RESEARCH ARTICLE

Factors Effecting Customer Satisfaction and Purchase Intention: A Case Study of High Protein Food Purchase for Weight Control among Young Adults in Thailand

Paul KALIN[1]

Abstract

The main purpose of this study is to understand the behavior of Thai consumers towards High Protein Foods in Thailand. A total of 400 questionnaires are collected from consumers aged from 18 - 40 years old, living in Bangkok and greater Bangkok based on the convenience sample method. The data collected are then analyzed using descriptive analysis, one way ANOVA and multiple regression analysis. This study found out that most of the sample eat high protein food to be healthy and the taste of the food is very important for them. The findings of this study also indicated the degree of satisfaction and the level of purchase intention may change according to demographic background. Additionally, Lifestyle, Product and Price are significant determinant of customer satisfaction. Satisfaction, Price, Place and Promotions are significantly influencing Purchase intention. This research is limited in geographical area and gender differences.

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Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

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In view of academic implication, this study provides some important insights about the profile of customers who consume high-protein food in Bangkok and Greater Bangkok and also points out the influencing factors of customer satisfaction and purchase intention. Based on our study, Food Manufacturers and Food Retails should place more emphasis on consumers who eat high protein food to be healthy. They should also put more effort to enhance the food quality and tastiness to increase satisfaction and offer more discounts and promotions in order to trigger higher purchase intention. Promotional menus, customer service, personal selling are effective dimensions in marketing promotions.

Keywords: High Protein Food, Marketing Mix, Lifestyle, Consumer Satisfaction, Purchase Intention

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ปัจจัยที่มีอิทธิพลต่อความพึงพอใจและความตั้งใจซื้อผลิตภัณฑ์ของผู้บริโภค:
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บทความวิจัย

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมผู้บริโภคไทยที่มีต่ออาหารโปรตีนสูงในประเทศไทย รวบรวมข้อมูลจากแบบสอบถามจำนวน 400 ชุด จากผู้บริโภคอายุ 18- 4 0 ปี ทั้งในกรุงเทพฯ และเขตปริมณฑล โดยการสุ่มตามความสะดวก (Convenience Sample Method) วิเคราะห์ข้อมูลด้วยหลักการสถิติเชิงพรรณนา (Descriptive Analysis) การวิเคราะห์ความแปรปรวนทางเดียว (One way ANOVA) และการวิเคราะห์ถดถอยพหุคูณ (Multiple Regression Analysis) ผลการวิจัยพบว่า ผู้บริโภคส่วนใหญ่รับประทานอาหารที่มีโปรตีนสูงเพื่อสุขภาพและรสชาติอาหารเป็นสิ่งสำคัญอย่างยิ่ง ทั้งนี้ ยังพบว่าระดับความพึงพอใจและความตั้งใจซื้อขึ้นอยู่กับภูมิหลังที่แตกต่างระหว่างบุคคล นอกจากนี้รูปแบบการดำเนินชีวิต ผลิตภัณฑ์ และราคายังเป็นปัจจัยสำคัญที่ส่งผลต่อความพึงพอใจของผู้บริโภค ความพึงพอใจ ราคาสถานที่วางขาย และกิจกรรมสนับสนุนการขายล้วนมีอิทธิพลอย่างมีนัยสำคัญต่อความตั้งใจซื้อของผู้บริโภค ข้อจำกัดของการวิจัย คือ พื้นที่ในการสำรวจข้อมูล และเพศของกลุ่มตัวอย่างผู้ตอบแบบสอบถาม

ในการศึกษานี้ได้แสดงข้อมูลเชิงลึกเกี่ยวกับภูมิหลังของผู้บริโภคและปัจจัยที่มีอิทธิพลต่อความพึงพอใจและความตั้งใจซื้อของกลุ่มผู้บริโภคอาหารที่มี

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Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

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โปรตีนสูงทั้งในกรุงเทพฯ และเขตปริมณฑล ผู้ประกอบการร้านอาหารควรให้
ความสำคัญกับผู้บริโภคอาหารโปรตีนสูงเพื่อสุขภาพ ด้วยการเพิ่มคุณภาพและ
ปรับรสชาติอาหารเพื่อเพิ่มความพึงพอใจของผู้บริโภค รวมถึงการให้ส่วนลดและ
มีกิจกรรมสนับสนุนการขายเพื่อกระตุ้นความตั้งใจซื้อ ทั้งนี้ เมนูโปรโมชั่น การ
ให้บริการลูกค้า และการขายพร้อมให้ข้อมูลโดยพนักงานขายล้วนเป็นกลวิธี
ในการเพิ่มประสิทธิภาพให้กับการส่งเสริมการตลาดทั้งสิ้น

