to reveal the independent factors positively affecting shoppers to select fresh vegetable at retailers in Kunming in China. Those independent factors were shopping habits, characteristics of modern retailers, quality, convenience, price and benefits, consumer trust, value equity, and relationship equity. The total sample of 260 shoppers was collected with survey questionnaire in wet markets, supermarkets, community convenience stores, and street vendors. The researcher found that the respondents of this survey mostly were female respondents than those male respondents. Majority of the respondents in this survey were in marriage status with age under 24 and age between 24 and 30, most of their family members were above two and with higher education, their average monthly income at 9,865-22,185 baht. Generally, they spent more than 597 baht upon fresh vegetable monthly and were frequent buyers. Most of the respondents suggested they preferred purchasing fresh vegetable from wet markets for fresher concerns. The dataset primarily utilized descriptive statistics and multiple regression analysis. The researchers found that shopping habits ($\beta = 0.129$), relationship equity ($\beta = 0.480$), value equity ($\beta = 0.087$), consumer trust ($\beta = 0.083$), as well as price and benefits ($\beta = 0.074$), accounted for 48.2% positively affecting purchase decision for vegetable shoppers in China with statistical significant at .05.

Keywords: Fresh Vegetable Shoppers, China, Purchase Decision



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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

Fresh vegetable is one of the indispensable food resources to human, it provides necessary vitamins, fibers and minerals for physical health. David, Reynolds, Mela, Annie, Susan & Lean (1996) stated that fresh vegetable is well-recognized for health benefits. China has a dietary tradition that largely relied and demanded on fresh foods all along, the dietary tradition thus determines fresh vegetable has a significant and predominant position on the prandial structure to each urban and rural inhabitant. As to the majority of inhabitants across the country, fresh vegetable purchasing becomes the most frequent consuming behavior. Fresh vegetable production plays a crucial role in securing all Chinese populaces' elementary consumption requires can be satisfied, and for upgrading living quality. To ensure fresh vegetable's supplies is a basic livelihood issue, said Chinese government ("China's vegetable industries planning", 2012).

According to the newest official statistic from National Bureau (2014) showed that by the year of 2015, Chinese vegetable production volume reached at 774 million tons, total annual imported amount of 250 thousand tons, and exported quantity of 101.9 million tons, at the same period, fresh vegetable consumption amount presented with a number of 493 million tons roughly. Vertically looks at the fresh vegetable consumption condition from 2009 to 2015, a steady climbing trend has appeared. China is not only the biggest fresh vegetable produce country also the biggest

vegetable consumed country world widely. Along with Chinese locals' living quality and purchasing power advanced, expenses on fresh vegetable has increased significantly and simultaneously along with the consumption grown, expenditure of fresh vegetable reached 522 billion yuan (National Bureau of Statistics, 2014). Economists in China have confidently believed that fresh vegetable purchasing trend will continually go upward. From another aspect that the fresh vegetable's occupancy volume per capita had increased from 170 kilograms 2009 to 370 kilograms 2015 approximately. Within Chinese daily food gram proportion, fresh vegetable consumption per capita reached 924 grams of total 2368 grams, about 39 percent of daily foods intake amount. All in all, vegetable is the main diet in food consumption in China, therefor the research was interested to explore where are people purchasing their fresh vegetable from.

At present, Chinese fresh vegetable retail formats can generally be classified into two types: wet market as the one, which commonly recognized as traditional wet markets, and standard wet markets that just been brought out not far years ago. Relevant information presents that, wet markets, took over 80% account of total vegetable transaction cross-regional scope, it is the most fundamental channel of for fresh vegetable selling. The other one is "Wet market transforming into Food supermarket" (WMTFS) project, simply known as supermarkets project. In recent years, by harnessing link between farmers and supermarkets has had fresh vegetable sales climbing up over years, however, this merely account for less than 20% of total market share (Xingzhou & Ting, 2012).

Wet markets refer to the fixed places that mainly in uses of running retail businesses, selling fresh produces included fresh vegetable. Wet markets as the most

commonly seen fresh vegetable retailing mode in daily life in cities and towns. Wet markets are the prime channels of fresh vegetable distribution and the prime places for Chinese consumers to buy fresh vegetable. In traditional markets that a number of small independent retailers could able to fulfill the consumers' specific requirements for the variety, assortment, size, quantity and quality (Goldman et al., 1999). The striking virtues of the wet markets are considerable convenience and product variety, which wet markets are easily accessible, and offering an immense range of fresh vegetable variety at a reasonable price (Maruyama et al., 2016). Moreover, wet markets have intensive networks, so long as there are living blocks, there is at least a wet market bound to serve residents who lived nearby. There is a new concept of wet markets that are wet markets have undergone reconstruction, sites standardization thus termed as standardized wet markets. Standardized wet markets have relatively normative environment conditions, stall areas have restricted requirements that must be constructed in conformity with uniform acreage, have established quality control system to test fresh vegetable that are sold at markets, unitedly set up fire control, inspection, ventilation system, drainage, refuse disposal and public restroom and other complementary facilities. Standardized wet markets are in the charge of the specialized organization (Xingzhou & Ting, 2012), and this retail format has been ejected by the Chinese government, aimed to provide a better vision and function parallels to traditional wet markets.

“Wet market transforming into Food supermarkets” a short term as WMTFS project and commonly perceived as supermarkets project raised decade ago, the main formula of this is that supermarkets straightly sign purchasing contracts with production bases or specialized cooperatives, the contracts would prescribe amount,

quality, delivery dates and methods and so forth. its substance is optimizing vegetable supply chain (Xingzhou & Ting, 2012). There are three fundamental requirements: firstly, enormous quantity, production bases (specialized cooperatives) must have adequate number of vegetable, capable to supply goods to supermarkets regularly; secondly, premium quality, production bases (specialized cooperatives) must be responsible for vegetable' quality, warrant food safety; thirdly, standardization, classification, packaging, labeling and so forth in need of executing standardization. Cheeseman & Wilkinson (1995) describe supermarkets as self-service stores, which offer one-stop shopping, value for money and a large product selection in pleasant surroundings. Furthermore, supermarkets project has tremendously cut down the circulation period and highly ensured vegetable' quality. However, since 2002 the project has been complementing, after years of efforts, the popularization and promotion of the project have been painfully slow (Daily, 2011). Furthermore, vegetable prices are easily higher than other modes when under the supermarkets' mode, parts of reason are quality inspection systems that supermarkets developed and a proportion of 'non-pesticide product' vegetable. The outcome is, even though saving costs from intermediate circulation, still, the prices tend to be less attractive compare to peripheral traditional markets.

In addition to above channels, fruitful of new vegetable retail means have been probing and booming. One vital form is residential community convenient stores, is that allowing farmers immediately sell own-produced vegetable to sites located out by the communities. Street vendors refer to fresh vegetable farmers directly sell their product along the streets by living areas.

A rising phenomenon fresh vegetable retailing type is fresh vegetable e-

business that by taking a strong tailwind of electronic commerce which, creates a possibility for fresh vegetable e-business rising up and becoming a most promising distribution channel. There also exist other modes of vegetable retailing, but compare to above of outlets, it's playing a minor influence to Chinese society, so unnecessarily explain more in this paper.

In April 2016, Yum77, the leading electronic retailer (e-retailer) for fresh produce in Shanghai and the surrounding areas, with investment from Amazon, got into insolvency and finally had to file for bankruptcy because of differences among the shareholders. Several other significant smaller players of fresh produce businesses were also had experienced serious cash flow problems. Many Internet fresh produce e-commerce companies like Yiguo.com, through Alibaba, Fruitday.com, or Missfresh.cn had found that acquiring existing offline retail chains with strong operational experience would be more attractive than developing their own offline stores from scratch. Alibaba, Yiguo's major investor, had previously bought two fresh produce retail chains to explore integrating offline and online stores into the new retail business models (Tim, 2017). Moreover, a company's core competencies in terms of ability to generate customer flow/ loyalty, low operating cost and efficient logistics are urgent issues to be considered for fresh products' businesses (Tim, 2017). In the past year, delivery of fresh fruits and vegetables had sped up significantly. For example, South African fresh produce businesses shipped high volumes of cherries to China because of reducing shipment lead time (Tim, 2017). Around the end of 2016, Yonghui Supermarket sold its 21.17% shares of Lianhua Supermarket to Yiguo RMB 850 million of around 4,234.76 million baht (Xe.Com, 2018), making the second largest shareholder for one of the largest supermarket chain in China (Tim,

2017). Alibaba invested online-to-offline (O2O) fresh food chain Hema Food Market, where consumers can order fresh product online to be delivered express for their nearest store (Global Produce Events GmbH, 2018). Distributors were investing in facilities and infrastructure to offer value-adding services for retailers in China (Global Produce Events GmbH, 2018).

Thus, when numbers of e-commerce fresh produce businesses realized important roles of existing offline retail chains of fresh produce businesses with strong operational experiences, ability to generate customer flow/ loyalty, low operating cost and efficient logistics, integrated online-to-offline model, heavy investment in facilities and infrastructure to offer value-adding services for retailers in China, this research was aimed to reveal the independent factors positively affecting shoppers to select fresh vegetable at retailers in China.

In conclusion, the Chinese huge consumption potential along with rapid growth in economy has made China one of the most attractive markets for as well as international food retailers that have entered China with a long-term expansion plan. In recent years, some international retailers have shifted their business strategical attention to second-and third-tier cities in China, Kunming as an example (Dabin & Junkai, 2011) which are becoming the profits generator for them due to the continued high growth rate and increasing consumption power. Despite the rapid expansion of modern retailers in Asia, the traditional wet markets, farmer markets and small grocery stores continue to provide the main places for the purchase of fresh food in order to fulfill the consumers' specific requirement for variety, assortment, size, quantity and quality (Chamhuri & Batt, 2013). As modern retail outlets keep expanding, developing and attempting to reach consumers in these emerging markets

(Maruyama & Wu, 2014), understanding the varied factors involved with consumers' purchasing decision towards both traditional and modern retail formats, will improve understanding of opportunities and challenges for all those fresh vegetable retailers.

1.2 SWOT analysis

Table 1.1: Wet market, supermarket and community convenience store SWOT analysis

	Wet markets	Supermarkets	Community convenience stores
Weakness	<ol style="list-style-type: none"> 1. Product safety hard to guarantee. 2. Unpleasant and noisy shopping environment. 3. Lack of the scale advantages. 	<ol style="list-style-type: none"> 1. High cost: equipment, employees' salaries, other operating costs. 2. Freshness hard to keep, and high wastage. 3. Slow response: price adjustments, slow check out during rush hours. 4. Higher price. 	<ol style="list-style-type: none"> 1. High price. 2. Less product variety. 3. Incomplete logistic systems, lack of modern management.
Opportunity	<ol style="list-style-type: none"> 1. Residents' income level: lower and middle classes tend to shop at. 2. Residents' shopping habits: seeking cheaper price, freshness, 	<ol style="list-style-type: none"> 1. Residents' pursuing of high living quality. 2. The government actively promote supermarkets formats. 3. Needs of cities' constructions and 	<ol style="list-style-type: none"> 1. Support from the government policies. 2. Relatively safe economic environment, less influence from

(Continued)

Table 1.1 (Continued): Wet market, supermarket and community convenience store

SWOT analysis

	<p>familiar salesmen.</p> <p>3. Long-term lower price advantages.</p> <p>4. The Government's "Safe consumption project." implementation that enforced countervailing power.</p>	<p>managements.</p> <p>4. Advancing technology as support</p> <p>5. Foreign countries' successful experience fresh produce in western developed countries mainly sell in supermarkets.</p>	<p>economic crisis.</p> <p>3. Other religions' successful experience and patterns.</p>
Threat	<p>1. Upgrading awareness of living quality with increasing income and consumption power of the consumers.</p> <p>2. Pressure from "Wet Markets Transforming into Food Supermarkets campaign."</p> <p>3. Farm product retailing market shifting, customer arising awareness of vegetable's inner quality and brand.</p>	<p>1. Chinese supermarkets' management of fresh produce still in exploring state.</p> <p>2. Many issues in upstream supplies, quality control and standardization and delivery of fresh produce.</p> <p>3. Consumers' shopping capacities and shopping habits formed from long period of time that hard to change.</p>	<p>1. Increasing competitors.</p> <p>2. Unsound long-term guarantee mechanisms.</p>

(Continued)

Table 1.1 (Continued): Wet market, supermarket and community convenience store
SWOT analysis

		<p>4. The government policies were not well instituted and executed.</p> <p>5. Information asymmetry: unsmooth flow of information, un-immediate react with consumers' desires.</p>	
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Source: Bao, H. (2010). Chinese Supermarkets Opreating Fresh Farm produce's SWOT- CLPV Matric Analysis. *Jiangsu Commercial Forum*, 2010(5), 3.

