

Variable Title	Definition of Variable
Gender	Male or Female
Age	Age
Income	Salary per month
Income/10000	Salary per month in a unit of 10,000 baht
Education	Accumulative years of study
Student	Student
Businessman	Businessman
Office_worker	Office worker
Public_worker	Public worker
Freelance	Freelance
Eat_RTE	Whether one eats ready-to-eat meals or not
Number_meal	Number of meals consumed within a day ranging from 0 meals to 3 meals
Product_variety	Variety of the menu
Product_taste	Taste of ready-to-eat meals
Product_nutrition	Nutrition facts of ready-to-eat meals
Product_appearance	Appearance attributes of ready-to-eat meals
Product_packaging	Product container of ready-to-eat meals
Price	Price of ready-to-eat meals
Place_location	Accessibility of — stores
Place_speed	Services in the stores
Place_openhour	Open hour of the stores
Place_shelf	Product arrangement within the stores
Promotion_redeem	Redemption for premiums
Promotion_privilege	Promotion for privilege
Promotion_stamp	Stamp collection for premiums
Promotion_ads	Offline and online advertisements of ready-to-eat meals
Promotion_card	Membership cards
Brand_variety	Awareness toward varieties of the brands and menus of ready-to-eat meals
Brand_awareness	Awareness toward the taste of ready-to-eat meals

Perceived_control	Awareness toward the production control of ready-to-eat meals
Perceived_standard	Awareness toward quality of the ingredients of ready-to-eat meals
Quality_control	Awareness toward the certification of ready-to-eat meals given by government agency (E.g. Food and Drug Administration)
H_nutrition	Nutrition facts of ready-to-eat meals
H_fat_content	Fat content of ready-to-eat meals
H_taste	Taste of ready-to-eat meals
H_convenience	Degree of health-conscious considered when having meals
T_joy_of_eating	The joy of eating when having meals
T_save_money	Degree to save money when having meals
T_taster	Excellent taster of foods
C_hard_cooking	Hard for home cooking
C_wastetime	Cooking meals is a waste of time
C_purchased_frequency	Frequency of purchase of ready-to-eat meals
C_timepressured	Time-pressured lifestyle