คำสำคัญ: อาหารที่มีโปรตีนสูง ส่วนประสมการตลาด ไลฟ์สไตล์ ความพึงพอใจ
ความตั้งใจซื้อ

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Introduction

Obesity and metabolic diseases are increasingly attracting public concern (Brown, Prado, Ghosh, Leonard, Arciero, Tucker, & Ormsbee, 2019), especially weight gain among young adults, aging from 18-40, because they are more likely to be care about their health (Robinson-O'Brien, Perry, Wall, Story, & Neumark-Sztainer, 2009). These reasons lead to the rise of weight control behavior (Gokee LaRose, Tate, Gorin, & Wing, 2010) and a shift of consumer preference towards healthy foods (Aschemann-Witzel & Peschel, 2019). A high percentage young adults are found to have weight control behaviors such as drinking water instead of sweetened beverage -moderate method- and taking diet pills -extreme method- (Larson, Neumark-Sztainer, & Story, 2009). High-protein diets, often with carbohydrate restriction, are quite popular among overweight young adults for weight control (Brehm & D'Alessio, 2008). Thus, there is a growing demand for high protein food (Aschemann-Witzel & Peschel, 2019). In 2018, 55% of U.S households consider high protein when in their buying decision, 6% lives on a high-protein diet, amounting a total of 5.4 million people (The Nielsen Company, 2018).

Many researches have discussed about the health benefits of protein diet. Lv, Kraus, Gao, Yin, Zhou, Mao, Duan, Zeng, Brasher, Shi, and Shi (2019) indicated that high Protein food can decrease mortality risk and enhance longevity. Brehm and D'Alessio (2008) found that high protein diet contribute to weight control. Brown et al. (2019) pointed out that protein intake aids in reduction of body weight and fat mass.

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

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Paul KALIN

There are two categories of protein: animal-based protein such as eggs, dairy, meat, fish, poultry etc. and plant-based protein such has soy, oat, peas, potatoes, etc. (Aschemann-Witzel & Peschel, 2019). Although the plant-based proteins are becoming more popular, consumers still choose animal-based protein as their primary source (The Nielsen Company, 2018) because meat substitutes are perceived as unappealing and unfamiliar (Lang, 2020).

As consumers are making to 70% of their purchase decisions at the shelf in the store (Clark, 2008), it's important to study consumer behavior regarding high protein products in retail store. Shelves in retail stores in the United States are packed with high protein foods and protein-enriched supplements. (Wolfe, Baum, Starck, & Moughan, 2018). The demand for protein products is growing and diversifying, businesses need to launch new food products to answer these trends (Aschemann-Witzel & Peschel, 2019).

Literature Review

High-Protein Food

According to Wolfe et al. (2018), protein should be considered as the prominent element for a healthy dietary regimen. Since several years, there has been a growing emphasis on protein consumption for many reasons such as weight loss, reduction in fat mass, energy increase, health enhancement, etc. (Brehm & D'Alessio, 2008; Brown et al., 2019; Van der Zanden, van Kleef, de Wijk, & van Trijp, 2014). Foods such as meat, fish, eggs or dairy contain a high source of protein. (Petersson, 2016). Minocha, Makkar,

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ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

Swaminathan, Thomas, Webb, and Kurpad (2019) and Wolfe et al. (2018) mentioned about two types of protein sources: animal-based protein (milk, egg, fish and meat) and plant-based protein (rice, wheat and pulses) which provide relatively lower quality of protein. Indeed, the purchase of plant-based proteins is certainly growing (Lang, 2020), but consumers are still choosing animal based protein as their primary source of protein (The Nielsen Company, 2018).

4Ps of Marketing Mix

Blut, Teller, and Floh (2018) defined marketing mix as instruments aiming to build retail business and optimize sales, profits and return on investment. Referring to Neil Borden (1964), there are twelve marketing components which are used for business operations. These components are product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, displays, servicing, physical handling and fact finding and analysis. However, in 1964, Jerome McCarthy (1964) reduced Borden's theory to four main marketing pillars. The concept of the "marketing mix" or "4Ps developed by McCarthy in 1964, refers to product, price, place and promotion. These pillars in the marketing mix are important factors constituting customer satisfaction and purchase intention (Konuk, 2017; Martins, Costa, Oliveira, Gonçalves, & Branco, 2019; Rana, Osman, & Othman, 2015; Wahab, Hassan, Shahid, & Maon, 2016).