Jiangbo, L. (2011). Wet Market SWOT. Retrieved from <https://wenku.baidu.com/view/61e96d64ddccda38376bafcb.html>

Liu, Z. (2013). Study on Community Vegetable Supply Status and Opreation Scheme In Tangshan. *Journal of Hebei United University*, 12(5), 3.

1.3 Objective of research

Kunming, capital of Yunnan Province, known as “the City of Eternal Spring” because of its pleasant climate and flowers blooming all year long. The city is the gateway to the celebrated Silk Road facilitated trade with Tibet, Sichuan, Myanmar, India, and beyond (TravelChinaGuide, 2018). Therefore, the researcher was interested and endeavored to find out independent factors positively affecting customers' fresh

vegetable purchase decision at retailers in Kunming city in China. Independent variable embraced various of factors were consumer's shopping habits, characteristics of retail outlets, fresh vegetable' quality, convenience, prices of benefits, consumer trust, value equity, relationship equity towards purchase decision of consumer of fresh vegetable in Kunming city in China.

1.4 Contribution of the study

1.4.1 The results of this research could be applied to marketing strategies for fresh vegetable industry by understanding consumers' shopping habits, providing attractive price and benefits, building well consumer trust with retailers, offer good value equity and relationship equity to consumers.

1.4.2 Since there had only few studies done the research on what kind of factors might significantly affect residents purchasing decisions when they face various types of fresh vegetable retail retailers in second-tier cities like Kunming. Therefore, this paper may give fresh insights of how today's consumer interacting with those retailers and how the outlets can meet consumer's changing needs that of individual business ownership or trade organizations who are engaging in fresh vegetable retailing.

1.4.3 This research expanded the information on how shopping habits, characteristics of modern retail outlets, convenience, quality, price and benefits, consumer trust, value equity and relationship equity affected consumers purchase decision. This would be beneficial for the future researchers.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Shopping habits were included how consumers could purchase products with easy accessibility, quick and efficient checkouts, convenient opening hours, clear products' labels (Chamhuri & Batt, 2013). More in-depth understanding of shopping habits, which are the motivations and attitudes toward a product and that are the key factors in the decision-making process, because motivations and attitudes create a perception of like or dislike for a particular situation (Ajzen, 1988). Goldman & Hino, (2005) found that consumers' shopping behaviors may influence their purchase decision, consumers prefer to shop from those fresh vegetable retailers that they are familiar with and as their prior considerations. Mowen (1995) defined consumers' personality as "the distinctive patterns of behavior, including thoughts and emotions that characterize individual's adaption to the situation of consumer", therefore, consumers would behave differently and form varied shopping habits.

2.1.2 Modern retail outlets include hypermarkets, supermarkets, and convenience chains. Pavlou & Fygenson (2006) identified 10 key store attributes that influence store choices and then divided as product-relevant that including product quality, price and selection, and market-relevant attributes that including the convenience of location, store environment, car parking, trolley and basket, service and assortment. These store attributes also are the critical factors that heavily affecting consumers to make their decisions on traditional or modern fresh vegetable retail outlets (Goldman et al., 1999). Modern retail outlets normally well organized,

managed and subjected to government regulation thus products quality and safety could be guaranteed (Maruyama et al., 2016). In making their decision where to shop, consumers evaluate the importance of various retail formats characteristics. (Trappey & Lai, 1997) found that the importance of the store attributes varied depending on the purposes of shopping and a positive association found in store attributes and consumers' subjective psychological states of enjoyment and arousal.

2.1.3 Convenience has different meanings in varied scenarios and contexts.

Convenience means higher efficiency and brings simplicity and to comfort consumers regarding modern retail outlets. Bonne and Verbeke (2006) define convenience as one-stop shopping where grocery shoppers can easily buy everything they needed under one roof. Researches indicate that modern retail outlets (ex., supermarkets, hypermarkets) can better content younger shoppers in the face of rising fast-paced lifestyle and increasing time pressure, and these causes make traditional multi-stop shopping costlier than one-stop shopping (Trappey & Lai, 1997; Messinger & Narasimhan, 1997). Convenience also means an easily reached location (community convenient store as an example) where just located in or near living community (Jane Lu et al., 2017). Jason & Marguerite (2006) found that some consumers willing to pay higher price to purchase fresh produce from nearby supermarkets for convenience concerns. Even though distance/accessibility valued less in some consumers' perception since in some areas the penetration of supermarkets is complete (Goldman and Hino, 2005), however, in many developing countries, distance or accessibility of supermarkets still matter (Maruyama & Trung, 2007). Thus, consumers might continually shopping at community convenience stores or traditional wet markets out of convenience concerns (Hino, 2010). Geuens, et al. (2003) described the

convenience of shopping from modern retailers that facilitated with car parking, trolleys and baskets, neat and clear presentation of products, signage, and the desired width and depth of the product selection.

2.1.4 Quality of fresh vegetable mainly refers to freshness that can be judged from appearance, color and cleanness of the vegetable (“WMTFS Program”, 2012). According to Kyriacou & Rouphael (2017) that there are important first-level attributes that momentarily influence consumers’ purchase decisions, such as size, shape, color, absence of defects and firmness, have been disproportionately associated with fresh vegetable’ quality. Peri (2006) adopted the concept of ‘performance’ to capture the importance of quality, which was included safety, nutritional, sensory, functional, aesthetic, ethical and convenience attributes of product. Those abstract quality dimension can be further embedded as Steenkamp’s (1990) definition of information stimuli that are related to quality of the product and can be ascertained by the consumer through the senses prior to consumption as quality cues. Consumers are offered a large number of quality cues in the markets. Freshness as a critical cue of quality is an attractive factor for shoppers of fresh vegetable for all kinds of retail formats (Chamhuri & Batt, 2013). Some customers perceived that fresh goods in such as wet markets were considered fresher and more ‘natural’ than that of being ‘retained freshness’ in coolers in supermarkets (Chamhuri & Batt, 2009), furthermore, they also perceived that vegetable are transferred directly from wholesale markets some even from local farm markets thus ‘more fresh’ in wet market. Fresh vegetable must be cleared daily in the wet markets which can guarantee the freshness (Goldman et al., 1999). Whereas, there are other customers believe purchasing fresh vegetable from modern retail outlets can obtain fresher products that is due to the logistic

procurement, technology and inventory management's advantages of hypermarkets and supermarkets (Jason & Vikranth, 2010).

2.1.5 Piyush Kumar & Arindam (2004) and Goldman and Hino (2005) suggested that price was a persuasive tool which attracted consumers to purchase at a particular seller. Don (2000) exposed that price had been considered largely for lower income group. Generally speaking, retailers who offer lower price will have attracted more consumers. Consumers with higher socioeconomic status are more likely to shop at modern retailers (Anand, 2009), moreover, Abdelmajid & Najoua (2011) revealed that modern retail formats acted as a scene of social distinction for the upper and middle class, who looked forward to distinct themselves from the other classes and to showcase their unique social identity. In addition, marketing literature showed that loyal consumers were less price sensitive and therefore more willing to pay a premium price and more likely to purchase frequently (Reichheld & Earl Sasser, 1990; Teal & Reichheld, 1996). Don revealed that Chinese consumers intended to bargain on price. For those bargain 'addicts' they have put much focus on benefits of bargaining, these benefits not necessarily are economic, but also other loyalty program such as provide discounts for lower price, free items (Don, 2000) in order to offer psychological satisfaction to consumers. Sze-ki1 (2008) found that consumers who prefer shopping at wet markets pay less than actual price of the product and to receive additional items freely while purchasing, which is impossible in supermarkets, for the price is generally fixed.

2.1.6 Johnson and Grayson (2005) found that trust of cognitive and affective forms were the two dimensions of interpersonal trust in consumer-level service relationships. Cognitive trust was the trust that placed in the trustworthiness of the

store and/or its frontline service employee. It based on consumer's confidence or willingness to rely on a service provider's competence and reliability. A consumers' trust in the firm could be affected by the perceived trust of the business context in which it operates (Grayson et al., 2008). Chinese retail formats have been booming in recent decades, however, this condition has resulted in the emergency of some retailers who operated their business in an unethical way by selling bad condition product and over-priced products. Such behaviors by some retailers has promoted Chinese consumers to have concerns about the poor products quality, safety and over-priced products (Kang Ernest et al., 2011). Consequently, consumers' trust on retailers will be more influential in making purchase decision for Chinese consumers. Trust in food suppliers is essential because consumers not always have completed knowledge regarding quality, safety and of vital attributions of food (Zhang et al., 2016). In China, modern retail outlets are normally operated by large scale retail chains such as Wal-Mart, thus, Chinese consumers normally feel confidence and less risky when shopping at modern retailers (Sherriff et al., 2013). Furthermore, according to Sherriff et al, with their business expertise in product lines and / or services, modern retailers could quickly build up reputation among customers who would feel more certain about the quality of goods sold at modern retail outlets.

2.1.7 Consumers have defined value as “low price”, “the quality I get for the price I pay” and “what I get for what give” (Zeithaml, 1988). Woodruff (1997) defined value as “a customer's perceived preference for and evaluation of product attributes, attribute performances, and consequences arising from use that facilities achieving the customer's goals and purpose in use situation”. These finding influenced the formulation of the term value equity that consists of three components:

quality, price and convenience (Nel & Plangger, 2015). Value equity has been defined as “the objective assessment of the utility of the brand, based on perceptions of what is given up for what is received” (Rust et al., 2005). Rust et al. stressed the priority status of providing value, if consumers not perceived it to be adequate, “any advertising campaign or loyalty program will have little effect in retain that consumer”. According to Zohaib et al. (2017), value equity is the ratio or customers’ overall evaluation of what have received compares with what have paid or given. Customers’ perception of high value equity ratio is that they believe what they have received is worthwhile and cost-efficient. Bolton and Lemon (1999) suggested that there is a positive relation between perceived value and satisfactory. Vogel et al. (2008) found that a positive relation between value equity and purchasing intention towards one particular place.

2.1.8 Crosby et al. (1990) suggested that customers enter into long-term relationship could significantly reduce transaction costs and uncertainty of future benefits. Relationship also mutually beneficial for sellers and buyers’ sides, and maintaining long-term relationships with consumers doesn’t come at expense if sales grown. “Relationships equity help to reduce costs of over time through better inventory utilization and profitability by reducing a seller expended on maintaining good relationship with consumers (Kalwani & Narayandas, 1995). The creation of relationship equity may be useful when the firm provides a complex service, which is delivered over multiple time periods, with many buyers that are unsophisticated about the service, when the future demands and supplies are uncertain (Crosby et al., 1990). According to Rust et al. (2001) suggested that relationship equity was the emotional commitment, that was, customers had special links or feelings towards a brand or a

firm or such. When the equity relationship is firm that if customers feel attached with the firm's relationship building and retention programs (Zohaib et al., 2017). Vogel et al. (2008) found that a positive relation between relationship equity and purchasing intention towards one particular place.

2.1.9 "A decision is the selection of an option from two or more alternative choices". When a person in the face of deciding whether or not to make a purchase in the case such as a choice between product A and product B, that person is in a position to make a decision (Long-Yi & Yeun-Wen, 2009). The customer's purchasing decision is resulted in a series of elements instead of just in one (Alhemound, 2008). In making purchase decision, Kotler (2003) Pointed out that consumers might make up to five purchase sub-decisions: brand decision, vendor decision, quantity decision, timing decision, and payment-method decision. Purchase decision making is a cognitive process (Piyush Kumar & Arindam, 2004). According to (Chamhuri & Batt, 2013), Purchase decision related to the mental process that involved with relevant knowledge gathering and information understanding then to decide where to purchase wanted products. Consumers searching information during the shopping process, consumers as well as browsing information that related to product through Internet and then evaluate it and make a choice (Pavlou & Fygenon, 2006). Chen et al. (2017) pointed out that customers make their purchase decisions by relying on contents posted by other customers that are relying on knowledge and experience from others we knew and/or trusted. Chen. S (2015) and Chen et al. (2017) investigated social commerce components such as consumers have accessed to purchase knowledge and experience by interacting with online forums and communities, leaving comments and recommendations by others and thus found that

it have significance influence on customers' behaviors. "Affective appraisals are evaluations based on feelings, emotions, and gut reactions that individuals experience in relation to an attractive object" (Lee et al., 2012). Postive affection appraisal of a retailer means that consumers feel happy, good, relaxed, likeable or satisfactory, furthermore, customers would communicate with each other and exchange emotions if they positively appraised one retailer, and thus can help other consumers to make purchase decision (Chen et al., 2017).

