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EE489: Seminar in Industrial Economics

**Why do people eat ready-to-eat meals at 7-Eleven ?:
The case of Bangkok**

By

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Abstract

Recently, demand for ready-to-eat meals is significantly increased in Thailand, especially among urban residents who are living with time-pressured lifestyle and heavily depending on external supplies for their living. However, little is known about the rationale behind this remarkably high demand for such foods. Thus, this research will examine the factors driving the purchase intention toward ready-to-eat meals of Bangkok population which have brought in profound variations among people. In the view of this, the following set of factors are considered to be the major drives of such intentions. This conceptual paper will discuss extrinsic factors and intrinsic factors as well as demographic conditions of buyers, and their lifestyles. Primary data was sourced through a structured questionnaire collected from 252 Bangkok respondents and was estimated based on two specifications of an ordered probit model and probit model, respectively. According to the result, it suggested that consumers' purchase intentions toward RTE foods are driven mainly by distribution channels and retail store characteristics, followed by the convenience-oriented and taste-oriented consumer lifestyle amid the urbanization of the city. However, for income factor, when income increases, individuals tend to be less likely to purchase ready-to-eat meals. Similar to intrinsic factors, they insignificantly affect the probability of purchasing ready-to-eat meals such that the values are closing to 0.

1. Introduction

In Bangkok urban area where everything is speeding up, increasing in urbanization along with the hectic-city lifestyle are giving ready-to-eat food industries a new horizon. During past decades, Thai people eating habits have been changed dramatically as a ready-to-eat food¹ (hereafter RTE) is introduced to the world. RTE food is becoming more popular among teenagers, and young professionals, especially in urban areas. Marketing strategies are heavily used to attract new customers. Base on data reported by the Euromonitor International, in November 2017², demand for ready-to-eat meals is escalating as convenience stores fast food dominated other fast food categories in 2016 with 11% current value growth. Regarding the key success, 7-Eleven, the sole market leader in convenience stores in Thailand holds 42% share of value sales³ in RTE category and continues to lead both outlets and sales expansion by keeping on introducing new innovative menus and special promotional campaigns throughout the year. Further, 7-Eleven continually grasps customers' changing needs which are then reflected in the diversified assortment of products offered in its stores. With the proliferation of RTE food industry, understanding the factors affecting consumer intention to purchase has become an important issue for both academics and practitioners.

Nowadays, customers are motivated by numerous factors in the selection of RTE meals. Of interest is the set of factors involved in the selection of RTE meals that considered important by customers which are extrinsic factors, intrinsic factors, lifestyle factors, and demographic factors. In the context of this study, purchase intention is defined as a measure

¹ RTE food, by definition, means a food that is in edible form and does not require additional preparation (Collinsdictionary.com, 2018)

² <https://www.portal.euromonitor.com/portal/analysis/tab>

³ <http://www.euromonitor.com/ready-meals-in-thailand/report>

of one's intention to perform a specific behavior or make the decision to buy a product, in this case, ready-to-eat meal.

Many researchers suggested that price is the main factor influencing purchase intention of RTE meals, few studies have explored what really drives purchase intention besides this monetary factor. Meanwhile, according to Lee and Lou (1996), it is generally known that when it comes to the purchase of any goods or services, both intrinsic and extrinsic factors are taken into account in building up expectation and opinions before consumers experience the real product. However, most of the studies on purchase intention toward the RTE food are focus only on some of those factors and never have been profoundly studied and tested before in Thailand.

Thus, I found it is interesting to study on factors that drive purchase intention of Bangkokian and expected to shed new insights into consumer research, especially in the RTE food settings by exhibiting the relationship between each factor. Therefore, the objective of this research is to study this subject with two hypotheses in mind. First is all sets of factors are significant and have the positive effect toward the purchase intention. Second is external factors and consumers' lifestyle are the most powerful driver of consumers' purchase intention. Eventually, in section 2, this article will propose a supporting literature that links extrinsic factors, intrinsic factors, demographic factors and purchase intention. In section 3, some theoretical frameworks are specified to support this research study. In section 4, the method of collecting data and the statistical tools are elaborated. In section 5, the results are discussed and some final conclusions are drawn towards the end of section 6. Eventually, section 7 will be discussed the limitations found in this research study.

2. Literature Reviews

2.1. Demographic factors

By definition, demographics factors are what make individuals different from one another by categorizing them based on their characteristics, for example, age, gender, income, education, and career. In general, when it comes to buying goods or services, demographic factors are inevitably taken into account of one that affects the purchase intention to the great extent (Kotler and Keller, 2006). For example, 'income' may affect willingness to pay of consumers on what they can afford and attitude toward money that divides people into social classes (Schiffman, and Kanuk, 2000). For 'age', it reflects life stages of the individual which tend to have different preferences and needs at different stages of life. For instance, adults are more health-oriented toward purchasing food than those young consumers.

2.2. Extrinsic motivation to purchase

Extrinsic motivation to purchase refers to external factors that influencing the purchase intention of one in buying goods or services. In this study, the 4P's Marketing Mix Model by McCarthy (1960) was applied to explain the external variables.