According to Parpart (2018), although protein products are mainly consumed by bodybuilders and athletes in the past, more people are consuming these products nowadays due to the rise of healthy lifestyle. The author also mentioned that consumers pay more attention to the product by looking more at the packaging,

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

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A Case Study of High Protein Food Purchase for Weight Control
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Paul KALIN

the composition of the product, the nutritional value and the source. In addition to the elements above mentioned, the taste of the product is also crucial in the decision making process of the consumers.

Functional foods are more attractive for manufacturers as they are sold at higher prices and thus generate larger profit (Kotilainen, Rajalahti, Ragasa, & Pehu, 2006). However consumers are only willing to accept limited price increase. (Siró, Kápolna, Kápolna, & Lugasi, 2008).

According to Wansink, Westgren, and Cheney (2005), it is important to communicate the health effects of a product, in order to increase the consumers' knowledge and awareness.

Rodkaew and Wiroonrath (2019) gave suggestions about building marketing mix to target protein consumers. These consumers are concerned about the packaging. The packaging needs to be attractive and include information related to quality and safety standards. Manufacturers need to set the product price that correspond to the product quality and match with the market price. The protein consumers are users of online communication and distribution channels. Therefore, in addition to physical distribution stores, manufacturers should also promote and sell online.

Customer Satisfaction

According to Matzler, Füller, and Faullant (2007), customer satisfaction refers to the evaluation of a product or service based on the customer needs and expectations. For this reason, different customers may have different expectations and satisfaction level varies according to their characteristics. Many researches have studied the antecedents and consequences of customer satisfaction.

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Paul KALIN

(Chen, 2013; Hsu, Chang, & Chen, 2011; Paul & Rana, 2012). Satisfaction not only drives consumers' purchase intention (Konuk, 2017) but also drives Word-of-mouth (Tudoran, Olsen, & Dopico, 2012) and build long-term customers (Hsu et al., 2011). Therefore, customer satisfaction is beneficial for Food Business to develop their market. (Konuk, 2017). Song, Pérez-Cueto, Bølling Laugesen, van der Zanden, and Giacalone (2018) indicated that the category of protein food significantly effects the satisfaction of customers. Ottar Olsen and Grunert (2010) measured satisfaction with global evaluation and feeling status. Similarly, Konuk (2017) measured satisfaction with the happiness that customers feel after the purchase and the perception of the purchase.

Purchase Intention

Customers' purchase intention refers to their desire to purchase products in a store (Rana et al., 2015). Empirical researches such as Ha, Akamavi, Kitchen, and Janda (2014), Mittal and Kamakura (2001), Tudoran et al. (2012) have revealed that satisfaction can trigger consumes' purchase intention. For this reason, this study will investigate the relation between the satisfaction and purchase intention. Song et al. (2018) suggested that demographics have significant influence on purchase intention and promotion is essential in triggering the purchase intention of consumers for protein foods. In the study of Buaprommee and Polyorat (2016), the authors measured purchase intention with future purchase plan and intention to increase the size of frequency of purchase. Konuk (2017) measured purchase intention by checking the willingness to purchase, the willingness to make effort to purchase and the future purchase plan.

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
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Paul KALIN

Lifestyle

Dahana, Miwa, and Morisada (2019) and Chen (2018) explained that lifestyle is how people live as well as how to use time and money. Consumer lifestyle has significant effect on customer satisfaction (Matzler et al., 2007). Grunert, Brunso, Bredahl, and Bech (2001) identified five categories of food related lifestyle (way of shopping, cooking methods, quality aspects, consumption situations and purchasing motives) and Song et al. (2018) recommended that future studies can explore more about these variables in order to understand better consumer behavior. According to Scholderer, Brunsø, Bredahl, and Grunert (2004), ways of shopping reflects if consumers are more oriented towards impulse or planned purchase, their likelihood to read product labels, their level of influence from others, their preference towards one-stop shopping or specialty food shops and their use of shopping lists. O'Sullivan, Scholderer, and Cowan (2005) defined cooking methods as approaches that transform food products purchased from stores into meals and consumption situations as how meals are consumed over the day and how important it is to eat out. According to O'Sullivan et al. (2005), purchasing motives refer to the factors that drive food consumption. Kushwah, Dhir, Sagar, & Gupta, 2019 and Pula, Parks, and Ross (2014) identified nine food choice motives which are convenience, price, health, sensory appeal, weight control, natural content, mood, familiarity, and ethical concerns. According to Grunert (2006), quality aspects cover many dimensions such as sensory quality, healthiness, organic production, geographical origin, etc. In view of cooking methods and consumption situations, Grunert (2006) also suggested that convenience is the trend and it consists of any savings of time,

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ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

physical or mental energy that occurs during the home food production process: searching information about the food, comparing the available options, purchasing, preparation, consumption, etc.