Notar and Kanthawongs (2016) studied the influence of private label image, social image, perceived quality, brand awareness, corporate social responsibility, price premium, prestige sensitivity, controlled-communication, and word-of-mouth communication. The result showed that most participants were females, aged between 20-25 years old, single, had bachelor's degree, worked as private company employee, income earned was less than 25000 baht, purchased the quality food product once a week, and spent on purchasing between 101-300 baht. The result represented that only price premium, word-of-mouth communications, and brand awareness had positive influence on purchasing intention of high quality food products. The results from this research benefited the food business industry.

Thanaratakkharathawi and Kanthawongs (2016) studied on the influence of after-sales quality, seller morality, online shopping via Instagram, trust, peer recommendations, product risk, ease-of-use, user generated content support, and perceived risk affecting purchase intention in Chatuchak Market in Bangkok. The data in this research were collected by using survey method with 270 sample size. The respondents from this research were consumers who purchased clothing products in Chatuchak Markets in Bangkok. The result showed that most of the participants were

female, aged between 31-35 years old, single, had bachelor's degree, worked as a private company employee, income earned between 20,001-30,000 baht, made purchasing clothes in Instagram was between 1-2 times per month, and spent on purchasing was between 501-10,000 baht. The results represented that only perceived risk, user-generated content support, and peer recommendations had positive influence on purchase intention of clothing consumers. The results from this research benefited the business owners on Instagram.

Above two researches that all tried to find out what factors may have triggered consumers to make their purchase decisions, and intriguingly, both of the article mentioned feedback and recommendations from other and consumers' feelings towards products, these stimuli occurred to the researcher that in choosing a fresh vegetable retailer probably have same influence thus worth to be investigated.

2.2 Hypotheses

Based on the related literature, theories and previous studies, this study can thus hypothesize as following:

2.2.1: There is a positive relationship between shopping habits and purchase decision making.

2.2.2: There is a positive relationship between characteristics of modern retail outlets and purchase decision making.

2.2.3: There is a positive relationship between convenience and purchase decision making.

2.2.4: There is a positive relationship between quality and purchase decision making.

2.2.5: There is a positive relationship between prices and profits and purchase decision making.

2.2.6: There is a positive relationship between consumer trust and purchase decision making.

2.2.7: There is a positive relationship between value equity and purchase decision making.

2.2.8: There is a positive relationship between relationship equity and purchase decision making.

2.2.9: There is a positive influence of combining shopping habits, characteristics of modern retail outlets, quality, convenience, price and benefits, consumer trust, value equity and relationship equity towards fresh vegetable' purchase decision of consumers in Kunming.

2.3 Conceptual Framework

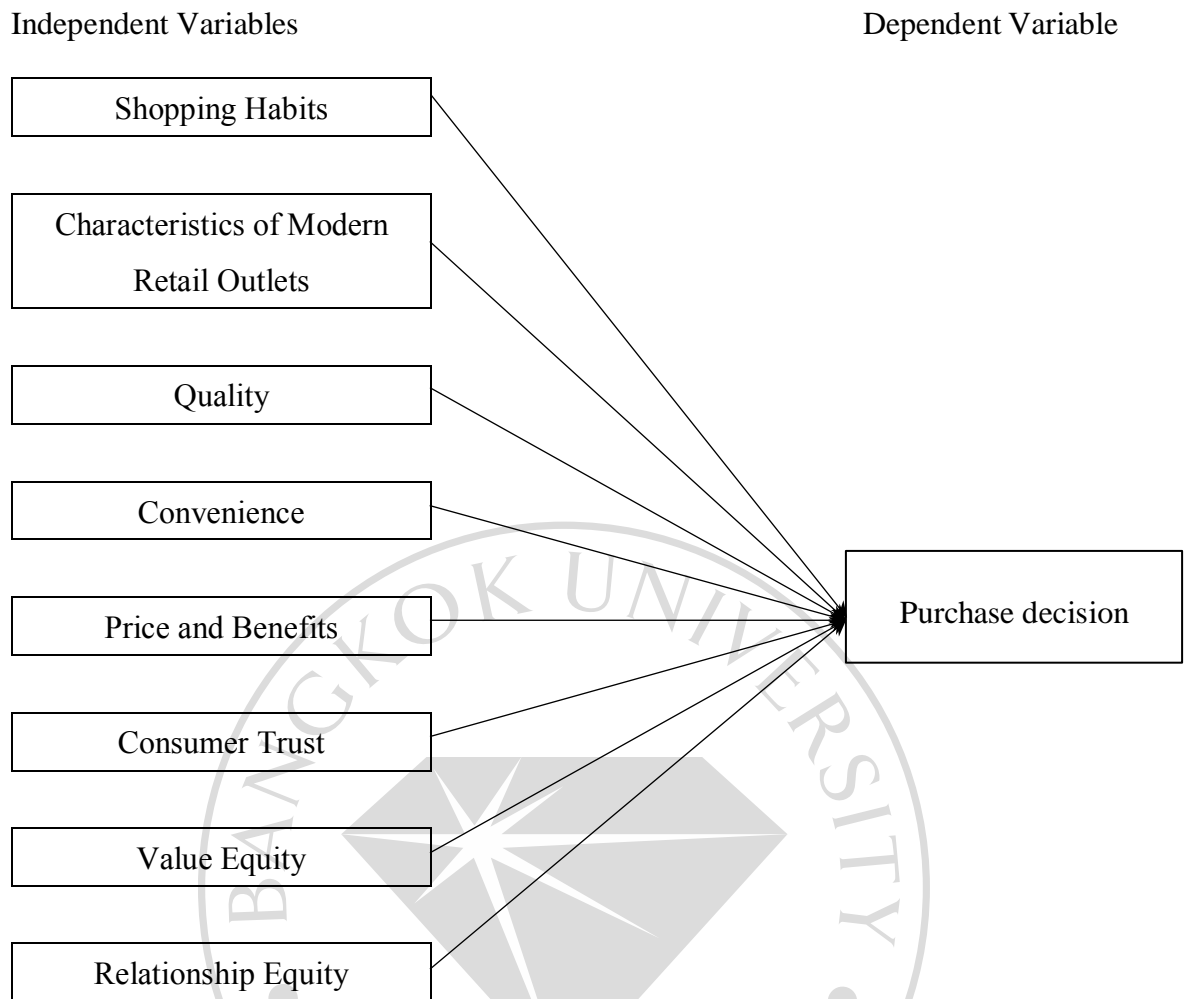


Figure 2.1: Theoretical framework for purchase decision

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research design

The methodology of this research was on a quantitative base---questionnaire survey. Firstly, questionnaire started from collecting general information with close-ended questions regarding fresh vegetable purchasing situations such as preferred shopping venues, consumption frequencies, taken transportations and general monthly expenses on fresh vegetable. Meanwhile, the questionnaire included demographic and classification questions associated with background information on gender, age, education, monthly income, occupation, family size and residential community. Then a software SPSS was utilized to analyze data that collected from questionnaires.

3.2 Population and Sample Selection

The target population of this research was urban residents who had fresh vegetable purchasing experiences, covered group from occasionally to frequent buyers. For ensuring validity and accuracy of the research, the questionnaire dispensed at locations mentioned in this paper that were wet markets, supermarkets, community convenience stores and street stalls, those retailers as a city's principal vegetable purchasing locations, according to Meng (2016) that city residents are frequently purchasing their fresh vegetable from wet markets and supermarkets, wet markets in particular, account for almost 80% of total vegetable transaction, Chinese researches believe supermarkets would replace wet market become the key channel of fresh vegetable's retailing, thus through survey to analyze factors affecting residents'

purchasing decisions of sales locations of fresh vegetable and answer why consumers are making such purchase decisions are worthwhile. Chosen retailers are in separated major districts in Kunming, therefore, the respondents in those areas were enough representative of the majority of Kunming's fresh food shoppers. A nonprobability sampling has been taken throughout the pilot test and full-scale test. It is a good way to collect data with respondents who were willing to cooperate with the researchers by completing the questionnaires (Czaja & Blair, 2005; Saunders et al., 2006). In all cases, researchers were not to intervene with respondents while given their answers but could explain items in questionnaire when assistance is required. A questionnaire is in need of about 15 minutes to be filled. The most surprising thing is that even though without any presents were provided, people who were asked to fill the questionnaire were very supportive and pleased to participate, which made a lot easy to complete all questionnaires in a short period time.

The sample size for this study was calculated based on Cohen's (1977) principle to determine the sample size from 40 pilot questionnaires completed by participants who had fresh vegetable purchasing experiences: either occasionally or frequently fresh vegetable buyers in Chenggong and Wuhua district in Kunming. The sample size was then calculated by using a software---G*power version 3.1 which created by Cohen and approved by several researchers (Faul et al., 2009; Wiratchi, 2012). The detailed processed were inputting the Effect Size of 0.0903936 (Calculated by Partial R^2 of 0.0829), Power ($1 - \beta$) of 0.95, Alpha (α) of 0.05, Number of test predictor of 8, Total number of predictors of 8 into G-power to proceed calculation process. Then, the outcome explained that the minimum number of the total sample size was 260 (Cohen, 1977). Hence, 260 sets of questionnaire need to

collect.

3.3 Research Instrument and Content Validity

This research adopted a questionnaire as the instrument to examine and degree responses related to the research theories of which, were shopping habits, characteristics of retail outlets, fresh vegetable' quality, convenience, prices of benefits, consumer trust, value equity, relationship equity and purchase decisions. As to instrument draft and build, and the finalized statement items utilized to implement the constructs of each investigated variable that were mostly drawn from relevant literature, previous studies and market survey institutions, with necessary diction adjustments. All items can be found in the questionnaires that attached in Appendix H (Chinese version) and Appendix I (English version).

Since the targeted participants lived in China, the questionnaire therefore written in English and Chinese vision, and was printed in simple Chinese characters for gathering data from Kunming city for the survey. An advisor as a researcher and lecturer from School of Business Administration, Bangkok University who was guiding throughout the variable chosen, the questionnaire developed until the first approval was given.

Furthermore, for ensuring validity of the questionnaire, two experts that devoted in fresh vegetable retail business, Jie Peng, owner of one of chain supermarket (Include fresh vegetable selling zone, certainly) and an executive chairman of Kunming Tuoxinyu company that runs a standardized wet market asked to give advice on developing questionnaire contents to become further suitable, intelligible and precise for the research from their business point of views. Then,

modified and finalized questionnaire items from suggestions that provided by experts plus the advisor's guidance.

The research's movement consists of two major processes, 40 pilot test and further full-scale test. The pilot test was used to judge whether the design of the questionnaire is reasonable. Next, a total amount of 260 pieces of questionnaires was redeveloped and to again administrated in the aimed city.

The administrated questionnaire in Chinese contains 4 part. A detailed description of each part is presented as follows.

Part 1: It's containing seven items asking about respondent's demographic conditions: gender, age group, education level, monthly income, occupation, family size and residential community.

Part 2: With four items to acquire the information of purchase behaviors, which were fresh vegetable purchasing frequency, preference of shopping venues, transportation taken to purchase fresh vegetable and expenditure of fresh vegetable.

Part 3: To investigating targeted factors; the objective of this part is to access respondent's agreement level regarding their engagement in purchasing fresh vegetable by using a five-point Likert scale measurement starting from the "lowest agreement" represented by 1 to the "Highest agreement" represented by 5, meanwhile, 2, 3 and 4 represented low, moderate and high, respectively. The question categories are composed as blowing.

Table 3.1: Research variables and measurements

Categories	Provenance	Item
Shopping Habits	Referred to “Perceived Risk” by Chamhuri & Batt (2013)	6
Characteristics of Modern Retail Outlets	Chamhuri & Batt (2013)	5
Quality	Chamhuri & Batt (2013)	4
Convenience	Chamhuri & Batt (2013); Jane Lu, Charlene, & Kelsey (2017)	4
Price and Benefits	Chamhuri & Batt (2013)	4
Consumer Trust	Zhang, Xu, Oosterveer, & Mol (2016)	4
Value Equity	Zohaib, Salman, & Zhao (2017); Chamhuri & Batt (2013)	4
Relationship Equity	Zohaib, Salman, & Zhao (2017); Chamhuri & Batt (2013)	4
Purchase Decision	Chen, Lu, & Wang (2017)	5

Part 4, an open-ended suggestion window that prepared to welcome participant’s advice or comments about the study.