2.2.1 Product

As stated in Dogra and Ghuman (2010), product defined as either physical products or any kind of services that respond to consumer needs and wants. Product characteristics such as product features, product assortment, branding and packaging also shape company's reputation as well as its positioning, at the same time, influence consumer buying decision at stores (Pan & Zinkhan, 2006). Further, Chaudhuri and Ligas (2009) study on product value revealed that there is positively correlation between purchase behavior and product

characteristics. For example, RTE food consumers may concern about the functional value of the RTE food such as packaging more than its nutrition facts.

2.2.2 Place

When it comes to convenience store, location is heart of this retail format success as it considered to be sustainable competitive advantage that firms use to shape their offering to fit in with consumers' busy, multiplatform lives. To the extent of this study, place refers to the set of action toward the distribution strategy done by the company. For example, location and accessibility of the store, open hour, and product arrangement.

2.2.3 Perceived price

Perceived price is the price which customers are willing to pay for goods and services based on their perceptions of benefits and costs such as time and effort in acquiring goods or services which tend to vary significantly across individual. The study on customers' purchase intentions as a reflection of price perception by Juha Munnukka (2008) demonstrates that there is a significant and positive relationship between purchase intention and price perception of consumers. He also stated further that the formation of price perception is generated based on the value that the product offers and should be defined through the "eyes" of the consumer ("Value (marketing)", 2018).

2.2.4 Promotions

The term 'promotion' means the marketing message that typically consists of advertising, publicity, sales promotions, and personal selling. Generally, the main purpose of promotional activities is to raise product awareness in the consumers mind. For example, firms may create an emotional link between brand and customers through advertising. When

the customer pays attention to advertising, they inevitably develop desired attitude toward the product that link to purchase intention.

2.3 Intrinsic motivation to purchase

In the context of this research, intrinsic motivation is when individual engages in activities purely for the sake of personal interest, here, refers to perceived quality and product awareness.

2.3.1 Perceived quality

When it comes to perceived quality, it is not characteristic of food but rather linked with the concept of acceptability of consumer who ultimately defines the degree of safeness of the food. Thus, for this paper, consumer awareness on food standard and hygiene are considered to be the key characteristics used to evaluate the quality of ready-to-eat meals. Chi et al. (2008) concluded that the higher awareness on quality of food, customer will be more inclined to purchase it. Also, his study emphasized that perceived product quality has a positive impact on customers' purchase intention.

2.3.2. Product awareness

In the aspect of product awareness, it is closely related to concepts of consideration set which explains specific aspects of the consumer's purchase decision or the degree of familiarity of consumers toward the product. To this extent, product awareness is directly linked with purchase intention as purchasing process cannot happen unless a consumer is first aware of the existence of the product to sufficient degree.

2.4. Lifestyle

During this digital age, Bangkok lives have changed rapidly as disposable income increases with less leisure time. People face the time-pressured situation and busy lifestyle. Such that they are often associated with consumption related behaviors in which they are experiencing. This has motivated many retail stores to introduce a variety of RTE items into the markets to respond to those unmet demands. Supported by the study of Bhaskaran and Hardley (2002), they suggested that present consumer lifestyle helps to increase the consumption of functional foods as well as the fast-paced of work and social schedules are leading ever more shortcuts in cooking and food consumption. Thus ready-to-eat food has become the most popular type of the food-related lifestyle that answers consumer's unmet needs.

3. Theoretical framework

3.1 4 Ps Marketing Mix Theory

Most of the time 4Ps Marketing Mix shown in Figure 1 is used as a strategy for marketing decision-making which comprised of Product, Price, Place, Promotion. These are the marketing tools that use to answers consumers' purchase intention toward a product.

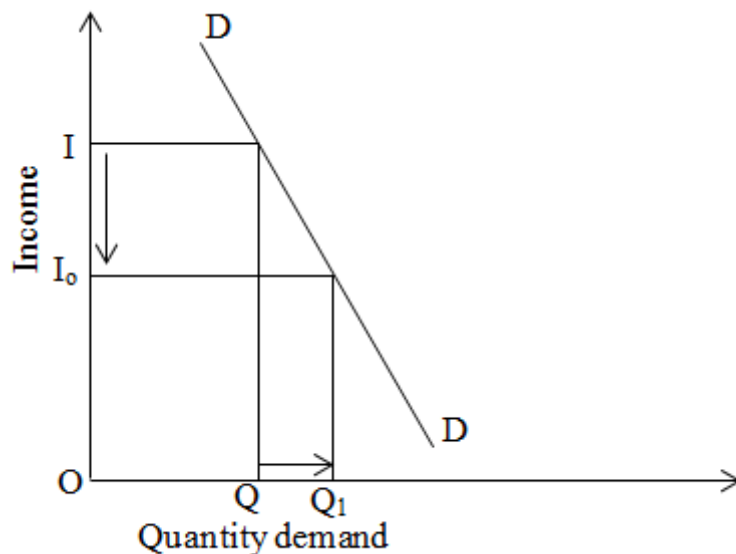
Figure 1

Category	Definition	Typical Marketing Decisions
Product	A product refers to an item that satisfies the consumer's needs or wants which may be tangible or intangible.	Product design – features, quality
		Product assortment – product range, product mix, product lines
		Branding
		Packaging and labeling
Price	- Price refers to the amount a customer pays for a product. - Price also includes considerations of customer perceived value. - Price may also refer to the sacrifice consumers are prepared to make to acquire a product.	Price strategy
		Discounts – for customers
Place	Refers to providing customer access	Selection of distribution channel
		Assortment
		Location decisions
		Inventory
Promotion	Promotion refers to marketing communications	Promotional mix of advertising, PR, direct marketing and sales promotion
		Message strategy - what is to be communicated
		Channel/ media strategy - how to reach the target audience
		Message Frequency - how often to communicate

3.2 Income elasticity of demand

In this study of purchase intention toward the RTE foods, I assumed that, in economic terms, RTE food is considered to be fast-food inferior good⁴ that has a negative income elasticity of demand. In other words, Figure 2 shows that when income increases, the demand for RTE foods falls (Cosby, n.d.).