Socio Demographics

According to Abdullahi Farah, Zainalabidin, and Ismail, (2011), socio-demographical factors can be defined as factors such as, age, religion, ethnicity, education, occupation, etc. Many researchers studied the importance of demographic factors on consumer satisfaction. Williams and Calnan (1991) stated that age is the most important variable that affect satisfaction. Others found that age and education has slight influence on purchase. (Yin, Wu, Du, & Chen, 2010).
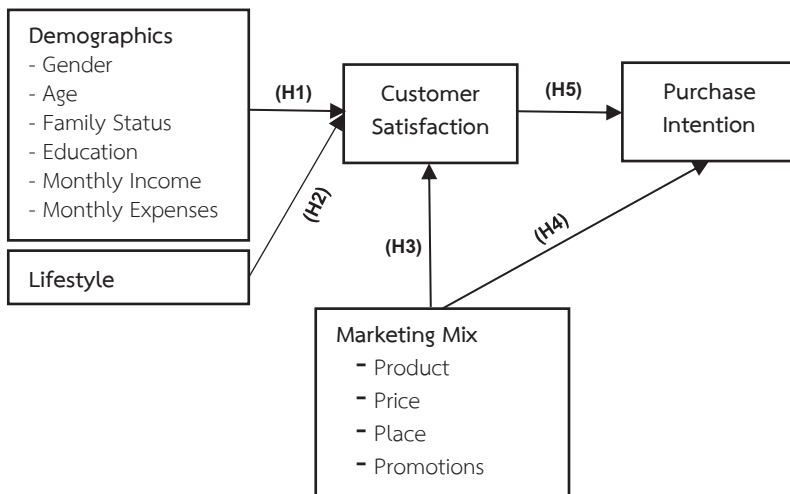

Figure 1. Conceptual Framework of this study

Source: Own complication adopted from Wongleedee (2015) Chen (2013) and Paul and Rana (2012)

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
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Paul KALIN

Research Objectives

The research aims to reach the following objectives:

1. To study the effect of socio-demographic factors towards overall satisfaction

2. To study the effect of lifestyle towards overall satisfaction

3. To study the effect of marketing mix towards overall satisfaction

4. To study the effect of overall satisfaction towards intention to purchase

Research Methodology

The research period was from October 2019 to February 2020. This study employed the quantitative research approach and used questionnaire as research tool. This research targeted consumers who buy ready to eat food in retail store aging from 18 - 40 years old - so called young adult according to Scheck (2014) - onwards who are living in Greater Bangkok, who care about their diet, and who are trying to lose or maintain their weight. Based on Yamane formula and information from National Statistical Office of Thailand, the sample size is calculated as follows.

Formula $\quad\quad n = \frac{N}{1+N(e)^2}$

n = sample size

N = number of females in Greater Bangkok

e = deviation of sampling design

$$n = \frac{5,197,456}{1+5,197,456(e)^2} \quad = \frac{5,197,456}{1+5,197,456(0.05)^2} = 399.96$$

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Paul KALIN

This research collected data from 400 respondents choosen based on the convenience sample method, a non-probability sampling technique that consists of approaching people who are reachable and available to answer the questionnaire. In order to meet the objectives of this research, the questionnaire was launched in Thai language and consists of four main parts: socio-demographic factors, lifestyle, marketing mix and consumer behavior. The questionnaire blended in a variety of questions including 5 points Likert-scale type- strongly disagree (1) to strongly agree (5), multiple choice type questions and open ended questions. Before the deployment of the questionnaire online, a preliminary test consisting of 50 respondents was coordinated to check the understanding of the questions. Several statistical methods are employed in this study. Firstly, a descriptive analysis was conducted to investigate the demographic characteristics and the behaviors of the respondents. Secondly, this research conducted a one-way Anova to study the effect of demographic factors towards customer satisfaction and purchase intention. Then, multiple regression was used to study the effect of lifestyle (independent variable) and marketing mix (independent variable) towards customer satisfaction (dependent variable) as well as customer satisfaction (independent variable) and marketing mix (independent variable) towards purchase intention (dependent variable).