3.4 Testing Research Instrument

In order to validate the instrument, verify the measurement of the instrument is

qualified also to ensure each item is easily understandable by participants, a pilot test thus was conducted in the early December 2017. Based on research outcomes and analysis from the pilot test that certified the questionnaire was qualified in terms of its reliability and items construct validity. A full-scale data collection was then implemented which started on 24 December 2017. Similar to the previous pilot test, but a total of 260 sets of the questionnaire distributed at referred places, 260 valid sets of data were completed, returned and thus able to proceed further analysis. The SPSS, an IBM statistic software, version 24 was introduced and operated throughout the statistical analysis process for this study. Thereby, the dataset (instrument) was tested for reliability using means of Cronbach alphas and factor analysis. And the details of the analysis of each category are illustrated in Table 3.2.

The reliability values of each variable should exceed 0.65 (Coefficient Correlations) recommended by Craig & Moores (2006), variables are reliable at this condition. In pilot test analysis, all categories appeared surpassing recommended level of 0.65 (Coefficient Correlations): 0.746 for shopping habits (SH); characteristics of modern retail outlets (CM) with 0.86; 0.781 of quality (Q); 0.739 of convenience (CON); 0.669 of price and benefits (PB), 0.709 of consumer trust (CT); 0.803 of value equity (VE); 0.777 of relationship equity (RE) and 0.768 of purchase decision-making (PD). At full scale survey, Alpha coefficients of each factor type ranging from 0.747 of shopping habits (SH), 0.726 of characteristics of modern retail outlets (CM), 0.836 of convenience (CON), 0.731 of quality (Q), 0.803 of prices and benefits (PB), 0.838 of consumer trust (CT), 0.806 of value equity (VE), 0.749 of relationship equity (RE) and 0.723 of purchase decision. Thus, the instrument had proven reliable. as shown in Table 3.2.

Table 3.2: Cronbach's Alpha Coefficient of 40 pilot and 260 full-scale test of questionnaires

Questionnaire	n = 40	n = 260
Variable Factor		
Shopping Habits (SH)	.746	.747
Characteristics of a modern retail outlets (CM)	.860	.726
Quality (Q)	.781	.836
Convenience (CON)	.739	.731
Price and Benefits (PB)	.669	.803
Customer Trust (CT)	.709	.838
Value Equity (VE)	.803	.806
Relationship Equity (RE)	.777	.749
Independent Factor		
Purchase Decision (PD)	.768	.723

By utilizing principal component analysis (PAC) and Varimax rotation method (Kline, 2002) that were based on SPSS to make assessments the of validity of construct for the pilot test. In this study, consequently, loading value generated from the principal components analysis was utilized to determine the final number of factors would be taken in full-scale test. The Varimax rotation method is used to rotate axes for providing factors with meaningful interpretations. A loading value should greater than 0.3 (Kline, 2002). The details of values of each variable were showed in Table 3.3.

Table 3.3: Loading values for Factor Analysis of Pilot Instrument

	SH	CM	Q	CON	PB	CT	VE	RE	PD
SH1	0.698								
SH2	0.368								
SH3	0.252								
SH4	- 0.075								
SH5	0.186								
SH6	0.376								
CM1		0.428							
CM2		0.063							
CM3		0.411							
CM4		- 0.025							
Q1			0.611						
Q2			0.810						
Q3			0.861						
Q4			0.497						
CON1				0.853					
CON2				0.794					

(Continued)

Table 3.3 (Continued): Loading values for Factor Analysis of Pilot Instrument

CON3				<u>0.164</u>					
CON4				<u>0.217</u>					
PB3					0.787				
PB4					<u>0.252</u>				
CT1						0.33			
CT2						0.73			
CT4						0.824			
VE1							0.704		
VE2							0.703		
VE3							0.859		
VE4							0.842		
RE1								0.744	
RE2								0.571	
RE3								0.695	

(Continued)

Table 3.3 (Continued): Loading values for Factor Analysis of Pilot Instrument

RE4								0.783	
PD1									<u>0.144</u>
PD2									0.485
PD3									0.573
PD4									0.851
PD5									0.783

3.5 Statistics for Data Analysis

After collected and returned questionnaires, research had prudently checked the completeness of the answers of each questionnaire. Collected dataset analytical procedures were conceived, processed and thoroughly utilized SPSS/iOS version 24.0 (Statistical Software Package for Social Science).

In the descriptive statistical analysis, demographic and general information was analyzed by frequency and percentage. Fresh vegetable purchasing behaviors' information was also undergone frequency and percentage analysis. After summed each construct of investigated factors that consist of shopping habits, characteristics of modern retail outlets, convenience, quality, prices and profits, consumer trust, value equity, relationship equity and purchase decision, then were analyzed through Mean (\bar{x}) and standard deviation (S.D) that indicated consumers' agreement level in

terms of each construct.

In inferential statistical analysis, Pearson's correlation coefficients (R or ρ) was utilized to detect relationships between dependent variable (purchase decision) and independent variables (shopping habits, characteristics of modern retail outlets, convenience, quality, prices and profits, consumer trust, value equity and relationship equity) then could estimate variables' degree of linear relationship measured by coefficient's values.

Since in this study, multiple independent factors are associated to act on dependent factor, thus, multiple regression analysis was adopted to determine the relationships between dependent variable and independent variables and then could establish a statistical model for guiding managerial businesses. In this study, SPSS used for multiple regression analysis, analysis of variance table (ANOVA) was also generated and applied to this study to detect the total amount of variance in the independent variables and to estimate in what degree of independents' variance is accounted for the total variance. The R square is the probability that could be considered as a significant value for the established model, hence, the ANOVA table is contributed to testing the significance of the model.

CHAPTER 4

RESEARCH RESULT

The sample for this research consisted of 260 respondents living in representative districts of Kunming. This chapter consists four parts present the research results in order to test the posed hypothesizes and to answer the research question.

4.1 Summary of Demographic Data

Demographic data was analyzed by descriptive method via SPSS and displayed in frequencies and percentage which of gender, age, education level, monthly income, occupation, family size, purchasing frequency, monthly expenditure (on fresh vegetable), respondents' residence, frequent shopping venues and last the transportation taken to purchase fresh vegetable.

From the gender perspective, greatly more female respondents (62.7%) are in the data set than those male respondents (37.3%) of the total sample size of 260. Since in Chinese society, females are more likely be the ones doing grocery purchase, it's not surprised female respondents are greater than the males in expectation. Majority of respondents are under age of 24 years old (35.8%), age between 24 and 30 shows the similar percentage (35%), It's so Intriguing that young generation is dominant of fresh vegetable' purchasing in the undergone survey. For education levels, 52.7 percent respondents accepted higher education in colleges or universities, since the investigative data collection covered a university town in Cheng'gong district of Kunming. Respondents' monthly income averaged at 9,865-22,185 Baht (2001-4500RMB), at 45.8%. Most of the respondents are married and among them, most

have their family members above 2, at 54.7% in total. 26.5% of respondents are staying unmarried. In this investigation, of course, all respondents have shopping experiences, whether frequent shoppers or not is the only difference. In the data set, 45% of respondents are the relatively frequent shopper who has at least been purchasing fresh vegetable three times a week. In terms of the monthly expense of fresh vegetable, much of respondents expended above 597 Baht (120RMB) upon fresh vegetable. Most of the respondents prefer shopping at wet markets (all kinds), 59.6% of the whole purchasing fresh vegetable from wet markets solely, while another 7.3% respondents share other shopping venues. Respondents often take to purchase fresh vegetable that mostly they are walkers, at proportion of 63.8%. Which is in anticipation that people like shopping at the neighborhood areas.

4.2 Results of Research Variables

In this study, the potential relationship between the dependent variable (Purchase decision) and independent variables (shopping habits, characteristics of modern retail outlets, quality, convenience, price and benefits, consumer trust, value equity, relationship equity) is tested via SPSS (Correlation analysis), seen in Table 4.1. 8 hypothesizes were assumed.

Table 4.1: Pearson's Correlation Coefficient analysis of correlation between dependent (purchase decision) and the independent variables (shopping habits, characteristics of modern retail outlets, convenience, quality, price and benefits, consumer trust, value equity, relationship equity)

Variables	Mean	SD	Cronbach's Alpha	SH	CM	Q	CON	PB	CT	VE	RE	PD
Shopping Habits (SH)	4.00	.617	.747	1								
Characteristics of a Modern Retail Outlets (CM)	3.11	.693	.726	.134*	1							
Quality (Q)	4.31	.665	.836	.359**	.039	1						
Convenience (CON)	3.89	.728	.731	.305**	.155*	.059	1					
Price and Benefits (PB)	3.43	.978	.803	.124*	.195**	.131*	.090	1				
Customer Trust (CT)	4.13	.862	.838	.144*	-.028	.152*	.152*	.083	1			

(Continued)

Table 4.1 (Continued): Pearson's Correlation Coefficient analysis of correlation between dependent (purchase decision) and the independent variables (shopping habits, characteristics of modern retail outlets, convenience, quality, price and benefits, consumer trust, value equity, relationship equity)

Value Equity (VE)	3.54	.849	.806	.248**	.151*	.090	.040	.066	.086	1		
Relationship Equity (RE)	3.41	.782	.749	.433**	.075	.216**	.174**	.168**	.276**	.277**	1	
Purchase Decision (PD)	3.43	.696	.723	.393**	.090	.143*	.189**	.220**	.283**	.296**	.659**	1

** Correlation is significant at the .01 level.

* Correlation is significant at the .05 level.

8 hypotheses are interpreted from Table 4.1 and illustrated as follows:

Hypothesis 1, shopping habits have a positive relationship with purchase decision.

Hypothesis 2, characteristics of modern retail outlets have no positive relationship with purchase decision.

Hypothesis 3, quality has a positive relationship with purchase decision.

Hypothesis 4, convenience has a positive relationship with purchase.

Hypothesis 5, prices and benefits have a positive relationship with purchase decision.

Hypothesis 6, consumer trust has a positive relationship with purchase decision.

Hypothesis 7, value equity has a positive relationship with purchase decision.

Hypothesis 8, relationship equity has a positive relationship with purchase decision.

4.3 Results of Hypothesis Testing

Table 4.2: Analysis of variance using ANOVA of independent variables positively affected purchase decision of fresh vegetable retail outlets in Kunming

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	60.438	8	7.555	29.213	.000 ^b
Residual	62.911	251	.259		
Total	125.349	259			

Table 4.2 further confirmed that independent variables: shopping habits, characteristics of modern retail outlets, quality, convenience, prices and benefits, consumer trust, value equity, relationship equity have influences on the dependent variable on that purchase decision due to Sig. of the equation equal .000 at .05 significant level.

Table 4.3: Multiple Regression Analysis of independent variables positively affected purchase decision of fresh vegetable retail outlets in Kunming

Dependent Variable: Purchase Decision, R= 0. 694, R²= 0.482, Constant= 0.501					
<u>Independent variables</u>	<u>Std. Beta (β)</u>	<u>Std. Error</u>	<u>T</u>	<u>Sig</u>	<u>VIF</u>
(Constant)	.501	.323	1.551	.122	
Shopping Habits(SH)	.129*	.063	2.061	.040	1.496
Characteristics of a modern retail outlets(CM)	-.003	.048	-.054	.957	1.091
Quality(Q)	-.058	.052	-1.118	.265	1.179
Convenience(CON)	.033	.047	.708	.480	1.148
Price and Benefits(PB)	.074*	.034	2.217	.028	1.078
Customer Trust(CT)	.083*	.039	2.138	.033	1.114
Value Equity(VE)	.087*	.040	2.196	.029	1.129
Relationship Equity(RE)	.480*	.047	10.138	.000	1.374

* Statistical significant level at .05.