Figure 2



Source: <https://notes.tyrocity.com/negative-income-elasticity-of-demand/>

4. Methodology

In this section, explanations of the methods and models used in this analysis will be provided. In the process of collecting data, primary data was collected through structured questionnaires from 252 respondents which 42.5% was from male and 57.5% was from the female. For secondary data, I collected from publication manuals, academic journals, books and online sources. Regarding the methods of spreading the questionnaires, I decided to use both online survey and paper-based survey on the purpose of getting diverse population. For instance, non-tech savvy respondents may found that the online surveys are too complicated

⁴ <http://livingeconomics.org/article.asp?docId=119>

and hard to access. The target respondents are those who never purchased the RTE meals from anywhere, and those who generally purchased RTE meals. The period of collecting surveys was from 5 April to 28 April 2018.

The questionnaire consisted of four sections concerning about demographic characteristics of the consumers, extrinsic factors, intrinsic factors and food-related lifestyle of consumers, respectively (see Appendix A). Specifically, the demographic characteristics include age, income, education levels, occupations and number of meals consumed. Extrinsic factors include the 4P's marketing mix (product, price, place, promotion). For intrinsic factors, product awareness and perceived quality are taken into consideration. The last section is about food-related lifestyles of consumers which are separated into three types; health-orientation, taste-orientation, and convenience-orientation. The descriptions of each variable are summarized in Table 1.

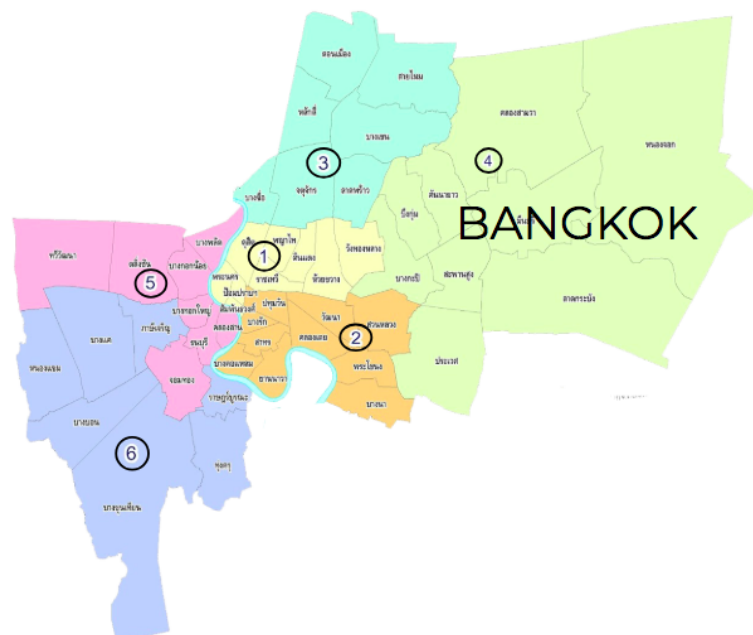
Table 1: Descriptive statistics of dependent variables and independent variables

Variables	Variables Title	Description of Variables
Dependent variable (Y_j)	Number_meals	Number of meals consumed RTE food per day: never buy RTE meal =0, buy 1 meal =1, buy 2 meals =2, buy 3 meals =3
Dependent variable (Y_k)	Eat_RTE	One eats RTE meal = 1, otherwise = 0
Demographic factors (X_i)	Gender	Male = 0, Female = 1
	Age	
	Income	Income per month (in a unit of 10,000 baht)
	Education	Years of education
	Business_man	One is businessman = 1, otherwise = 0
	Office_worker	One is office worker = 1, otherwise = 0
	Student	One is student = 1, otherwise = 0
Extrinsic factors (E_i)	Freelance	One is freelance = 1, otherwise = 0
	Product	Product characteristics
	Place	Store characteristics (e.g. location)
	Promotion	Any marketing messages
Intrinsic factor (I_i)	Price	Perceived price by consumers
	Intrinsic	Including the aspects of brand awareness and perceived quality
Lifestyle factors (L_i)	Healthy	Health-oriented consumer
	Taste	Taste-oriented consumer
	Convenience	Convenience-oriented consumer

Regarding the types of question, multiple choice checkboxes were used in the first section while five rating Likert-type scales ranging from strongly disagree (1) to strongly

agree (5) were applied for the rest of the sections. To study the purchase intention of consumers towards RTE meals, initially, cluster sampling was adopted as the method of collecting data. In figure 3, Bangkok city was selected to be the survey area and was divided into 6 separate sub-areas according to the geographic boundaries; Central Bangkok, South Bangkok, North Bangkok, East Bangkok, North Krung Thon, and South Krung Thon. In the second stage, the survey was distributed to the target population in those six sub-areas to get diversify income ranges; high-income, middle-income, and low-income. Lastly, the collected primary data was applied and analyzed using the StataMP software.