Reliability Test

According to Schutte, Toppinen, Kalimo, and Schaufeli (2000), a Cronbach's Alpha value above 0.7 is considered to be acceptable. Based on this assumption, all our variables in question are consistent: Lifestyle (Cronbach alpha = 0.711), Product (Cronbach alpha = 0.935),

**Songklanakarin Journal
of Management Sciences**
Vol.38 No.1 January - June 2021

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Paul KALIN

Price (Cronbach alpha = 0.943), Place (Cronbach alpha = 0.822), Promotion (Cronbach alpha = 0.961), Satisfaction (Cronbach alpha = 0.901) and Purchase Intention (Cronbach alpha = 0.924)

Result and Analysis

In this study, a descriptive analysis showing frequencies and percentages, was performed to understand the demographic characteristics data (such as age, status and education background and etc.) and the consumer behaviors data. Then, one-way ANOVA was applied to study effect of the demographics factors toward customer satisfaction and purchase intention. Finally, a multiple regression analysis was conducted to verify the effects of lifestyle and marketing mix towards customer satisfaction as well as marketing mix and customer satisfaction towards purchase intention.

Descriptive Analysis

Table 1

Descriptive Statistics of Demographic Characteristics (n=400)

Demographics		Frequency	Percent	Cumulative Percent
RESIDENCE	Bangkok	255	63.7	63.7
	Nonthaburi	125	31.3	95.0
	Nakhon Pathom	0	0	95.0
	Pathum Thani	15	3.8	98.8
	Samut Prakan	0	0	98.8
	Samut Sakhon	5	1.3	100.0
AGE	18 - 25	115	28.7	28.7
	26 - 30	75	18.8	47.5
	31 - 35	82	20.5	68.0
	36 - 40	128	32.0	100.0

วารสารวิทยาการจัดการ
มหาวิทยาลัยสงขลานครินทร์
ปีที่ 38 ฉบับที่ 1 มกราคม - มิถุนายน 2564

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กรณีศึกษาการบริโภคอาหารที่มีโปรตีนสูงเพื่อควบคุมน้ำหนัก
ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

Table 1

Descriptive Statistics of Demographic Characteristics (n=400) (Countinue)

	Demographics	Frequency	Percent	Cumulative Percent
STATUS	Single	283	70.8	70.8
	Married	110	27.5	98.3
	Divorced/ Widowed	7	1.8	100.0
EDUCATION	Lower than high school	5	1.3	1.3
	High school / Vocational Certificate	21	5.3	6.5
	Diploma / High Vocational Certificate	0	0	6.5
	Bachelor	229	57.3	63.7
	Master	120	30.0	93.8
	PhD	25	6.3	100.0
OCCUPATION	Military / Police / Civil Service	5	1.3	1.3
	Doctor / Nurse / Pharmacist	0	0	1.3
	Government Officers	10	2.5	3.8
	Employees for Public Business	35	8.8	12.5
	Employee for Private Business	177	44.3	56.8
	Private Business Owner	38	9.5	66.3
	Butler / Housewife / Unemployed	20	5.0	71.3
	Students	115	28.7	100.0
MONTHLY SALARY	Less than 10,000 Baht	75	18.8	18.8
	10,000 - 20,000 Baht	55	13.8	32.5
	20,001 - 30,000 Baht	60	15.0	47.5
	30,001 - 40,000 Baht	43	10.8	58.3
	40,001 - 50,000 Baht	45	11.3	69.5
	Above 50,000 Baht	122	30.5	100.0
MONTHLY EXPENSES	Less than 10,000 Baht	60	15.0	15.0
	10,000 - 20,000 Baht	115	28.7	43.8
	20,001 - 30,000 Baht	90	22.5	66.3
	30,001 - 40,000 Baht	65	16.3	82.5
	40,001 - 50,000 Baht	35	8.8	91.3
	Above 50,000 Baht	35	8.8	100.0

From Table 1, most of the respondents were from Bangkok (63.7%) and Nonthaburi (31.3%). The majority of the respondents

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
A Case Study of High Protein Food Purchase for Weight Control
among Young Adults in Thailand
Paul KALIN

ranged from 18 - 25 years old (28.7%) and 36 - 40 years old (32%). Up to 70.8% of the respondents were single and 57.3% were graduated with a bachelor degree. As occupation, most respondents worked as employee for private business (44.3%). Lastly, most of the respondents earned more than 50,000 Baht per a month (30.5%) and spent around 10,000 - 20,000 Baht monthly (28.7%).

