

# FACTORS INFLUENCING BANGKOK RESIDENTS' SELECTIONS OF HEALTHY FOODS TO PURCHASE ONLINE

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## ABSTRACT

The objective of the study was to study the factors influencing Bangkok residents' selections of healthy food to purchase online. The population was Bangkok's residents. It was a male and a female between the ages of 18-60 years old who was an online customer. A sample of 400 cases was drawn from the online customer by using a formula of infinite population value, in order to define reliability at 95 percent, permissible error not over at 5 percent, and purposive sampling. The questionnaire survey was conducted for the collection of data on the attitude toward buying healthy food, lifestyle, and the factors influencing healthy food to purchase online. The research result found that most of the responses were female with 226 persons there is aged between 18-30 years old, single status, and occupation was an officer of a private company who had a salary of 10,000 – 20,000 Thai baht, who had regular access to websites or applications for selling products. The opinion and attitude of consumers found that the sample group has an attitude that influenced the purchase of healthy food through online channels as follow buying health food through online channels it's a saving time and customers don't have to stand in queues and don't have to spend time traveling. Buying healthy food with online channels, its saving time cooking and it's also convenient in daily life. The opinion of the factor lifestyle found that the sampling group has a lifestyle that influences the purchase of healthy food through online channels as followed by, staying away from foods that are high in fat, routinely consuming fruit, and avoiding fermented foods. The opinion of the factor lifestyle found that product reviews from consumers about the websites or applications that accept payments and are connected to bank applications and there are services that enable customers to alter their own items, so it was influencing the sample's decision to buy healthy food online.

**Keywords:** Purchase Online, Healthy Foods, Attitude, Lifestyle

## INTRODUCTION

Hippocrates was an ancient Greek. The Father of Medicine, who provided health-care guidelines that “Let food be thy medicine and medicine be thy food.” (Tawee

Muktharakosa, 2011) that become a philosophy in Food Therapy and increased famous until now. Taking care of your physical health through diet can be done in many ways, no matter what eating a 2: 1: 1 diet, the code to conquer disease is to eat "a lot of vegetables, rice fit, and feed fried food and it" Divide the proportions of a plate with a diameter of 9 inches, divided into 4 equal parts, then add food to each portion, 2 parts of vegetables, fresh vegetables or all kinds of cooked vegetables, 1 part of the meat, that is, should choose low-fat meats such as chicken without skin, fish or eggs, soybeans, and 1 part of rice or flour. (Tienthip Deawkee, 2019) Functional foods are foods or food elements that provide health benefits. In addition to the basic nutrition that is consumed regularly, the main ingredients in food can be split into two categories: the nutrient part and the non-nutrient part, Proteins, Carbs, Lipids, Vitamins, and Minerals are all referred to as nutrients, Non-nutrients are naturally occurring chemical substances with physiological effects and to be efficient in preventing or avoiding diseases, such as tea contains catechism, prunes are rich in fiber and antioxidants, Carotenoids can be found in carrots, particularly beta-carotene Lycopene can be found in tomatoes. It will improve health and lower the chance of illness infestation there are other compounds that are healthy for the body as well, that are derived from and added to food, such as collagen, which helps with firm skin, probiotics, which aid with the digestive system, etc. Kusuma Chaisoot (2015) According to descriptive research, clean food has undergone little to no processing or processing that has been minimal. These meals are clean and fresh. Minimal to no process of improvement Stress the food's composition, not during the fermenting process, any overly salty, sweet, or fatty seasoning, etc. however, sometimes the correct food garnishing is appropriate, such as just cooked, not too much seasoning. It's not a threat to the body either. By still maintaining the five food groups, such as good carbohydrates such as unrefined starchy foods, or substitutes from beans, whole wheat, or potatoes, which are high in fiber, low in sugar, and stimulate metabolism in the body, including protein from chicken, eggs, and fish, replacing red meat with fatter and more difficult to digest but eating clean food must also consider whether it is enough for the needs of the body or not and do not focusing on eating a lot of vegetables, therefore will have a positive effect on health.