Figure 3



Source: http://latphraoevent.blogspot.com/p/blog-page_11.html

The objective of analyzing data is to find the probability of something happening, known as the probability model. As in my research, the regressand Y is qualitative, and regressors X's are both qualitative and quantitative. In regards to this study, I choose to estimate the result using both ordered probit model and probit model such that they allow us to examine the probability of each factor attributed by the consumers as a function of the

purchase intention toward RTE meals. Thus, to analyze the two hypotheses mentioned above, I estimate two specifications of two models separately.

For Specification 1, I used Ordered Probit Regression since the categories for the dependent variable, here is the number of RTE meals purchased in a day by individuals, is ranking. In other words, when it is coded as 0, 1, 2, and 3 the difference between the first and second outcome is not the same as between the second and third.

Specification 1: Ordered probit regression

$$Pr(Y = j) = X_{ji}\beta_j^* + I_{ji}\delta_j^* + E_{ji}\gamma_j^* + L_{ji}\eta_j^* + \varepsilon_i \quad i = 1, \dots, 252, j = 1, \dots, 4$$

Where:

$Pr(Y=j)$ is the probability of consumer purchasing RTE meals, where $j = 0$ when individuals never buy RTE food, $j = 1$ when individuals buy only one meal, $j = 2$ when individuals buy two meals, $j = 3$ when individuals buy three meals. X_{ji} is the vector of demographic variables including age, income, gender, careers, and years of education. Depending on the structure of the data, some components of the demographic variables can be captured by dummy variables. Career is controlled as a dummy variable; including the businessman, office worker, public worker, student, and freelance. For gender variable, female respondent is coded as 1 and 0 if otherwise. While I_{ji} is the vector of intrinsic variables including perceived quality and product awareness. E_{ji} is the vector of extrinsic variables including product, price, place, and promotion. L_{ji} is the vector of lifestyle variables including health-oriented consumers, taste-oriented consumers, and convenience-oriented consumers. As extrinsic factors, intrinsic factors and lifestyle factors are considered to be ordinal variables rating by five Likert-type scales, thus for the simplicity, I categorize the answers

into five levels: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The coefficient β_j^* shows the difference probability of demographic factors affecting purchase intention. To be more explicit, if the coefficient estimate is positive, this implies that demographic factors have the higher probability of affecting the purchase intention of consumers, vice versa.

The coefficient δ_j^* shows the difference probability of intrinsic factors affecting purchase intention. If the coefficient estimate is positive, this implies that personal enjoyment and one's perception toward RTE meals have the high probability of influencing purchase intention, vice versa.

The coefficient γ_j^* shows the difference probability of extrinsic factors affecting purchase intention. If the coefficient estimate is positive, this implies that external factors have the high probability of influencing purchase intention, vice versa.

The coefficient η_j^* shows the difference probability of lifestyle factors affecting purchase intention. If the coefficient estimate is positive, this implies that lifestyle of the individual has the high probability of influencing purchase intention, vice versa. Within the equation, ε_j represents error term.

For specification 2, I aim to further explore only the extrinsic variables and lifestyle factors whether their effects are more powerful than all variables combined. In addition, the dependent variable also changed to be 'Eat_RTE'. Hence, for this specification, it would be

more suitable to use the probit model as the dependent variable would give binary outcomes where predicted probabilities are limited between 0 and 1.

Specification 2:

$$\Pr(Y = k) = E_{ji} \gamma_j^* + L_{ji} \eta_j^* + \varepsilon_i \quad i = 1, \dots, 252, k = 0, 1$$

Where:

Let Y_k be Eat_RTE; whether individuals have eaten RTE meals or not. Pr is the probability that $Y_k = 1$, if the individual has eaten RTE meals and 0 if does not, and taking respondent who never eats RTE meals as the reference group ($Y_k = 0$).

For both specifications, I compute the marginal effects to explain how each unit increase in the independent variables increases or decreases the probability of consumer purchasing RTE meals. By having introduced data source, data description, methodology, the model specifications and estimations, I can now present the findings.

5. Finding and analyzing results

Table 2 shows descriptive statistics of 252 observations, which are the mean value of each independent variable. The result from the survey indicated that majority of the respondent are later adolescence⁵. Furthermore, 145 observations are from female respondents while 107 observations are from male respondents. And, 131 out 252 respondents has income range below 15,000 baht. Moreover, 177 out 252 respondents earn an academic bachelor's degree. Corresponding to this, 154 out of 252 respondents are the student (see Appendix B for more demographic survey result). However, for dependent variables, it

⁵ Later Adolescence is between the ages of 19 to 24 years ("Preferred Terms for Life Stages/Age Groups", n.d.).

would be more appropriate to summarize them in term of the percent frequency showing in Table 3.