Multiple regression analysis was applied in this study to determine the consistent model to therefore suggesting influential factors toward the purchase decision. Overall analysis result indicates that multiple factors are positively influencing on purchase decisions of fresh vegetable retail outlets at the significant

level of .05 and could be as the determiners of purchasing decision on the fresh vegetable. The result of the hypothesis testing exposed that shopping habits ($\beta = 0.129$), price and benefits ($\beta = 0.074$), consumer trust ($\beta = 0.083$), value equity ($\beta = 0.087$) and relationship equity ($\beta = 0.480$) have been considering the most while respondents were selecting fresh vegetable sellers at the statistical significant level at .05. While the rest of hypothesis need to be rejected since those factors (characteristics of modern retail outlets, quality and convenience) have not detected fair positive influences at .05 significant level. The elements of shopping habits, price and benefits, consumer trust, value equity and relationship equity account for 48.2 % criterions that vegetable shoppers would consider and thus make their purchase decisions. Whereas, the other 51.8% of influential factors have not been referred in this study. In this study, the standard error was ± 0.323 using the following equation.

$$Y (\text{purchase decision}) = 0.501 + 0.129 (\text{shopping habits}) + 0.074 (\text{price and benefits}) + 0.083 (\text{consumer trust}) + 0.087 (\text{value equity}) + 0.480 (\text{relationship equity})$$

The equation above implies as follows:

If shopping habits were increased by 1 point and other factors remain then would result in that purchase decision increases 0.129 points.

If prices and profits were increased by 1 point and other factors remain then would result in that purchase decision increases 0.074 points.

If consumer trust was increased by 1 point and other factors remain then would result in that purchase decision increases 0.083 points.

If value equity was increased by 1 point and other factors remain then would result in that purchase decision increases 0.087 points.

If relationship equity was increased by 1 point and other factors remain then

would result in that purchase decision increases 0.480 points.

4.4 Summary of Hypothesis Testing.

Based on the linear regression model established above, further confirmation of the precision of the model was needed, which was to decide whether the collinearity of independents is existed the multicollinearity analysis was applied. In this study variance inflation factor (VIF is one of the judgment methods) or tolerance value (reciprocal of VIF) was utilized. Generally, the VIF value should not exceed 4 and tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

Table 4.4: Testing collinearity of independent variable

<u>Independent Variables</u>	Tolerance	VIF
Shopping habits	0.668	1.496
Characteristics of modern retail outlets	0.917	1.091
Quality	0.848	1.179
Convenience	0.871	1.148
Price and benefits	0.927	1.078
Consumer trust	0.897	1.114
Value equity	0.885	1.129
Relationship equity	0.728	1.374

The result of collinearity from the table 4.4 showed that the minimum tolerance value is 0.668 and the maximum variance inflation value (VIF) is 1.496, which content to requirement (VIF value should not exceed 4 and tolerance value should exceed 0.2). Hence, there was no multicollinearity among independent variables in this study thus the model was reliable and accurate.

the researchers had conceptualized and determined that from multiple regression analysis of factors affect purchasing decision of the shoppers of fresh vegetable in Figure 4.1 conceptual framework.

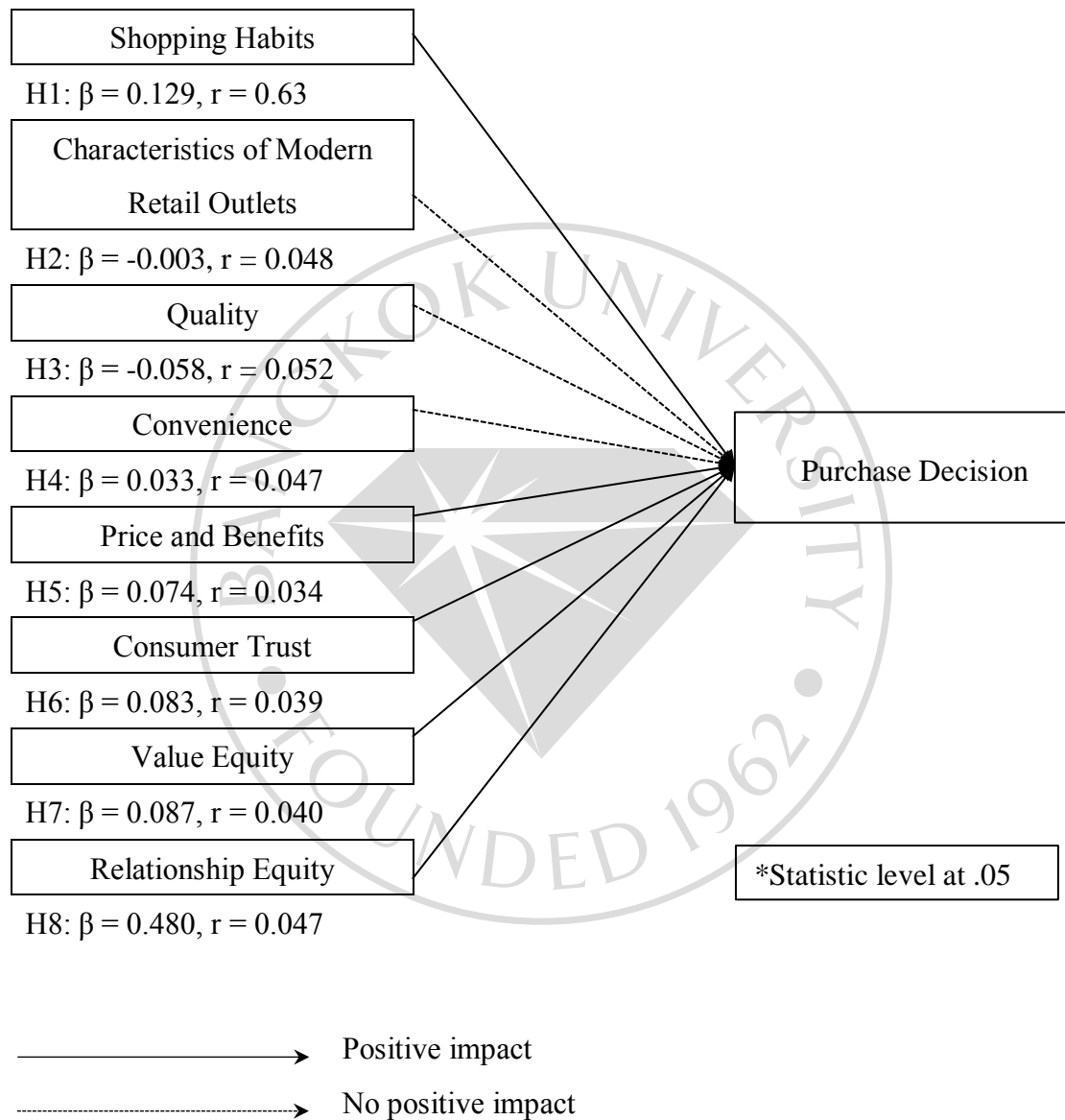


Figure 4.1: Conceptual map based on multiple regression analysis

Again, in conclusion, that, shopping habits, price and profits, consumer trust,

value equity, relationship equity have positively influenced on purchase decision on fresh vegetable. On the contrary, characteristics of modern retail outlets, quality and convenience have no positive affect on making purchase decisions on the fresh vegetable.



CHAPTER 5

DISCUSSION

This chapter summarizes and presents the significant results and findings from the former analysis. This chapter also encompasses this research's implications, managerial applications and recommendation for further research.

5.1 Research findings and conclusion

The 260 respondents were investigated in Kunming in representative districts. Data sets out from collected questionnaires were used to analyze and to expose factors positively affected fresh vegetable shoppers to select retail outlets of fresh vegetable. In demographics, greatly more female respondents (62.7%) are in the data sets than those male respondents (37.3%). Since in Chinese society, females are more likely be the ones doing grocery purchase. The majority of participants in Kunming was older than 24, household members concentrated on 3 to 4 level. Monthly income of fresh vegetable shoppers was about 9,865 to 22,185 Baht (2001-4500RMB) and worked as employees in companies, mostly were frequent shoppers among them, 22.3% purchase fresh vegetable three times a day while 22.7% were daily shoppers, majority of the shoppers expending exceeds 597 Baht (121RMB) monthly. In Kunming, most of shoppers preferred nearby wet markets (66.9%) over other formats for fresh vegetable purchasing.

Multiple Regression analysis applied to test hypotheses in this study and the results are interpreted. Overall analysis result indicates that multiple factors are positively influencing purchase decisions of fresh vegetable retail outlets. The result

of the hypothesis testing exposed that shopping habits ($\beta = 0.129$), price and benefits ($\beta = 0.074$), consumer trust ($\beta = 0.083$), value equity ($\beta = 0.087$) and relationship equity ($\beta = 0.480$) were matched assumption and had been considering the most while respondents were selecting fresh vegetable sellers at the statistical significant level at .05. Whereas, the rest of hypothesizes need to be rejected since those factors (characteristics of modern retail outlets, quality and convenience) have not detected or without strong positive influences at .05 significant level.

5.2 Discussion

This paper explored factors positively affecting customers to make purchase decision among various fresh retail outlets in the city of China, Kunming. Consumers always relying on multiple factors rather than only one, shopping habits, characteristics of modern retail outlets, convenience, quality, price and benefits, consumer trust, value equity and relationship equity were investigated to find out consumers considering the most of times when purchasing fresh vegetable among those factors.

Overall, this study found that shopping habits, price and benefits, consumer trust, value equity and relationship equity that positively influencing consumers' purchasing decisions. Regression analysis verifies that Hypothesis 1, shopping habits have a positive relationship with purchase decision, matched Goldman & Hino (2005) that found that consumers' shopping behaviors may influence their purchase decisions, consumers prefer to shop from those fresh vegetable retailers that they are familiar with and as they prior considerations.

Hypothesis 2, characteristics of modern retail outlets have a positive

relationship with purchase decision. however, after regression test learned that characteristics of modern retail outlets have no positive impact on purchase decision, rejected hypothesis, against Trappey & Lai's (1997) findings that in making their decision where to shop, consumers evaluate the importance of various retail formats characteristics. Due to the modern retailers have similar characteristics which have to follow certain regulation that required by the government, which had formed a standard that been considered as no significant difference between one and another by customers.

Hypothesis 3, convenience have a positive relationship with purchase decision. Nevertheless there have not showed a positive impact on purchase decision according to regression analysis, thus hypothesis rejected. Convenience means higher efficiency and brings simplicity and to comfort consumers regarding modern retail outlets. Bonne and Verbeke (2006) interpreted convenience as one-stop shopping where grocery shoppers can easily buy everything they needed under one roof, intriguingly, the consumers in Kunming suggested convenience more means location friendly and this has not been so matter as before, matched Jane Lu's (2017) theory.

Hypothesis 4, quality have a positive relationship with purchase decision. Through regression analysis no positive impact found on purchase decision. According to Kyriacou & Rouphael (2017) that there are important first-level attributes that momentarily influence consumers' purchase decisions. However, due to the special geographic location that Kunming possessed, which had been add to the government's developing plan, "vegetable basket plan" ("China's vegetable industries planning", 2012), which require high quality vegetable to be produced and transferred under such a plan, so consumers in Kunming put enough trust at quality, and less

cared.

Hypothesis 5, price and benefits have a positive relationship with the purchase decision, matched Piyush Kumar & Arindam (2004) and Goldman and Hino (2005) that suggested that price is a persuasive tool which attracts consumers purchase with a particular seller.

Hypothesis 6, consumer trust has a positive relationship with the purchase decision, matched Grayson et al. (2008) that a consumers' trust in the firm could be affected by the perceived trust of the business context in which it operates Therefore, consumers' trust on retailers will be more influential in making purchase decision of Chinese consumers.

Hypothesis 7, value equity has a positive relationship with the purchase decision, as expected in line with previous literature that customers' perception of favorable price-quality ratio was a signal of high quality. Previous research suggested a positive relationship between perceived value and satisfaction (Agag & El-Masry, 2016).

Hypothesis 8, relationship equity has a positive relationship with the purchase decision, matched customers trusted the sellers and became committed to the sellers' offerings. There was a positive association between relationship equity and purchase decision (Zohaib et al., 2017).

Hypothesis 9, based on the analysis from multiple regression showed that there are multiple factors impacted on purchase decision, those factors were shopping habits, price and benefits, consumer trust, value equity and relationship equity at significant level of .05. This consisted with Goldman & Hino (2005) that consumers' shopping behaviors may influence their purchase decisions, aslo consisted with

Piyush Kumar & Arindam (2004) and Goldman and Hino (2005) that price is a persuasive tool which attracts consumers purchase with a particular seller, meanwhile, the result matched Grayson et al (2008) that suggested consumers' trust on retailers will be more influential in making purchase decision of Chinese consumers. Furthermore, the finding of this paper in line with that customers' perception of favorable price-quality ratio was a signal of high quality, Agag & El-Masry (2016) suggested a positive relationship between perceived value and satisfaction. Lastly, the outcome of this paper was pinned by Zohaib et al (2017) that relationship equity valued much when a firm and sustainable relationship has been developed and relationship equity has been offered by sellers. While the other factors found not same result as previous studies. As conclusion, those factors found positive impact on purchase decision as long as those factors were explored and understood much could utilize to develop better business strategies for fresh vegetable sellers.

