

Introduction

Spicy Salad (ยำ) has been introduced in Thailand for so long as evident in the poetry of Royal Thai cuisine by King Rama II. The ingredients are easily found since we can buy from grocery stores or even growing herbs by ourselves. The special characteristic of Spicy Salad (ยำ) is there is no fixed component specifically in tasting and ingredient which are all depended on consumer's preference.

As a result of easy cooking, there has been a spreading over of Thai's spicy salad eatery across the country ranging from street carts to community malls. Due to the fierce competition, each restaurant needs to find a strategy to differentiate themselves from competitors in order to attract consumer and remain competitive in the market.

The most popular strategy that restaurants using nowadays is promoting through social media on their own platforms or even through micro-influencer such as blogger and vlogger (Mavrck,2016) in hoping of raising the existence of their brands and creating a consumer's demand. Using promoting through micro-influencer is not enough for differentiate yourself from others. In 2018, "After YUM", a famous spicy salad of Pattaya, has created phenomenon by introducing the "salted-yolk egg" as an ingredient plus their unique selling strategy that chefs will act as a flight attendant to introduce their menu. Such a distinctive strategy, as well as high quality of their food, attract many consumers to experience their services. The factors that make After Yum success is not only the

quality of food and tasting but checking in and photo sharing on social media platforms also fulfill customer satisfaction.

Sharing via social media has been viewed from the perspective of marketing as a new type of electronic word-of-mouth (eWOM) (D. Osman, J. Yearwood and P. Vamplew,2009). With this marketing tool, After YUM is not well-known only in their location but it also allures people from other provinces or even flying from abroad to experience their foods (Bugaboo,2019). Although, After YUM sells at a high price due to the fresh quality of ingredients. People still want to try and it creates long waiting hours. Moreover, After YUM does create many spillover effects resulting in many imitators across the country and queuing business for those who do not want to wait for a long time.

According to Wongnai for business: restaurant 2020, Mr. Yod Chinsupakkul (2020) said that spicy salad (ยำ) is the number one in searching for reviewing and ordering via Wongnai. When comparing the price of spicy salad in a well-known restaurant in Bangkok area, we found that they tend to sell at a higher and higher price especially the special menu of each shop whose main ingredient is seafood that they set the price per plate around 500 Baht.

Thus, this research paper would like to examine questions as following;

- which factors are accounted for inflation in a spicy salad in Bangkok area?

-Does social media have an effect in creating a demand for spicy salad?

-What is characteristic of who has a high willingness to pay?

-Which factor accounted for consumers who have a high willingness to wait?

-Lastly, what is the characteristic of person who get and doesn't get affected from promoting on social media?

Literature review

Consumer foodservice in Thailand

According to changing behavior of consumer which are household structure becomes smaller and smaller, consumers need more convenience as well as the expansion of the new shopping center resulting in increasing trend in eating-out behavior of Thai consumers (USDA Foreign Agricultural Service,2018). Before the digitalization, the brand uses the traditional mass media such as television, print ads and radio by using the famous celebrities that their personalities suit the brand to impart credibility and rational value in hoping of improving sale (Mwendwa, Mildred & Zipporah, 2014). Using traditional media channel is used to be seen as one-way communication from brand to consumer but not vice versa (Olenski,2016). However, advertise by using celebrity tend to be exaggerated (Mendoza,2010). Carl, Eric & Douglas (2005) showed that skepticism trusted less information value from advertising, they would pay less attention to ads, rely less on ads in decision making

and it may not have the same impact towards consumers. Still, Maloney (2000) has reported that disbelief, *per se*, may display a truly negative feedback to advertising, but “inquisitive judgement” may not. To the degree that consumers do not believe ad claims but continuously be curious about them, they may be positively inclined toward further investigation or trial.

Fraser and Dutta (2008) shows that in choosing the source of information on a product before making a purchase, consumers directly rely on interpersonal conversation from their family and friends as known as the word of mouth (PHUTTHIPHANSA, 2017) Nowadays, it has been changed the way we communicate to others and the way we consume content (Khan,2017) due to the advancement of media technologies. Such interpersonal exchange and content tend to be in social media platform which is called “Electronic-Word-Of-Mouth (eWOM)” (Cheung, Lee, & Rabjohn, 2008) and brand tends to change the way they communicate with consumer by using digital branding which allows two-way communication between brand and consumers (Rowles Daniel, 2014). On present-day, social media is heavily used which enables people to connect and share information, experience and opinion with others via message boards, Internet forums, and chat rooms (Hennig-Thurau & Walsh, 2003). Messages on these electronic exchanges strive a more dynamic impact on consumer perspective than marketer-generated information (Chiou & Cheng, 2003). Bickart and Schindler (2001) demonstrated that discussion forum messages have greater credibility in inducing

empathy than advertising. Thus, social media is an optimal tool for marketer and brand to build the relationship with consumer (Meyerson,2010).