Table 2: Descriptive statistics of independent variables

Independent Variables	Variables Title	Mean	Std. Dev.	Min	Max
Demographic factors (X_i)	Gender	0.58	0.50	0	1
	Age	27.80	11.86	11.00	65.00
	Income	2.25	2.00	0.75	6.75
	Education	15.44	2.16	6.00	18.00
	Business_man	0.15	0.36	0	1
	Office_worker	0.15	0.36	0	1
	Student	0.61	0.49	0	1
	Freelance	0.05	0.22	0	1
Extrinsic factors (E_i)	Product	0.00	1.69	-5.43	3.70
	Place	0.00	141%	-4.55	1.87
	Promotion	0.00	1.80	-3.87	3.84
	Price	3.56	0.91	1	5
Intrinsic factor (I_i)	Intrinsic	0.00	1.63	-4.60	3.73
Lifestyle factors (L_i)	Healthy	0.00	1.65	-4.31	3.13
	Taste	0.00	1.36	-3.72	2.69
	Convenience	0.00	1.51	-4.18	2.95

Table 3: descriptive analysis for dependent variables

Dependent Variable	Coding	Freq.	Percent
Eat_RTE (Y_k)	0	34	13.49
	1	218	86.51
Total		252	100
Number_meals (Y_j)	0	29	11.51
	1	108	42.86
	2	66	26.19
	3	49	19.44
Total		252	100

For inferential analysis of Specification 1 presented in Table 4, it shows the marginal effects (standard deviation in the parentheses) of the ordered probit estimation for the sets of independent variables regarding the number of meals purchased in each day by individuals.

Firstly, the marginal effect of income variable indicates that if income increases by one baht, individuals have about 0.0115% and 0.0274% more likely to be in the categories of ‘never eat the RTE meals’ and ‘eat only one meal per day’, respectively, and about 0.0165% and 0.0225% less likely to be in the group of individuals who buy ‘two meals per day’ and ‘three meals per day’, respectively, with 10 percent significance level.

Table 4: Specification 1 using ordered probit estimation showing marginal effects (standard errors within parentheses)

Variables	Number of RTE meals consumed (Number_meals)			
	(0) Never eat RTE meals	(1) One meal per day	(2) Two meals per day	(3) Three meals per day
Gender	-0.0189 (0.019)	-0.0435 (0.041)	0.0267 (0.03)	0.0357 (0.03)
Age	0.000682 (0.00116)	0.00162 (0.00)	-0.000974 (0.00)	-0.00133 (0.00)
Income	0.0115* (0.01)	0.0274* (0.02)	-0.0165 (0.01)	-0.0225* (0.01)
Education	-0.0035 (0.005)	-0.00833 (0.01)	0.005 (0.01)	0.00683 (0.01)
Business_man	0.433** (0.1800)	0.0406 (0.12)	-0.269*** (0.05)	-0.205*** (0.04)
Office_worker	0.11 (0.1010)	0.128*** (0.05)	-0.123 (0.08)	-0.116* (0.06)
Student	0.0789* (0.0466)	0.212* (0.13)	-0.107** (0.05)	-0.185 (0.12)
Freelance	0.12 (0.128)	0.110*** (0.03)	-0.123 (0.10)	-0.105* (0.05)
Product	-0.01 (0.0067)	-0.0238* (0.01)	0.0143* (0.01)	0.0195* (0.01)
Price	0.01 (0.0128)	0.0228 (0.03)	-0.0137 (0.02)	-0.0187 (0.02)
Place	-0.0136* (0.0074)	-0.0325* (0.02)	0.0195* (0.01)	0.0266* (0.01)
Promotion	-0.00292 (0.0065)	-0.00696 (0.02)	0.00418 (0.01)	0.0057 (0.01)
Intrinsic	-0.00879 (0.0069)	-0.0209 (0.02)	0.0126 (0.01)	0.0172 (0.01)
Healthy	-0.00301 (0.0076)	-0.00717 (0.02)	0.00431 (0.01)	0.00588 (0.01)
Taste	-0.0107 (0.0068)	-0.0255 (0.02)	0.0153 (0.01)	0.0209 (0.01)
Convenience	-0.00221 (0.0065)	-0.00526 (0.02)	0.00316 (0.01)	0.00431 (0.01)
Observations	252	252	252	252

Note: robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1

For the marginal effect of businessman variable, this variable affects purchase intention of RTE meals significantly that a change in the value of businessman variable from zero to one positively changes the probability of purchase intention of one in buying RTE

meals by 43 percentage points with statistically significant at 5 percent significance level. At the same time, businessman also has the negative lower probability of buying 'two meals per day', and 'three meals per day' for 27 percentage points, and 21 percentage points, respectively, at 1 percent significance level. The result demonstrated that businessman is negative significant for 'buying RTE meals' more than 'not buying RTE meals'. For the extrinsic set of variables⁶, regarding the marginal effect of product variable, when concerning the product characteristics of RTE meals, individual who buys one meal of RTE foods per day is 2 percentage points less likely to purchase the RTE meals. In contrast to those who purchase two and three meals per day, they are 1 percentage points and 2 percentage points more likely to purchase the RTE foods when product characteristic increases by 1 unit at 10 percent significance level. For the marginal effect of place, it has a negative significant relationship by 1% and 3% less likely to be in the group of people who never buy RTE meals and only buy one meal per day at 10 percent significance level. However, the result refers that place variable also has a positive significant relationship toward individuals who purchase RTE meals two and three meals per day by 1.9% and 2.6%, respectively. This means that the higher degree of the accessibility such as location and open hour of the store positively affected the purchase intentions of those who frequently purchase the RTE meals.

