

Seminar Review: "What Determine The Customer Behavior on Buying Clean Food?"

Thanks to the healthy trend, nowadays, the clean food industry becomes one of the businesses that are worth to invest. Although this type of business is growing dramatically in recent years, it does not mean that people will consume food because it is necessary. The behavior of the buyer is very complex depending on different the external and internal factors that shape the consumer behavior. We might claim that selecting food is a very common thing in the everyday life but, in fact, the decision always occurs with hidden objectives such as taste, healthiness, appearance, nutrition, price, or the environment. Therefore, the aim of this paper is to examine the determinants of customer behavior on the purchase of clean food. To reach the goal of this research, the objective had been set as " To analyze the true factors that shape the customer's behavior toward "5 hypotheses". The 5 hypotheses contain as following...

H1: Frequent clean food buyers are the one who exercises regularly. Therefore, the frequency of going to the gym has a positive correlation with the frequency of purchase.

H2: Females are likely to consume more clean food than men. Therefore, gender should have a negative correlation with the frequency of clean food purchased.

H3: Appearance food correlates positively with the frequency of clean food purchased.

H4: Body mass index shows a negative correlation with frequency of purchase as the majority of clean food buyers consume clean food as diet food.

H5: Clean food buyers are highly influenced by the trend on social media and celebrities.

Then, the methodology had been designed with 5 sections in order to prove those hypotheses. The first section mentions the data collection that focuses on the online survey from google form to collect the related cross-sectional data with the 3 parts of the questionnaire, including the Personal characteristic section, Perception section, and Component of the food section. The second section tries to define the sample size by setting 200 observations with "Thai clean food and non-clean food buyers age between 15-60 years old who live in the Bangkok". Then, the third section mentions the analysis method with the multiple linear regression model with the OLS method by defining "Frequency of Purchase" as the Y variable or the dependent variable. Moving to the fourth section, this section tries to show the definition of the 23 variables. And, for the last section of methodology, this section specifies the model to be 3 models to prove the hypotheses. The first model is used to answer the first hypothesis. The second model is used for analyzing the fourth hypothesis. The third model is used to prove the second, third, and fifth hypotheses.

For the result and conclusion part, model 1 can ratify the first hypothesis by showing the significant impact with the positive coefficient of the "Frequency of going to the gym" variable on the model, which can imply that "Consumer does not want to waste their working out time with the high calories food". Then, model 2 can ratify the fourth hypothesis. The result of model 2 shows the significant impact of the BMI variable, which can conclude that "Weight maintaining or losing is the reason why consumer buys a clean food". lastly, model 3 shows 4 new significant variables apart from the previous significant variable. The first significant variable in this model is "Gender" and it also shows the negative correlation to the Y variable, which can ratify the second hypothesis that female is more likely to buy clean food more. And, the "Review Media" variable is also significant for the model but it shows the negative coefficient with Y. So, the result can reject the fifth hypothesis and can conclude that "Social media and influencer cannot influence the clean food purchasing decision". However, the related variable of the third hypothesis which is the appearance variable has no significant impact on the model. On the other hand, the ingredient variable contains a significant impact on the model, which contributes to the ambiguous result of the third hypothesis but it can conclude that "consumer is more concerned about the ingredients used more than how it looks". Furthermore, the occupation variable also contains a significant impact on the model. Therefore, it can be concluded that the type of job is one of the determinant factors that can shape the buying decision of the clean food customer.

However, based on my opinion, there are 2 main weak points in this paper which are the lack of variety of sample size and data collection method. A university student is the majority of respondents of this research. With 200 respondents, 129 people of all respondents are an undergraduate student which are more than half of total sample size. The demographic variable, such as age, education, and occupation, might be affected by the limited character of respondents. The effect that we can see clearly is shown in the model 3 results, which represent that “occupation” has a lot significant impact on how frequent people purchase clean food because it requires lots of spare time to work out frequently and eat right by having the highest positive coefficient of 0.999. However, it might be said that students could have more available time than the graduated people but we cannot conclude in this way. So, it leads to the second weak point of this paper which is methodology. In this paper, the data collection method merely is an online survey but the aim of this paper is to analyze the customer behavior of clean food buyers. The lack of a data collection method causes ambiguous results that are not only an occupation case, but it also exists in the third hypothesis conclusion. Therefore, to make this research result become more effective, in-depth interviews with specific questions related to the hypothesis could help support the conclusion process, it might improve the credibility of the research, and it might help answer the ambiguous result to be more clear.