Hannifati's survey (2015) showed that food blogger recommendation has a significant impact towards consumers since they tend to follow the recommendation supporting by Wegert (2010) that 81 percent of people seek advice before making a purchase through social site. According to herding in online product choice by Huang & Chen (2006) showed that sales volume and the number of positive vis-à-vis negative customer comments of a product influenced the on-line product choices of subjects. Additionally, the recommendations of other consumers influenced subject choices more effectively than expert recommendations did. Therefore, the impact of word of mouth on social media is immense (Kim,2017) since people tend to seek advice from person whom they consider like them before make a purchasing decision.

social media as a tool for brand

Facebook

The biggest social network platform is Facebook which has almost 2 billion users engage in a month (David,2017). This platform provides an individual profile, business public page and the new features which have been improved from time to time. Users can connect with their friends and family members who are also Facebook users via Facebook messenger or post and comment on their profile. Not only keeping in touch with whom we love, but also providing us to connect the whole world by reading the news articles on feed, watching the video or any contents from the brand that we subscribed. Since Facebook allows users to react by clicking

like and commenting. Thus, it is based on the two-way communication which is best channel for brands to communicate with their customers and to raise their existence from their potential targets by establishing their page to connect with them. Smith (2016) showed that on average each user has follow 70 public pages and has an average of 338 friends. Therefore, their news feed is occupied by updating post from their friends and post from the page that they subscribed. With the different sources of information on the users' feed, they do not specifically visit each brand's page to look over a post frequently. Therefore, it is very essential for brand to keep posting in hoping of maintaining the attention to brands. To get more engagement from consumers, content should be simultaneously galvanized and impressive in order to having more shares. When users become interested in the shared post, they tend to visit for brand's page and start following. So, this is very effective way to raise brand awareness through Facebook with the low budget (Meyerson,2010). Lastly, brand can utilize Facebook by advertising their post or page. The paid advertising function allows to select specific target groups including age, region, gender ,and budget options by how many people the business page or a post may cover. This solution connects the brand and new consumers and helps the brand to gain more brand awareness and consumer engagement.

YouTube

YouTube is online video sharing platform which is ranked second place following Facebook as the most popular social media platform. Contents on YouTube include both user-generated video and professionally film.

Brand can utilize YouTube by using call-to action function in the video advertisement which users can directly click to access the brand website that is advertised. To interact with consumers, brands can create their channels to share the video content and introduce their new products in the hope of increasing of revenue. Nowadays, many brands do collaborate with vlogger by sponsoring the product for the product placement and product review. The audiences learn about the product after watching the review from the vlogger. Thus, the brand can be confident that their message will be transmitted to a niche market since vloggers have already qualified audiences that have specific interest in theirs content (Miren,2010)

Instagram

Instagram is a photo and video sharing social media platform. Presently, it has been ranked on third place after Facebook and YouTube (Kallas,2019) as the most popular social media channel. As reported by Forbes article, a survey by 2,500 micro-influencers who are moderate-scaled of social media and have a large amount of follower, shows that approximately 60 percent thought Instagram was the best overall engagement platform, whereas 18 percent thought about the same way as Facebook (Demers,2017).

With the simple concept of Instagram, users are encouraged to express their caption less than a sentence through their images or videos comparing with the long post of texts on Facebook. Thus, brand need to carefully plan for their content to deliver the key brand's message to consumer. According to Sam & Jankos

(2015), showed 90% of information transmitted to the brain is visual, and visuals are processed in the brain at 60,000 times the speed of text. So that brand could take advantage of Instagram by posting pictures or videos and get direct attention from consumer through liking and commenting (Demers,2017). Many celebrities and social influencers are the leading users on Instagram by keep posting inspiring beautiful images to attract followers. Another important feature of Instagram is story which allows user to share photo and video within 30 seconds last long only 24 hours. This feature encourages users to share their enjoyable moment with others and it directly benefits brand to network with consumers.