For price variable, when the price increases by 1 baht, individuals will be more likely to purchase RTE meals by about 1% for those who 'never purchase RTE meals' and 2% for those 'who purchase only one meal per day'. In contrast for those who frequently buy RTE meals, they will be less like to purchase RTE meals when income increases. However, it is not statistically significant, as well as the promotion variable does. For the marginal effect of

⁶ For the extrinsic variables excluding price, Stata 'pca' command was used to estimate principal components of the model

sets of intrinsic variables and lifestyle variables, they insignificantly affect the probability of having RTE meals and not having any RTE meals such that the values are closing to 0.

According to specification 2 presented in Table 5 using probit estimation and showing the marginal effects (standard errors within parentheses), for the place variable marginal effect, rise in the degree of accessibility of the store and the open hour increase the probability that $Y_k = 1$ by 5 percentage points at 1 percent significance level. This reflects further that location strategy, as well as quick services and long open hours, are essential to convenience stores competitive strategy. In contrast, for the price, product and promotion variables, the increase in one unit of such variables decreases the chance that $Y_k = 1$ for 1.8 percentage points, 1.3 percentage points, and 0.9 percentage points, respectively. However, they are also not statistically significant.

Table 5: Specification 2 using probit estimation shows marginal effects for extrinsic and lifestyle variables (standard errors within parentheses)

Variables	(1) Whether one eats RTE meals or not
Product	0.0134 (0.01)
Price	0.0185 (0.02)
Place	0.0556*** (0.01)
Promotion	0.00966 (0.01)
Healthy	0.00192 (0.01)
Taste	0.0272** (0.01)
Convenience	0.0193* (0.01)
Observations	252

Note: robust standard errors in parentheses.

*** p<0.01, ** p<0.05, * p<0.1

In the aspect of lifestyle factors, for the marginal effect of the 'healthy' variable, health-oriented consumers insignificantly affect to the probability of 'having RTE meals' and 'not having any RTE meals' such that the values are closing to 0. Contrary to the convenience variable and taste variable, being convenience-oriented consumers or taste-oriented consumers additively increases the probability of purchase intention toward the RTE meals by 1.9 percentage points at 1 percent significance level and 2.7 percentage points at 5 percent significance level, respectively.

6. Discussion and conclusion

The main contribution of this research is to shade the new insights into consumer research, especially in RTE food setting by investigating the sets of factors affecting on the purchase intention of individuals; demographic factors, extrinsic factors, intrinsic factors, and lifestyle factors.

Recall the first hypothesis of the study, the result contradicts the first hypothesis in the way that not all variables are significant and positively affect the purchase intentions. For example, regarding the income factor, the result is in line with the theoretical framework that as RTE meal is considered to be inferior good when income increases up to a point, people tend to buy less of the RTE meals. Also, it corresponds to the result that businessman is less likely to purchase the RTE meals as this group of people is considered to be middle to a high-income group. This shows that RTE meals are associated with low to the middle level of income consumers with the busy lifestyle.

On the other hand, for extrinsic factors, 'place' shows positive significant effect toward the consumers' purchase intentions as well as the product characteristics. One of the possible reasons is that 'product' and 'place' are components that satisfy the consumer's

needs for convenience and speed. For example, RTE meals may design its packaging and product to ease the behavior of people with the hectic lifestyle. For the price of RTE meals, it does not appear to be a factor that drives purchase intention. This may be due to the objective of buying RTE meals is to buy its functional value such as usage benefit.

However, the result supports the second hypothesis that extrinsic factors and lifestyle factors are the main drivers of consumers' purchase intention. The result suggests that location is the factor which is of utmost importance and plays a crucial role in consumer food-shopping choice. Hence, these further underline that location decision and distribution strategies are key successes of convenience stores. Apart from that, the result reveals that the biggest purchase motivator for RTE foods is convenience-oriented consumers, followed by taste-oriented consumers.

In conclusion, by knowing the insights from the result, it implies that manufacturers should concentrate their competitive strategies on selecting prime spots that suit to convenience lifestyle consumers as well as taste-oriented lifestyle consumers. For instance, the prime location must be the location that consumer perceives is reasonable and convenient for buying. In addition, long open hour, and variety choice of foods seems essential as well.

7. Limitations

On the process of the study, some limitations are found as follow. Firstly, some of the respondents may not be able to evaluate intrinsic cues based on specific knowledge such as awareness on food standard and hygiene and therefore must resort to extrinsic cues and lifestyle factors as well as demographic factors that requiring less specific knowledge.

Moreover, I also faced time constraint in collecting the sample size which led to the small sample size that may create an inaccurate assessment.

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Appendix

Appendix A: Questionnaire

Why do people eat ready-to-eat meals at 7-Eleven?