5.3 Recommendation for managerial implication

Based on the results of this study, fresh vegetable sellers (all kinds) may need to consider to have a new insight of selling fresh vegetable by understanding consumers shopping habits. Consumers in Kunming have formed habits of buying fresh vegetable easily accessible, locally produced and products well organized/laid out, which requires sellers to offer products that commonly seen and frequently purchased by consumers, to provide locally grow fresh vegetable, fresh vegetable neat exhibition can be an incentive to persuade consumers to shop over.

Findings in this research would shoppers in Kunming are still significantly sensitive to prices and benefits. Some consumers are preferring to pay less money on

fresh vegetable, in the same time, they are finding satisfactory if the vendors gave some items for free or had shopping points/loyalty programs, which some consumers therefore believe that sellers offered cheaper price and thus feel 'cost-efficient'. Fresh vegetable retailers in order to make attraction for shoppers make their purchasing decision, set up competitive prices and long term benefits would have been great helpful.

Consumer trust is a powerful driver for consumers in Kunming that trustiness as an incentive to spur shoppers to one format of fresh vegetable retail instead others. in a long course of time, the consumers in Kunming have formed their own trust on varied fresh vegetable providers, such as trust on supermarkets, trust on wet market, trust on convenience store etc. Mutual trustiness is hard to develop in a short time it is requiring more than just products but something more critical, something out of consumers' cognitions and subconscious, which demands sellers not to only look after profits even though it is the purpose of running a business, but sincerely to offer good quality of products, offer goodwill, offer conscientiousness to consumers

Sellers may also need to offer more value equity to fresh vegetable shoppers such as by offering fresh vegetable delivery services since there are a group of younger shoppers, they poured and exhausted from their business thus would like to have sellers to deliver fresh vegetable to their home. Higher quality products such as organic produce are rising recognition by some consumers, they would like to pay more to buy those perceived higher quality and safety products for getting higher value equity concern. Location friendly is also an important factor persuade customers to come to shop, it needs to but not always necessarily close to residences as long as it easily accessible by walking or within a short distance that a short time

drive can approach.

Sellers need to make good relationship equity with customers, when the relationship is firm that if customers feel attached with the firm's relationship building and retention programs, they are more likely to make purchase decision with the firm (retailer), thus they may need to consider build up and maintain the good relationships with their customer, such as providing good service to buyers, to be friendly and hold positive and enthusiastic gestures to customers etc. Customers in Kunming are willing to purchase fresh vegetable from where they have a good relationship with and accept good services from the vendors.

The results can be used as guidelines for fresh vegetable retailers in Kunming for developing their intercommunication with the shoppers, and to run the business efficiently, attractively, and profitably.

5.4 Recommendation for further research

This study examined part of information considered in shoppers fresh vegetable's purchasing decision on fresh vegetable sellers in Kunming in terms of shopping habits price and benefits, consumer trust, value equity and relationship equity that are positively involved. This study identifies several limitations that may restrict the research data collection, analysis and findings. Some limitations are intentionally set in order to confine the research scope, while others are considering as an opportunity for future research. Due to the time constraint and other objective factors, this research particularly focuses on Kunming's retail outlets' selection, even so, it was hardly stretched entire Kunming city, and participants from chosen districts may not be enough representative as entire Kunming's fresh vegetable shoppers.

Central districts' shoppers may behave differently with their peripherals.

Further research may need to magnify the scope of the survey to cover fresh vegetable's packaging, customer loyalty, brand cognitions in terms of sellers, food safety in information conceived in vegetable retailers selecting in Kunming's society that mentioned by respondents in the open-end questions of questionnaires.

At factor analysis, this research detected that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceed factor loading value are question 3 (SH3): I would like buy fresh vegetables that clearly displayed the origin of the fresh vegetables, question 4 (SH4): I get used to buy vegetables from the same place, question 5 (SH5): I can do self-selection for my fresh vegetables, question 10 (CM4): I like to buy fresh vegetables from good shopping environment such as clean and large areas, question 17 (CON3): I shop at places easy for car parking, question 18 (CON4): I like shopping places with various selections of fresh vegetables, question 20 (PB4): I would like to go places offering shopping points or loyalty programs, such as points can be used as cash or give free items when buying vegetables and question 32 (PD1): I purchase vegetables at my retail outlets because I learn from forums and communities such as Tianya or WeChat.

Furthermore, it is noteworthy to make a comparison of purchase behaviors between online fresh vegetable shoppers and the offline ones, since this type of fresh vegetable retail format is booming at present, investigates customers' inclination towards this format could give ideas about customers' changing desires in contemporary supplying methods of fresh vegetable. And could then create or

upgrade current offline fresh vegetable retail outlets' business structures and situation, provide more efficient and pleasant shopping channels to satisfy changing consumers, ultimately, to maximize profits.



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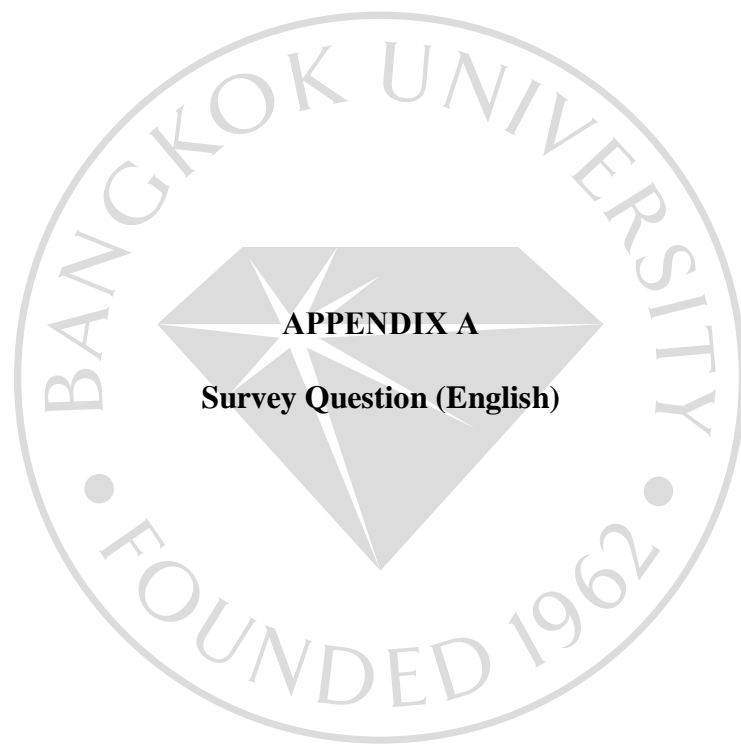
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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Questionnaire

On

Factors Positively Affecting Customers' Fresh Vegetables Purchase Decision
on Retail Outlets in Kunming City in China

INTRODUCTION:

Objective of this survey is to collected data for use in Master of Business Administration (M.B.A) research, Bangkok University. The result of this research will be benefit to Fresh vegetable markets development in Kunming. I, Yang Peng, master's degree of M.B.A student of Bangkok University is gratefully for your kind assistance and cooperation.

Instruction:

Please fulfill the questions below and give rating or checkmark on the answer(s) that mostly match your circumstance.

Part 1, Please put a check (✓) in • that matches your conditions the most.

1. Gender.

- 1) Male
- 2) Female

2. Age.

- 1) Under 24

- 2) 24-30
- 3) 31-40
- 4) 41-50
- 5) Above 50

3. Education.

- 1) Elementary or below.
- 2) High school levels.
- 3) College or university levels.
- 4) Graduate school levels or above.

4. Monthly Income. (Assume exchange rate: 1 RMB = 4.93 Baht)

- 1) Below or equal to 9,860 baht (2000RMB).
- 2) 9,865-22,185 baht (2001-4500RMB).
- 3) 22,190-34,510 baht (4501-7000RMB).
- 4) Above 34,515 baht (Above 7001RMB).

5. Occupation.

- 1) Housewife.
- 2) Entrepreneur or self-employed.
- 3) Old-age pensioner
- 4) Retirement pensioner
- 4) Employee of companies
- 5) Other _____.

6. Family Size.

- 1) Single
- 2) Family of 1-2 members
- 3) Family of 3-4 members
- 4) Family of 5 or more members

7. Frequency of fresh vegetables consumption.

- 1) Daily
- 2) Three times a week
- 3) Once a week

- 4) Occasionally
- 5) Others_____.

8. How much you spend on monthly fresh vegetables purchase?

- 1) Below or equal to 592Baht(120RMB).
- 2) 597- 1085Baht (121-220RMB).
- 3) 1090 - 2071Baht (221-420RMB)
- 4) 2076-2564Baht (421-520RMB)
- 5) Above 2569Baht (Above 521RMB).

9. Where do you usually purchase fresh vegetables?

- 1) Wet markets
- 2) Supermarkets
- 3) Community convenience stores
- 4) Street vendors
- 5) Others_____.

10. What kind of transportation you use to buy fresh vegetables? (you can choose more than one selection)

- 1) Walking
- 2) Bicycle
- 3) Electrical bicycle
- 4) Motor cycle
- 5) Bus
- 6) Car
- 7) Light train
- 8) Other_____.

11. Which community residential you lived?

- 1) Yuhuayuxiu.
- 2) Shuxiangdadi.
- 3) Muchunyuan.
- 4) Dianchimingzu.
- 5) Qicaiyunnan

- 6) Milanyuan
- 7) Other_____.

Part 2, Please mark every statement with only one \surd in the box that you have the strongest feeling with.

	Agree level				
	Lowest	Low	Moderate	High	Highest
	(1)	(2)	(3)	(4)	(5)
Shopping Habits					
SH1: I would like to buy fresh vegetables that are easily to access, such as potatoes.					
SH2: I prefer to buy local produced fresh vegetables.					
SH3: I would like buy fresh vegetables that clearly displayed the origin of the fresh vegetables.					
SH4: I get used to buy vegetables from the same place.					
SH5: I can do self-selection for my fresh vegetables.					
SH6: I go to places with good management, such as fresh vegetables neatly displayed.					
Characteristics of A Modern Retail Outlets					
CM1: I will go to buy fresh vegetables at places that I understand they are having promotions/advertisements					

through WeChat/TV/Newspaper.					
CM2: I would like to buy vegetables from where they provide either shopping carts or free bags.					
CM3: I prefer to purchase vegetables where have return and refund policies.					
CM4: I like to buy fresh vegetables from good shopping environment such as clean and large areas.					
CM5: I prefer to purchase fresh vegetables from where sellers provide various payment choices such as Alipay or WeChat pay.					
Quality					
Q1: My purchase decisions rely on the fresh vegetable's good appearance.					
Q2: I am looking for the freshness when I purchase fresh vegetables.					
Q3: I prefer clean fresh vegetables.					
Q4: I purchase fresh vegetables with green/bright colors.					
Convenience					
CON1: I prefer one-stop shopping places like when I buy fresh					

vegetables and I can buy other household goods as well.					
CON2: I will buy fresh vegetables near my living communities or places close my work place.					
CON3: I shop at places easy for car parking.					
CON4: I like shopping places with various selections of fresh vegetables.					
Price and Benefits					
PB1: I like the opportunity to bargain on price when I buy fresh vegetables.					
PB2: I tend to shop where there are offering special price or discounts on fresh vegetables.					
PB3: I choose to shop where there are fresh vegetables at lower prices.					
PB4: I would like to go places offering shopping points or loyalty programs, such as points can be used as cash or give free items when buying vegetables.					
Consumer Trust					
CT1: I purchase fresh vegetables from wet markets because I trust them.					