Twitter

Twitter is a social networking platform that enables users to tweet including text, photos, video, and hyperlinks. On the contrary to tweeting in long texts, twitter encourages users to express their thought with short and precise messages (Jackson,2017). Comparing to many Facebook users primarily share their opinion with their friends only. But on Twitter, anyone can communicate therefore this platform is famous for microblogging that users can retweet to share and reply to other's posts. The strong point of Twitter is the real-time trends that users can discover topic and real-time news by searching the hashtag for specific events. Hence, the brand should utilize Twitter by creating its unique hashtag to communicate and interact with consumers. With continual communication will result in more involvement of twitter users and the topic about the brand which benefited it by gaining more attention and followers which enable the brand to have crowd-sourced feedback.

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Theoretical Framework

The technology acceptance model (TAM) was proposed by Davis, Bagozzi and Warshaw (1989) which is designated to explain the acceptance of information system or information technology (IS/IT) which followed by the theory of reasoned action (TRA). TAM assumes that attitude was influenced by personal belief, which consecutively creates behavioral intention.

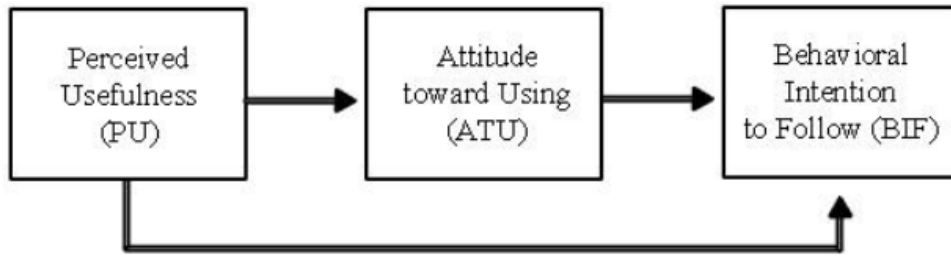
The original TAM includes external variables, perceived usefulness (PU), perceived ease of use (PEOU), attitude toward using (ATU), behavioral intention to use (BI) and actual system use (AU). The definition of perceived usefulness is the extent to which an individual expects that using an appropriate system will develop his job performance, whereas the perceived ease of use would be effortless when adopting some particular system (Davis,1989).

According to Davis (1989), both perceived usefulness and perceived ease of use are factors that dominate attitude toward system use and ultimately influence to actual system use. The attitude toward using directly affects user's BI which consecutively influences AU (Hanifati,2005).

This technology acceptance model is widely used in information technology including e-commerce. There have been many studies that applied TAM to study perceived usefulness and acceptance toward using in e-commerce (Gefen, Karahanna &Straub, 2003) as well as studying the effects of blogger recommendation on customer's

online shopping intention (Hsu, Lin and Chiang,2013). From Gefen, Karahanna &Straub 's study (2003) showed that only perceived usefulness (PU) affected intended use for purchase, whereas perceived ease of use (PEOU) has no significant effect on it. According to Hsu, Lin& Chiang (2013) found that the most important determinant of a user's behavioral intention was attitude toward online shopping.

This paper adopted adapted TAM as a theoretical framework to investigate the effects of social media towards rising in spicy salad price. TAM can be applied in this study to assess consumer perceived usefulness in online environment which is an electronic word of mouth. The usefulness in this context is the degree to which a consumer believes and adopt the suggestion from social media platform. The attitude will be defined as the degree that users have positive feeling about the information which is given on online platform. Lastly, the attitude will influence the consumers to follow the recommendation of online platform which create behavioral intention to use (BI).



Construct	This study	Hsu,Lin and Chiang 's study
Perceived Usefulness	The degree to which a consumer believes that adopting an online recommendation from social media would enhance their knowledge.	The degree to which a blog reader believes that adopting a blogger recommendation would enhance his or her online shopping performance
Attitude toward Using	The degree of social media user has positive feelings about the information given from online.	The degree of blog readers' positive feelings about shopping online
Behavioral Intention to Follow	The degree of social media users has intention to adopt recommendation in the future	The degree to which blog readers believe that they will shop again online

Methodology

Since this paper aims to find which factor account in an inflation price of spicy salad in Bangkok which is based on empirical data analysis that is collected through self-administered questions which is cross-sectional data. This paper uses multiple regression analysis to identify which factors affect the inflation price in spicy salad. The survey consists of 2 parts which are firstly, the questions related to factors that affect purchasing in YUM and the second part would be the personal information such as age, income, level of education etc. To answer the research question for further analysis, the characteristic of people who have high willingness to pay and wait is unobserved. Therefore, this paper will analyze the raw data by using Ordinary Least Square (OLS) regression analysis. This technique is chosen due to an effective capability to predict the effect of several explanatory variables on a dependent variable.