The case of Bangkok

แบบสอบถามเพื่อการวิจัย

เรื่อง ปัจจัยต่อการเลือกรับประทานอาหารสำเร็จรูปพร้อมรับประทานของผู้บริโภคที่ร้านสะดวกซื้อ
7-Eleven

กรณีศึกษาในกรุงเทพมหานคร

ส่วนที่ 1

ปัจจัยเฉพาะบุคคล :: Socio-demographic factors

1. เพศ (Please indicate your gender)
 - a. เพศหญิง (Female)
 - b. เพศชาย (Male)
 - c. ไม่ระบุ (Prefer not to say)

2. อายุ (Age)

3. รายได้ต่อเดือน (Income per month)
 - a. น้อยกว่า 15000 บาท
 - b. 15001 - 30000 บาท
 - c. 30001 - 45000 บาท
 - d. 45001 - 60000 บาท
 - e. สูงกว่า 60000 บาท

4. ระดับการศึกษา (Educational level)
 - a. ประถมศึกษา
 - b. มัธยมศึกษาตอนต้น
 - c. มัธยมศึกษาตอนปลาย
 - d. ปริญญาตรี
 - e. สูงกว่าปริญญาตรี

5. อาชีพ (Occupation)
 - a. นักเรียน/นักศึกษา (Student)
 - b. ค้าขาย/ธุรกิจส่วนตัว (Businessman)
 - c. พนักงานบริษัทเอกชน (Office worker)
 - d. ข้าราชการและพนักงานรัฐวิสาหกิจ (Public worker)
 - e. ฟรีแลนซ์ (Freelance)
 - f. อื่นๆ

6. ท่านเคยซื้ออาหารสำเร็จรูปพร้อมรับประทานที่ 7-Eleven หรือไม่

- a. เคย
 - b. ไม่เคย
7. ท่านซื้ออาหารจาก 7-Eleven มารับประทานเป็นมื้อหลัก ในมื้อใดบ้าง (ตอบได้มากกว่า 1 ข้อ)
- a. มื้อเช้า
 - b. มื้อกลางวัน
 - c. มื้อเย็น
 - d. ไม่เคยทาน

ส่วนที่ 2: Five-Type Likert scale

Questionnaire design: Five-Type Likert scale

Scale	Meaning
1	น้อยที่สุด (Strongly disagree)
2	น้อย (Disagree)
3	ปานกลาง (Neutral)
4	มาก (Agree)
5	มากที่สุด (Strongly agree)

ปัจจัยภายนอก :: ด้านผลิตภัณฑ์

1. เหตุผลที่เลือกซื้ออาหารสำเร็จรูปพร้อมรับประทานที่ 7-Eleven เพราะ (มากที่สุด - น้อยสุด)
 - a. ความหลากหลายของเมนูอาหาร (Varieties of menu) เช่น เมนูอาหารคาว
 - b. รสชาติของอาหาร (Taste)
 - c. สารอาหารและโภชนาการครบถ้วน (Nutrition level)
 - d. อาหารมีคุณภาพ และได้มาตรฐาน เช่น มี อย.
 - e. หน้าตาของอาหาร (Appearance)
 - f. บรรจุภัณฑ์ของอาหารพร้อมรับประทาน มีความสวยงาม คงทน และง่ายต่อการรับประทาน

ปัจจัยภายนอก :: ด้านราคา

1. ราคามีผลต่อการเลือกซื้ออาหารสำเร็จรูปพร้อมรับประทาน

ปัจจัยภายนอก :: ด้านการจัดจำหน่าย

1. เหตุผลที่เลือกซื้ออาหารสำเร็จรูปพร้อมรับประทานที่ 7-Eleven เพราะ
 - a. สถานที่ตั้งของร้านอยู่ในแหล่งชุมชน และสามารถหาซื้อได้ง่าย
 - b. ร้านมีความสะอาด รวดเร็ว ใน การให้บริการ
 - c. ร้านเปิดให้บริการ 24 ชั่วโมง
 - d. ร้านมีการจัดวางผลิตภัณฑ์เป็นหมวดหมู่

ปัจจัยภายนอก :: ด้านการส่งเสริมการตลาด

1. เหตุผลที่เลือกซื้ออาหารสำเร็จรูปพร้อมรับประทานที่ 7-Eleven เพราะ
 - a. โปรโมชั่น แลกซื้อสุดคุ้ม
 - b. มีสิทธิพิเศษ (เช่น Samsung Galaxy Gift)
 - c. มีสะสมแต้มบิลแลกของพรีเมียม
 - d. ร้านมีการติดป้าย หรือมีการประชาสัมพันธ์ ผ่านสื่อต่างๆ
 - e. ร้านจัดทำบัตรสะสมแต้ม เพื่อรับส่วนลดในการซื้ออาหาร เช่น 7-Card และ True Card

ส่วนที่ 3: Five-Type Likert scale

ปัจจัยภายใน :: ด้านคุณค่าในตราสินค้า

1. การตระหนักรู้ถึงการใช้มือของสินค้า (Product Awareness)
 - a. ท่านทราบว่าอาหารสำเร็จรูปพร้อมรับประทาน มีอยู่หลากหลาย ประเภท เช่น ข้าวผัด ผัดกระเพรา มักระโรนีนี ไก่ย่าง ไก่ทอด หมูทอด ซูชิ และอื่นๆ
 - b. ท่านรับรู้ว่าอาหารสำเร็จรูปพร้อมรับประทาน มีรสชาติที่ถูกปาก และตรงกับความต้องการของท่าน
2. การรับรู้คุณภาพ (Perceived Quality)
 - a. ท่านทราบว่าอาหารสำเร็จรูปพร้อมรับประทานมีการใช้วัตถุดิบที่มีความสะอาด มีมาตรฐาน
 - b. ท่านทราบว่าอาหารสำเร็จรูปพร้อมรับประทานมีการควบคุมคุณภาพในการผลิตของผู้ผลิตอย่างต่อเนื่อง
 - c. ท่านรับรู้ว่าหน่วยงานที่เกี่ยวข้อง เช่น มอก. หรือ อย. ได้เข้ามาตรวจสอบคุณภาพของอาหารสำเร็จรูปพร้อมรับประทาน อย่างสม่ำเสมอ