CT2: I purchase fresh vegetables from supermarkets because I trust them.					
CT3: I purchase fresh vegetables from street vendors because I trust them.					
CT4: I purchase fresh vegetables from community convenience stores because I trust them.					
Value Equity					
VE1: I would like buy fresh vegetables from standard wet markets because they offer good price-equity ratio of them.					
VE2: I like to buy fresh vegetables at where are convenient to me.					
VE3: I prefer to use fresh vegetables' delivery services provided by merchants.					
VE4: I like to buy fresh vegetables that value for money such as buying organic vegetables although higher prices.					
Relationship Equity					
RE1: I would like to have close relationship with my retail outlets.					
RE2: I come to my retail outlets to buy vegetables because they are the best fresh vegetable providers					

in Kunming.					
RE3: I am very enthusiastic about coming to my retail outlets.					
RE4: I purchase fresh vegetables from my retail outlets because I receive good services from salespersons.					
Purchase Decision					
PD1: I purchase vegetables at my retail outlets because I learn from forums and communities such as Tianya or WeChat.					
PD2: I purchase fresh vegetables at my retail outlets because they have high ratings and good reviews.					
PD3: I purchase fresh vegetables at my retail outlets because I learn from social recommendations.					
PD4: My purchase decision on fresh vegetables is relying on my belief that this at my retail outlets are good.					
PD5: My purchase decision on fresh vegetables is relying on my trust in at my retail outlets.					

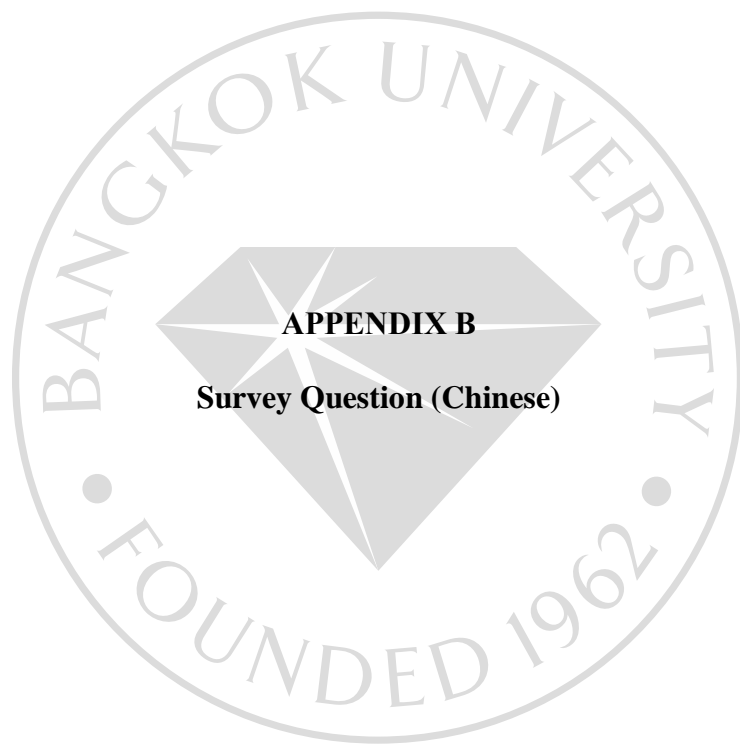
Please recommend other factors that might positively affect the purchase decisions of customers in selecting fresh vegetable at retail outlets.

Thank you for your assistance

Mr. Yang Peng

E-Mail: yang.peng@bumail.net







มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Chinese version

问卷调查

影响消费者抉择生鲜蔬菜零售渠道的因数，以中国昆明市为例

简介

本人杨鹏，曼谷大学工商管理专业研究生，为了了解影响消费者在生鲜蔬菜零售渠道抉择的因数，也作为毕业论文的一部分展开此次市场调查收集相关数据。此次问卷调查的研究结果将会对昆明市生鲜蔬菜市场的发展提供一定程度的帮助和指导。

各位亲爱的叔叔阿姨，小哥哥小姐姐们，你们好：

我是泰国曼谷大学工商管理专业的一名硕士研究生。为了透彻的了解影响消费者在生鲜蔬菜零售渠道抉择的因数，也作为毕业论文的一部分展开此次市场调查收集相关数据。希望能占用各位的一些时间填写问卷，问卷采用匿名调查且数据仅限本文研究使用。各位小伙伴切勿紧张，答案无错误之分，尊重您的真实情况即可。同时也可添加个人微信给予指导意见或建议，当然近期有打算去泰国的~们也可联系我，免费提供在线咨询，再次感谢各位的支持和帮助。

第一部分：

请您在最符合您个人情况的选项前打勾（√）或任何您喜爱的标记。

1. 性别。

- 1) 男
- 2) 女

2. 年龄段。

- 1) 24-30

- 2) 31-40

- 3) 41-50

- 4) 50 以上

3. 受教育水平。

- 1) 小学及或下水平

- 2) 中学水平

- 3) 大专或大学水平

- 4) 研究生或之上水平

4. 月收入。

- 1) 2000 人民币之下

- 2) 2001-4500 人民币

- 3) 4501-7000 人民币

- 4) 7001 人民币之上

5. 职业。

- 1) 家庭主妇

- 2) 企业家或自我雇佣（比如个体工商户）

- 3) 领养老金者

- 4) 公司职员

- 5) 其他_____。

6. 家庭成员。

- 1) 单身

- 2) 1-2 个家庭成员

- 3) 3-4 个家庭成员

- 4) 5 个及以上家庭成员

7. 购买新鲜蔬菜的频率。

- 1) 每天

- 2) 一周 3 次

- 3) 一周 1 次

- 4) 偶尔

- 5) 其他 _____

8. 您一个月购买新鲜蔬菜的支出大概是多是?

- 1) 低于 120 人民币
- 2) 121-220 人民币
- 3) 221-420 人民币
- 4) 421-520 人民币
- 5) 521 人民币之上

9.您一般去什么地方买新鲜蔬菜?

- 1) 菜市场
- 2) 超市
- 3) 社区便利店
- 4) 路边商贩
- 5) 其他_____。

10. 您一般使用什么出行买菜的交通工具?(您可以选择多个选项)

- 1) 走路
- 2) 自行车 (包括共享自行车)
- 3) 电动车
- 4) 摩托车
- 5) 公交车
- 6) 私家车或者共享汽车
- 7) 轻轨 (地铁)
- 8) 其他 _____。

11. 您住的小区是?

- 1)新迎小区
- 2)七彩俊园
- 3)白马
- 4)七彩云南第一城
- 5)其他 _____。

第二部分, 在以下陈述中, 请您在最符合您个人感受程度的框里打勾 (√) 或者

任意您喜爱的标记（5和1分别代表认可度最高和最低）。

	认可（感受）程度				
	最低	低	一般	高	很高
	(1)	(2)	(3)	(4)	(5)
购物习惯					
SH1: 我会购买容易被买到的新鲜蔬菜，比如土豆。	①	②	③	④	⑤
SH2: 我偏向于购买本地产的新鲜蔬菜。	①	②	③	④	⑤
SH3: 我会购买来源清楚的新鲜蔬菜。	①	②	③	④	⑤
SH4: 我习惯去同一个地方买新鲜蔬菜。	①	②	③	④	⑤
SH5: 我可以自选蔬菜。	①	②	③	④	⑤
SH6: 我会去管理好的地方消费，比如蔬菜被漂亮整齐的摆放。	①	②	③	④	⑤
现代零售渠道的特点					
CM1: 我会去在微信/报纸/电视里上看到新鲜蔬菜搞促销或广告的地方买菜。	①	②	③	④	⑤
CM2: 我会去要么提供购物车要么提供免费购物袋的地方买新鲜蔬菜。	①	②	③	④	⑤
CM3: 我偏向于去有退换蔬菜政策的地方购买新鲜蔬菜。	①	②	③	④	⑤
CM4: 我喜欢去购物环境较好的地方购买新鲜蔬菜，比如说干净宽敞	①	②	③	④	⑤

的地方。					
CM5: 我会去支持多种支付方式的地方买新鲜蔬菜, 比如说支持支付宝或者微信支付。	①	②	③	④	⑤
质量					
Q1: 我会购买外观较好的新鲜蔬菜。	①	②	③	④	⑤
Q2: 我看重蔬菜的新鲜程度。	①	②	③	④	⑤
Q3: 我会购买干净的蔬菜。	①	②	③	④	⑤
Q4: 我会买色泽鲜绿/亮丽的蔬菜。	①	②	③	④	⑤
便捷性					
CON1: 我会在一个一站式市场购物比如说去买蔬菜的时候还能顺带买其他家居用品。	①	②	③	④	⑤
CON2: 我会在小区或者上班附近买菜。	①	②	③	④	⑤
CON3: 我会选择停车便捷的地方买菜。	①	②	③	④	⑤
CON4: 我喜欢选择性多的地方购物。	①	②	③	④	⑤
价格及优惠					
PB1: 买菜的时候我能砍价。	①	②	③	④	⑤
PB2: 我倾向去给特价或者打折的地方买菜。	①	②	③	④	⑤

PB3: 我选择价格更低的地方买菜。	①	②	③	④	⑤
PB4: 我会去提供积分或者其它优惠计划的地方买菜, 比如积分抵现或者免费给配料。	①	②	③	④	⑤
消费者信任					
CT1: 我去农贸市场买菜, 因为我信任他们 (所有类别的菜市场)。	①	②	③	④	⑤
CT2: 我去超市买菜, 因为我信任他们 (所有类别的超市)。	①	②	③	④	⑤
CT3: 我在路边商贩买菜因为我信任他们。	①	②	③	④	⑤
CT4: 我去社区便利店买菜因为我信任他们。	①	②	③	④	⑤
价值资产					
VE1: 我一般去标准化菜市场买菜, 因为高性价比。	①	②	③	④	⑤
VE2: 我喜欢去我觉得方便的地方买菜。	①	②	③	④	⑤
VE3: 我可以在任何我需要的时候使用这个地方商贩提供的蔬菜配送服务。	①	②	③	④	⑤
VE4: 我喜欢物有所值的蔬菜, 比如说购买有机蔬菜, 即使价格略高但值得购买。	①	②	③	④	⑤
关系资产					
RE1: 我会和蔬菜零售商保持良好的关系。	①	②	③	④	⑤
RE2: 我来这些零售商买菜的原因是我觉得他们是全昆明最好的。	①	②	③	④	⑤

(“这些”指上述您常去的蔬菜零售商)					
RE3: 我对来这些零售商买菜充满了激情。	①	②	③	④	⑤
RE4: 我来这些零售商买菜的原因是销售人员的良好服务。	①	②	③	④	⑤
购买决定					
PD1: 我在这些零售商买新鲜蔬菜是因为社区论坛推荐,比如天涯或者微信公众号等。	①	②	③	④	⑤
PD2: 我在这些零售商买新鲜蔬菜是因为他们有较高的评分和好的评价。	①	②	③	④	⑤
PD3: 我在这些零售商买新鲜蔬菜的原因是亲朋好友推荐。	①	②	③	④	⑤
PD4: 我购买新鲜蔬菜的决定取决于我认为这些零售商是值得肯定的。	①	②	③	④	⑤
PD5: 我购买新鲜蔬菜的决定取决于我对这些零售商的信任。	①	②	③	④	⑤

请您推荐一个或多个您觉得会影响消费者抉择新鲜蔬菜零售渠道的积极影响因素:

感谢您的支持

杨鹏

邮箱:565705063@qq.com





Yuanyang county, Honghe Hani and Yi nationality
autonomous prefecture of Yunnan province,
662407

December 9, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of
Independent Study of M.B.A student at Bangkok University

To Jie Peng

Business owner

Chain supermarket(include fresh vegetable sales zone)

I, Peng Yang, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting Customers' Fresh Vegetables Purchase Decision in Retail Outlets in Kunming city of China of age from 24 to 55. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance

Best Regards,

Signature



(Peng Jie)

Expert

Signature ...



(Peng Yang)

Researcher

Yuanyang county, Honghe Hani and Yi nationality
autonomous prefecture of Yunnan province,
662407

December 9, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of
Independent Study of M.B.A student at Bangkok University

To Yunliang Yang

Excusive chairman

Kunming Tuoxinyu Co., LTD.

I, Peng Yang, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting Customers' Fresh Vegetables Purchase Decision in Retail Outlets in Kunming city of China of age from 24 to 55. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance

Best Regards,

Signature..



(Yunliang Yang)

Expert

Signature



(Peng Yang)

Researcher

4288 Rama IV, Phra Khanong, Khlong Toei, Bangkok, 10110, Thailand

Tel: +66 6-4948-5093

Email: allen_yangg@yahoo.com

November 12, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs

Advisor

Bangkok University

I, Peng Yang, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customers' Fresh Vegetables Purchase Decision in Retail Outlets in Kunming city of China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Penjira Kanthawongs)

Advisor

Signature.....