Table 2

Descriptive Statistics of Consumer behavior (n=400)

	Consumer Behavior	Frequency	Percent	Cumulative Percent
REASON OF PURCHASE	I want to lose weight	92	23.0	23.0
	I want to build muscle	60	15.0	38.0
	I want to be healthy	172	43.0	81.0
	Proximity	20	5.0	86.0
	Popularity	10	2.5	88.5
	Lower Price	5	1.3	89.8
	Higher Quality	31	7.8	97.5
	Good Service	10	2.5	100.0
DECISION INFLUENCER	Yourself	298	74.5	74.5
	Friends/ Colleagues	62	15.5	90.0
	Family Members	25	6.3	96.3
	Celebrities	15	3.8	100.0
PLACE OF PURCHASE (OFFLINE)	Convenience Stores	166	41.5	41.5
	Department Stores	62	15.5	57.0
	Supermarkets / Hypermarkets	122	30.5	87.5
	Specialized Stores	20	5.0	92.5
	Restaurant/ Cafes	0	0	92.5
	Food Exhibitions	15	3.8	96.3
	I do not purchase offline	10	2.5	98.8
	Others	5	1.3	100.0
PLACE OF PURCHASE (ONLINE)	E-commerce Platform	115	28.7	28.7
	Social Media	98	24.5	53.3
	Food Delivery Application	97	24.3	77.5
	I do not purchase online	85	21.3	98.8
	Other	5	1.3	100.0

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ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

Table 2

Descriptive Statistics of Consumer behavior (n=400) (Countinue)

	Consumer Behavior	Frequency	Percent	Cumulative Percent
AVERAGE EXPENSE FOR EACH PURCHASE	- 1500 BAHT	35	8.8	8.8
	5 - 011000 BAHT	75	18.8	27.5
	100 - 11500 BAHT	72	18.0	45.5
	1 501- 2000 BAHT	71	17.8	63.2
	Above 2000 BAHT	147	36.8	100.0
PAYMENT METHOD	Cash	130	32.5	32.5
	E- payment	198	49.5	82.0
	Credit Card	72	18.0	100.0

According to this table, the respondents purchased high protein food because they wanted to be healthy (43%). Up to 74.5% of the respondents made decision on their own to buy high protein food (74.5%). The respondents often purchased in offline channel such as convenience store (41.5%) and supermarkets/ hypermarkets (31.5%) as well as online channel such as E-commerce platform (28.7%), social media (24.5%) or food service applications (24.3%). The majority of respondents spent more than 2,000 Baht for each purchase (36.8%) and prefer e-payment (49.5%)

Table 3

Descriptive Statistics of independent and dependent factors (n=400)

Factors	Consumer Behavior	Min	Max	Mean	SD
LIFESTYLE	I prefer to buy natural products without additives	1.00	5.00	3.95	1.01
	I like to try new foods that I have never tasted before	1.00	5.00	3.81	1.12
	The taste of food products is important	1.00	5.00	4.50	0.78
	I prefer fresh products than canned or frozen products	1.00	5.00	4.37	0.87
PRODUCT	Products are of high quality and standard	1.00	5.00	4.15	1.07
	Products can response to various needs	1.00	5.00	4.18	1.07
	Products have complete and accurate product details	1.00	5.00	4.21	1.01
	Products are certified	1.00	5.00	4.17	1.06

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
A Case Study of High Protein Food Purchase for Weight Control
among Young Adults in Thailand
Paul KALIN

Table 3

Descriptive Statistics of independent and dependent factors ($n=400$) (Countinue)

Factors	Consumer Behavior	Min	Max	Mean	SD
PRICE	The price is clearly specified according to the label	1.00	5.00	4.18	1.15
	There are discounting product prices	1.00	5.00	3.86	1.07
	The price is appropriate for the quality of products	1.00	5.00	4.01	1.20
	There are various price levels of products	1.00	5.00	3.92	1.14
CHANNEL OF DISTRIBUTION	The product retailer is near your home or office	1.00	5.00	4.35	0.74
	The products can be ordered online	1.00	5.00	3.59	1.47
	The product placement is interesting and eye-catching	1.00	5.00	4.14	0.86
	The product placement in categories offers easy shopping	1.00	5.00	3.83	1.36
PROMOTION	There are sales promotion activities such as discount or exchange coupons, giveaways, etc.	1.00	5.00	3.80	1.23
	There are privileges granted to members	1.00	5.00	3.80	1.16
	There are publicity of news thoroughly	1.00	5.00	3.93	1.12
CONSUMER SATISFACTION	I'm happy to purchase protein food	1.00	5.00	3.97	0.92
	I'm satisfied with the protein food I purchased before	1.00	5.00	3.76	0.76
	The protein food that I purchased is what I expected	1.00	5.00	3.80	0.82
PURCHASE INTENTION	I'm willing to buy this protein food in the future	1.00	5.00	3.93	0.88
	I plan to purchase protein food	1.00	5.00	3.66	1.02
	I will make effort to buy protein food	1.00	5.00	3.59	1.02

