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Comment on past seminar paper: What determine the customer behavior on buying clean food?

This paper seeks to analyzes the customer behavior, lifestyle and buying decision with the objective of defining the determinants of clean food of Bangkok citizens. The objective of this paper is to see the factors that determine the customer's behavior when buying clean food therefore the hypothesis have been created to answer the problem. Firstly, H1 is the frequent clean food buyers are the one who exercise regularly. Therefore, frequency of going to gym has a positive correlation with frequency of purchase. Secondly, H2 is the female are likely to consume more clean food than men. Therefore, gender should have a negative correlation with frequency of clean food purchased (female=0, male=1). Thirdly, H3 represent the appearance of food correlates positively with frequency of clean food purchased. Fourthly, H4 is the body mass index shows a negative correlation with frequency of purchase as a majority of clean food buyers consume clean food as a diet tool. Lastly, H5 represent the clean food buyers are highly influenced by the trend on social media and celebrities. Therefore, I think the hypothesis is very appropriate and well-organized.

The author used cross-sectional data by conduct an online survey via google form to analyze a buying pattern or the factors affecting consumer behavior on buying clean food. I think the section of the questionnaire that the author categorizes is very good and well-organised. The author obtain data by collect the sample data of Thai clean food and non-clean food buyers age between 15-60 years old who live in Bangkok area. The sampling size is 200 observations which I think it is a small scope of data and in order to improve the accuracy of this study, more observations as well as an expansion of sample will be required. However, the author also stated that an undergraduate university student is very difficult to collect data from respondents from different age group with different occupation. Therefore, the type of respondent are not random enough which could create some sampling bias from this sentence I think the author aware about the sample selection bias and this is a very good point.

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The independent variables that included in the regression are freqgym, atthealth, attweight, traineradv, BMI, health, knowledge, age, allowance, sex, educ, status, job, ingre, realfood, promo, varmenu, price, reviewmadia, appear, pmtmet, taste, and ads. The dependent variable is freqpur. I think for the type of data of freqgym and freqpur should be integer instead of continuous number since the frequency should not be in decimal number therefore it should not be continuous number. Also I don't think that the method adopted which is "OLS" method is appropriate since the dependent variable (frequency of purchase) should be an integer instead of continuous number therefore the author can not use OLS method since OLS method can only use for continuous dependent variable. Moreover, The variables that used in this paper is appropriate but there are some concern issues such as data scaling problems and contain subjectivity in some variables such as ingre, realfood, promo, varmenu, price, reviewmedia, appear, pmtmet, taste ,and ads.

As a result, this paper indicate that clean food buyer are young female age between 20-24 with allowance of 9,000-15,000 baht per month. On the other hand, the regression result shows that the significant factors that affect customers in buying a clean food are ingredients, occupation, review on social media, body mass index, gender and frequency of going to fitness of consumers. The benefit that I get from knowing the answer is that the price of clean food sold in the market is around 150-250 baht which is twice its cost but in reality the cost of making clean food is less than the cost of making normal food so it is very attractive and interesting for me to do this business. Lastly, I don't think that the results are convincing enough because OLS method yields bias estimators for non-continuous dependent variables, ceteris paribus.