(Peng Yang)

Researcher

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Shopping Habits (SH) (Referred to "Perceived Risk" by Chamhuri & Batt, 2013)	SH1: Product easily accessible.	SH1: I would like to buy fresh vegetables that are easily to access, such as potato.	SH1: 我会购买容易被买到的新鲜蔬菜, 比如土豆。			
	SH2: Local produce.	SH2: I prefer to buy local produce fresh vegetables.	SH2: 我偏向于购买本地产的新鲜蔬菜。			
	SH3: Origin of the product is clearly displayed.	SH3: I would like buy fresh vegetables that clearly displayed the origin of the fresh vegetables produces.	SH3: 我会购买来源清楚的新鲜蔬菜。			
	SH4: Loyalty/ always shop there.	SH4: I get used to buy vegetables from the same place.	SH4: 我习惯去同一个地方买新鲜蔬菜。			
	SH5: I can self select.	SH5: I can do self-selection for my fresh vegetables.	SH5: 我可以自选蔬菜。			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SH6: Well organized/well laid out.	SH6: I go to places with good management, such as fresh vegetables are attractively and neatly displayed.	SH6: 我会去管理好的地方消费, 比如蔬菜被漂亮整齐的摆放。			
Characteristics of a Modern Retail Outlets (CM) (Chamhuri & Batt, 2013)	CM1: Advertising on radio/tv/newspaper.	CM1: I will go to buy fresh vegetables at places that I understand they are having promotions/advertisements through WeChat/TV/Newspaper.	CM1: 我会去在微信/报纸/电视里上看到新鲜蔬菜搞促销或广告的地方买菜。			
	CM2: Trolley and baskets are provided.	CM2: I would like to buy vegetables from where they provide either shopping carts or free bags.	CM2: 我会去要么提供购物车要么提供免费购物袋的地方买新鲜蔬菜。			
	CM3: Return/refund policy.	CM3: I prefer to purchase vegetables where have return and refund policies.	CM3: 我偏向于有退换蔬菜政策的地方购买新鲜蔬菜。			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		CM4: I like to buy fresh vegetables from good shopping environment such as clean and large areas.	CM4: 我喜欢于去购物环境较好的地方购买新鲜蔬菜, 比如说干净宽敞的地方。			
		CM5: I prefer to purchase fresh vegetables from where sellers provide various payment choices such as Alipay or WeChat pay.	CM5: 我会去支持多种支付方式的地方买新鲜蔬菜, 比如说支持支付宝或者微信支付。			
Quality (Q) (Chamhuri & Batt, 2013)	Q1: Good quality produce.	Q1: My purchase decisions rely on the fresh vegetable's good appearance.	Q1: 我会购买外观较好的新鲜蔬菜。			
	Q2: Freshness.	Q2; I am looking for the freshness when I purchase fresh vegetables.	Q2: 我看重蔬菜的新鲜程度。			
	Q3: Clean.	Q3: I prefer clean fresh vegetables.	Q3: 我会购买干净的蔬菜。			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	Q4: Color.	Q4: I purchase fresh vegetables with green/bright colors.	Q4: 我会买色泽鲜绿/亮丽的蔬菜。			
Convenience (CON) (Chamhuri & Batt, 2013)	CON1: Everything all under one roof.	CON1: I prefer one-stop shopping places like when I buy fresh vegetables I can buy other household goods as well.	CON1: 我会在一个一站式市场购物比如说去买蔬菜的时候还能顺带买其他家居用品。			
	CON2: Near my house/workplace .	CON2: I will buy fresh vegetables near my living communities or places close my work place.	CON2: 我会在小区或者上班附近买菜。			
	CON3: Easy parking.	CON3: I shop at places easy for car parking.	CON3: 我会选择停车便捷的地方买菜。			
(Jane Lu, Charlene, & Kelsey, 2017)	CON4: Variety in selection.	CON4: I like shopping places with various selections of fresh vegetables.	CON4: 我喜欢选择性多的地方购物。			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Price and Benefits (PB) (Chamhuri & Batt, 2013)	PB1: Opportunity to bargain on price.	PB1.I like the opportunity to bargain on price when I buy fresh vegetables.	PB1: 买菜的时候我能砍价。			
	PB2: Offer special price or discount.	PB2: I tend to shop where there are offering special price or discounts on fresh vegetables.	PB2: 我倾向去给特价或者打折的地方买菜。			
	PB3: Competitive price.	PB3: I choose to shop where there are fresh vegetables at lower prices.	PB3: 我选择价格更低的地方买菜。			
	PB4: Shopping points/loyalty programs.	PB4: I prefer places offering shopping points or loyalty programs, such as points can be used as cash or give free items when buying vegetables.	PB4: 我通常去提供积分或者其它优惠计划的地方买菜, 比如积分抵现或者免费给配料。			
Consumer Trust (CT) (Zhang, Xu,	CT1: Wet markets.	CT1: I purchase fresh vegetables from wet markets	CT1: 我去农贸市场买菜, 因为我信任他们			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Oosterveer, & Mol, 2016)		because I trust them (All kinds).	(所有类别的菜市场)。			
	CT2: Supermarkets.	CT2: I purchase fresh vegetables from supermarkets because I trust them (All kinds).	CT2: 我去超市买菜, 因为我信任他们 (所有类别的超市)。			
		CT3: I purchase fresh vegetables from street vendors because I trust them (All kinds).	CT3: 我在路边摊买菜因为我信任他们。			
		CT4: I purchase fresh vegetables from community convenience stores because I trust them.	CT4: 我去社区便利店买菜因为我信任他们。			
Value Equity (VE) ((Zohaib, Salman, & Zhao, 2017))	VE1: The price-quality ratio of the product/service the company is offering is good.	VE1: I would like buy fresh vegetables from standard wet markets because they offer good price-equity ratio of them.	VE1: 我一般去标准化菜市场买菜, 因为高性价比。			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	VE2: I can buy this product/service at places that are convenient to me.	VE2: I like to buy fresh vegetables at where are convenient to me.	VE2: 我喜欢去我觉得方便的地方买菜。			
	VE3: I can make use of the product/service of this company at any time and place I want.	VE3: I can make use of fresh vegetables delivery services provided by merchants from this place at any time I want.	VE3: 我可以在任何我需要的时候使用这个地方商贩提供的蔬菜配送服务。			
(Chamhuri & Batt, 2013)	VE4: Value for money.	VE4: I like to buy fresh vegetables that value for money, for example, organic vegetables, worth to buy although a bit higher price.	VE4: 我喜欢物有所值的蔬菜, 比如说购买有机蔬菜, 即使价格略高但值得购买。			
Relationship Equity (RE) ((Zohaib, Salman, & Zhao, 2017))	RE1: I have confidential relationship with the company.	RE1: I have close relationship with this place.	RE1: 我很熟悉这个地方, 并且关系紧密。			
	RE2: I attach much value to the company.	RE2: I coming to this place for vegetables because	RE2: 我来这里买菜的原因是			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		I believe it is the best fresh vegetable provider in Kunming.	我觉得这里是全昆明最好的买菜场地。			
	RE3: I am very enthusiastic about the company.	RE3: I am very enthusiastic about coming to this place.	RE3: 我对来这里买菜充满了激情。			
(Chamhuri & Batt, 2013)	RE4: Good customer service/friendly staff.	RE4: I purchase fresh vegetables from here because I receive good services from salesman.	RE4: 我来这里买菜的原因是销售人员的良好服务。			
Purchase Decision-Making (PD) (Chen, Lu, & Wang, 2017)	PD: Learning from forums and communities.	PD1: I purchase vegetables at this place because I learn from forums and communities, such as Tianya and WeChat official accounts.	PD1: 我在这里买新鲜蔬菜是因为社区论坛推荐, 比如天涯或者微信公众号。			
	PD2: Learning from ratings and reviews.	PD2: I purchase fresh vegetables at this place because it has high rating and good reviews.	PD2: 我在这里买新鲜蔬菜是因为较高的评分和好的评价。			

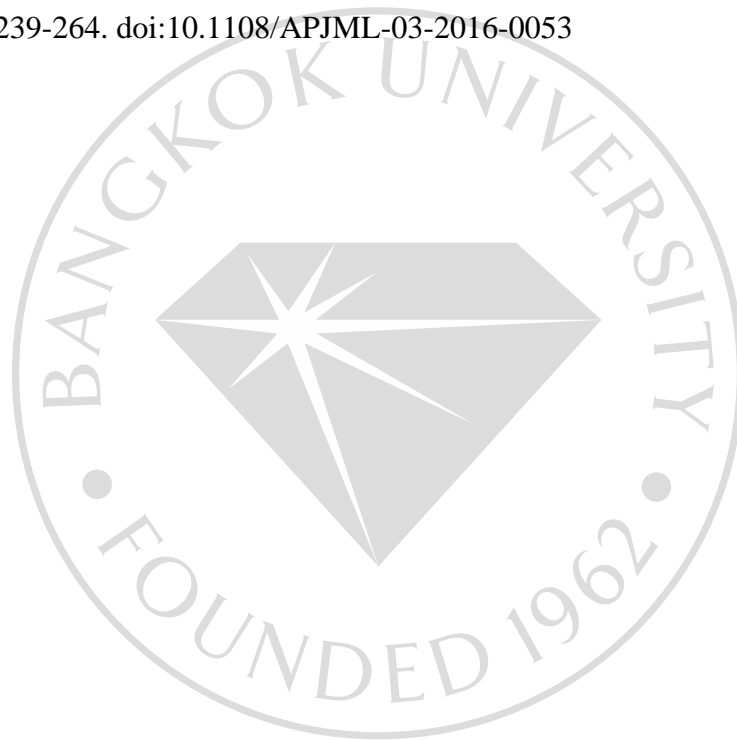
<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Chinese v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PD3: Learning from social recommendations.	PD3: I purchase fresh vegetables at this place because I learn from social recommendations.	PD3: 我在这里购物的原因是亲朋好友推荐。			
	PD4: Cognitive appraisal.	PD4: My purchase decision on fresh vegetables is relying on my believe this shopping place is good.	PD4: 我购买新鲜蔬菜的决定取决于我认为这个购物场所是值得肯定的。			
	PD5: Affective appraisal.	PD5: My purchase decision on fresh vegetables is relying on my trust in those merchants.	PD5: 我购买新鲜蔬菜的决定取决于我对这里的商家的信任。			

Reference for Form to Expert:

Chamhuri, N., & Batt, P. J. (2013). Segmentation of Malaysian shoppers by store choice behaviour in their purchase of fresh meat and fresh produce. *Journal of Retailing and Consumer Services*, 20(6), 516-528. doi:<https://doi.org/10.1016/j.jretconser.2013.06.008>

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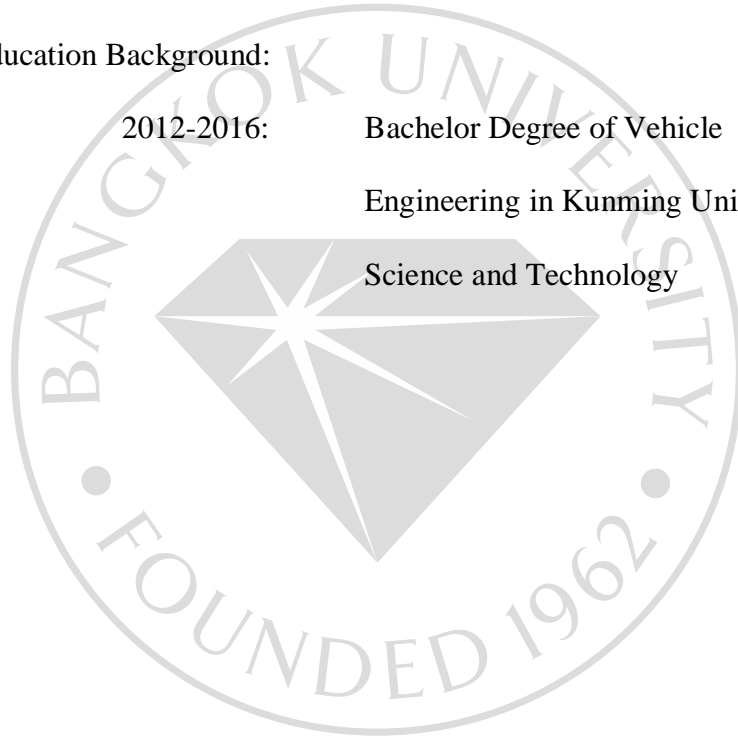
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