Considering the questionnaire items that the respondents agreed (mean $\bar{X} > 4.0$), we learn from this table that the respondents preferred fresh foods ($\bar{X} = 4.37$) and made decision based on the food taste. ($\bar{X} = 4.50$). They expected high protein foods to response to various needs ($\bar{X} = 4.18$), to be certified ($\bar{X} = 4.17$), to have high quality standards ($\bar{X} = 4.15$), complete and accurate product details ($\bar{X} = 4.17$). They appreciated when the price was specified ($\bar{X} = 4.18$) and matched with the product quality ($\bar{X} = 4.01$). They preferred when the product retailer was close to their home or office ($\bar{X} = 4.35$) with interesting and eye-catching product placement ($\bar{X} = 4.14$).

วารสารวิทยาการจัดการ
มหาวิทยาลัยสงขลานครินทร์
ปีที่ 38 ฉบับที่ 1 มกราคม - มิถุนายน 2564

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ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

One way ANOVA

Table 4

Results of demographic factors effecting to Customer Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Residence	14.702	3	4.901	10.134	.000*
Age	4.418	5	.884	1.725	.128
Status	5.122	2	2.561	5.056	.007*
Education	13.841	4	3.460	7.106	.000*
Occupation	22.567	6	3.761	8.050	.000*
Income	6.590	5	1.318	2.602	.025*
Expense	7.977	5	1.595	3.171	.008*

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

The results in this table show that Residence (sig = 0.000), Status (sig = 0.007), Education (sig= 0.000), Occupation (sig =0.000), Income (sig = 0.025) and Expense (sig = 0.008) all show significance level lesser than 0.05. Therefore the level of customer satisfaction varies according to these variables.

Table 5

Results of demographic factors effecting to Purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Residence	16.579	3	5.526	7.394	.000*
Age	17.269	5	3.454	4.608	.000*
Status	4.203	2	2.101	2.705	.068
Education	11.206	4	2.802	3.672	.006*
Occupation	11.547	6	1.925	2.513	.021*
Income	9.111	5	1.822	2.366	.039*
Expense	13.252	5	2.650	3.489	.004*

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

The results in this table show that Residence (sig = 0.000), Age (sig = 0.000), Education (sig = 0.006), Occupation (sig=0.021), Income (sig = 0.039) and Expense (sig = 0.004) all show significance level lesser

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
A Case Study of High Protein Food Purchase for Weight Control
among Young Adults in Thailand
Paul KALIN

than 0.05. Therefore the level of purchase intention varies according
to these variables.

Multiple Regression Analysis

Table 6

Results of Lifestyle & Marketing Mix effecting to Customer Satisfaction

Variables	Beta	t-value	Sig.
Lifestyle	.098	2.179	.030*
Product	.154	2.867	.004*
Price	.325	6.192	.000*
Place	-.111	-2.020	.046
Promotion	.029	1.041	.299
R^2 = 0.468 adjusted R^2 = .461 F = 68.509 Sig = 0.000			

Note: *. Coefficient is significant at 0.05

In this table, the results show that lifestyle, product and
price significantly effect the level of customer satisfaction.

Table 7

*Results of Customer Satisfaction & Marketing Mix effecting to Purchase
Intention*

Variables	Beta	t-value	Sig.
Customer Satisfaction	.573	9.825	.000*
Product	-.064	-1.018	.309
Price	.128	2.052	.041*
Place	-.136	-2.128	.034*
Promotion	.302	9.697	.000*
R^2 = 0.532 adjusted R^2 = 0.526 F = 89.402 Sig = 0.000			

In this table, the results show that customer satisfaction,
price, place and promotion significantly effect purchase intention.

วารสารวิทยาการจัดการ
มหาวิทยาลัยสงขลานครินทร์
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Paul KALIN

Conclusion and Discussion

This study investigated the relationship between demographics factors, lifestyle, marketing factors, customer satisfaction and purchase intention.