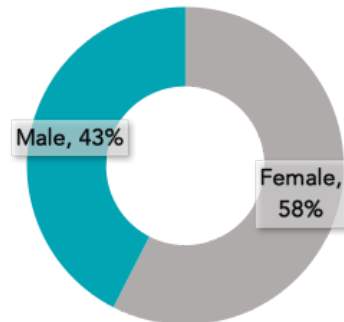
ส่วนที่ 4 Five-Type Likert scale

ปัจจัยทางด้านวิถีการดำรงชีวิต (Lifestyle)

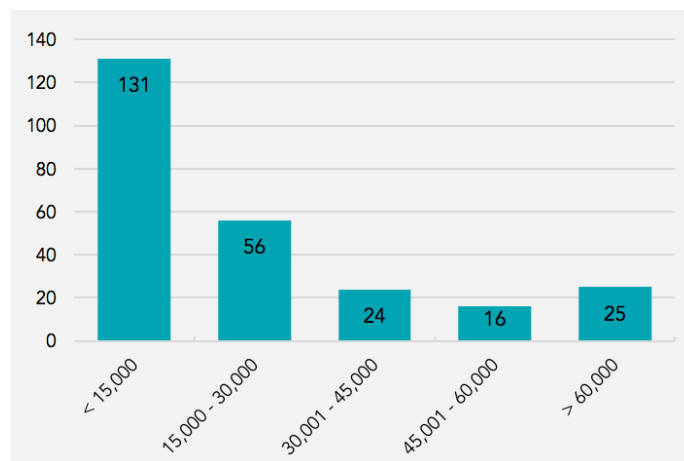
1. ท่านไม่สะดวกที่จะทำอาหารทานเอง
2. ท่านคิดว่าการทำอาหารทานเองเป็นเรื่องเสียเวลา
3. ท่านซื้ออาหารพร้อมรับประทานเสมอ
4. ท่านมีวิถีชีวิตที่เร่งรีบ

Appendix B: Demographic result from the survey

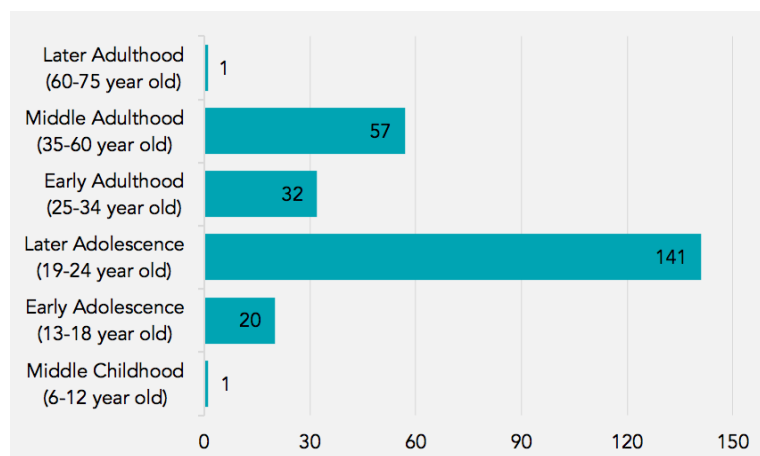
Gender



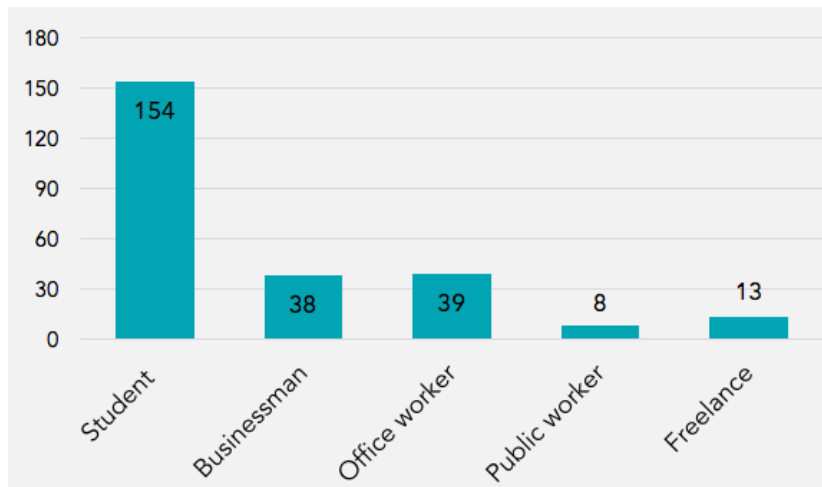
Income per month



Age



Occupation



Education