According to the previous analysis, customer satisfaction varies according to demographic factors such as the place of residence, marital status, level of education, occupation, income and expenses. Kim, Cho, and Kim (2019) showed that customer satisfaction has significance difference towards age and gender. Matzler, Füller, and Faullant (2007) showed that the degree of satisfaction may change according to demographic background. More precisely, customer satisfaction is statistically and significantly different depending on family status, income and expenses.

The results also show that demographic factors such as the place of residence, age, level of education, occupation, income, expense, show significant difference in purchase intention. Our study is in alignment with Zhang, Fu, Huang, Wang, Xu, and Zhang (2018) and Abdullahi Farah et al. (2011) who ascertain that Income and Expenses have significant influence on consumption.

This study found out that Product and Price significantly effect the level of Customer Satisfaction and this is proven in the study of Zain and Saidu (2016). Similarly, Marian, Chrysochou, Krystallis, and Thøgersen (2014), also stated that price can affect customer satisfaction because price is a quality cue that shape customers' expectations. According to Teck Weng and Cyril de Run (2013), promotion significantly play a role in affecting customer satisfaction. According to the study mentioned previously, promotion techniques can provide more information to customers and thus increase their satisfaction.

Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
A Case Study of High Protein Food Purchase for Weight Control
among Young Adults in Thailand
Paul KALIN

The findings in this research indicate that variables such as price, promotions and customer satisfaction significantly effect purchase intention which are in accordance with the findings of other studies (Kim, Cho, & Kim, 2019; Marian, Chrysochou, Krystallis, & Thøgersen, 2014; Teck Weng, & Cyril de Run, 2013). According to Marian, Chrysochou, Krystallis, and Thøgersen (2014), a low price level is more likely to encourage repeat purchase. Teck Weng and Cyril de Run (2013) pointed out that tangibility based and monetary based sales promotion techniques are preferred by consumers and play an important role in affecting consumer purchase intention.

Implication

This study carries two academic implications. Firstly, it provides some important insights about the profile of customers that are consumer of high-protein food in Bangkok and Greater Bangkok. This study points out that the satisfaction of young adults living in Bangkok and Greater Bangkok is influenced by lifestyle, product and price while their purchase intention is influenced by price, promotion and customer satisfaction.

Besides academic implications, this study also shows practical implication. Manufacturers and retailers who wish to increase customer satisfaction, should focus more on the product and price. Konuk (2017) mentioned that food companies should enhance perceived value, increase perceived benefits and perceptions of price fairness in order to increase customer satisfaction. Aschemann-Witzel and Peschel (2019) suggested that clear specifications of the product can change the perception of the consumers. Since healthy food product are gaining more popularity and the willingness to purchase healthy products is increasing (Paul & Rana, 2012), customers in lifestyle segment represent also a

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มหาวิทยาลัยสงขลานครินทร์
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ของผู้บริโภควัยทำงานในประเทศไทย
Paul KALIN

promising target for food businesses. Food manufacturers should also exert more effort to enhance the food quality and tastiness as well as offering more discounts. Ghali-Zinoubi and Toukabri (2019) mentioned that customers are willing to pay more for food with higher quality, freshness and safety. (Kim, Cho, & Kim, 2019) mentioned that promotional menus, customer service, personal selling are effective dimensions in marketing promotions.

Limitation & Recommendations

This research focuses on population in Bangkok and Greater Bangkok. However the behavior of people can differ across regions. (Adelina & Nurwanti, 2019) Therefore the study can be extended to other regions. Gender is proven to be a significant determinant of consumer behavior. (Lee, Kim, Ko, & Sagas, 2011; Song et al., 2018) For this reason, this research can also be extended to examine the differences in consumer behavior based on gender. Future research can also scope down to one type of retail store because consumer shopping preference can also effect their shopping behavior. (Chen, 2018)

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Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
A Case Study of High Protein Food Purchase for Weight Control
among Young Adults in Thailand
Paul KALIN

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Songklanakarin Journal
of Management Sciences
Vol.38 No.1 January - June 2021

Factors Effecting Customer Satisfaction and Purchase Intention:
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among Young Adults in Thailand
Paul KALIN

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ปีที่ 38 ฉบับที่ 1 มกราคม - มิถุนายน 2564

ปัจจัยที่มีอิทธิพลต่อความพึงพอใจและความตั้งใจซื้อผลิตภัณฑ์ของผู้บริโภค:
กรณีศึกษาการบริโภคอาหารที่มีโปรตีนสูงเพื่อควบคุมน้ำหนัก
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