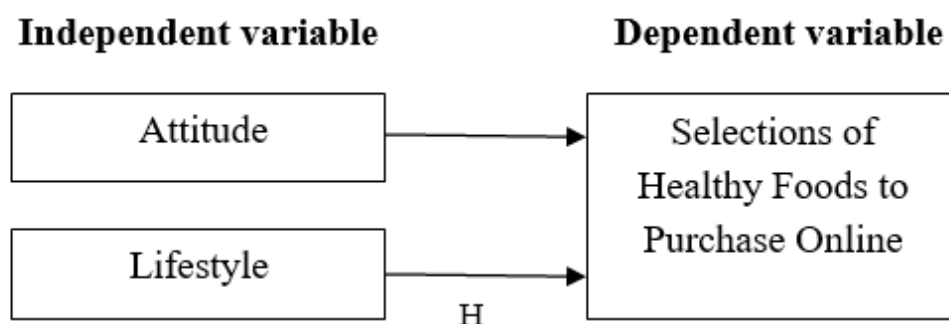
The lifestyle of Bangkok's residents, in general, today is a hectic lifestyle, and busy. This results in unhealthy dietary habits, especially the consumption of foods that are high in fat, high in sodium, and high in sugar, high in saturated fatty acids, as well as too little consumption of fruits and vegetables, which goes against the needs of the body. As a result, it has a direct negative effect on health it causes an illness with ailments. Some diseases, if they are, cannot be cured. Choosing a healthy diet is therefore a matter that people pay more attention to but it's not easy to cook your own healthy food. In addition to the above reasons, it also includes the price of each raw material the access to sources of raw materials for cooking, equipment availability, and cooking space, buying ready-made healthy food is easier and more convenient for consumers than homemade. There are many healthy food restaurants nowadays, but consumers must travel to get to them. Whether it's due to traffic congestion, there is no wait time, transportation costs, or other activities. If these problems are not addressed, taking good care of your health through good food can be difficult and unrealistic, and it can be harmful to the health of restaurant operators. Selling healthy food via online channels, whether a website or an app, is a good option that benefits both consumers in terms of convenience and time savings. However, managing a website or application allows customers to easily browse products. It is convenient to meet that consumer's needs. It's not just about appearance and nutrition.

Therefore, the researcher of the research recognizes the importance of factors that affect the online selection of healthy food, taking consumer needs into consideration as a guideline for the development of online stores for entrepreneurs to make food health care easily accessible.

**Objective**

1. To study the attitude that influences buying healthy food through online channels.
2. To study the lifestyle that influences buying healthy food through online channels.
3. To study the factor of selection that influences buying healthy food through online channels of Bangkok residents.

**Conceptual framework**



**Hypothesis**

1. Attitudes affect the purchase of healthy food through online channels differently.
2. The lifestyle that influences buying healthy food through online channels.

**LITERATURE REVIEW**

Online channels or E-commerce was all forms of transactions covering the sale of goods or services, Payment, and Advertising through various types of electronic media via internet networks to people around the world within a short period of time. This enables efficient trading operations and generates income in a short period of time (Siriya Ruangchai, 2016)

A healthy diet is eating 5 food groups in the right proportions. It must contain carbohydrates, proteins, vegetables, fruits, and fats. In sufficient quantities to meet the body's needs, it's not just about eating a lot of vegetables (Suradej Chai Tok Kia, 2015) Attitude refers to feeling resulting from a learning experience for objects and it's to induce a person to express the behavior or to respond to that stimulus in a certain direction, it might be a supportive or objection. It's depending on the training process, learn, and these attitudes are expressed or manifested in the event that the stimulus is a social stimulus (Cherdsak Khovasit, 1977)

Attitude refers to the degree of positive or negative feeling towards an object. This could be a thing, a person, an article, an organization, etc. It is a feeling that tells the difference that agreeing or disagree.

Lifestyle refers to how a person lives (Piyakon Wangmaporn et al., 2018) or the way people live in the world, expressed in the form of activities, interests and opinions this way of life is used in a comprehensive sense. Groups of people that are combined in

3 levels are individual groups followed by a small group of people interacting with each other and large groups of people (Dara Teepapal, 1999)

## RESEARCH METHODOLOGY

### 3. Research methodology

#### 3.1.1 Research design

This study is survey research.

#### 3.2.2 Population and samples

The study population was 18-60 years old, who were health conscious and used to shop online in Bangkok. The study sample was selected from the population using Taro Yamane's (1970) formula for calculating the population unknown sample size and was given a confidence value of 95%. The tolerance was not more than 5%. The sample size was 385 people and was used by purposive random sampling. The researcher has reserved 15 people for a total sample size of 400 people.

#### 3.3.3 Instrumentation

The research tools used a questionnaire to study the concern of variable of education, there are the independent variable is information about attituded and lifestyle data. The dependent variable was information about purchasing healthy products online. The statistics used in the research were the mean equation analysis and standard deviation.

## RESULTS AND FINDINGS

### 3. Results and Findings

#### 3.1 General information

About the findings of the data collection and analysis that the researcher conducted for hypothesis testing, and reported all relevant results concisely and objectively, in a logical order below.

#### 3.2 Results

Results of factors influencing Bangkok residents' selections of healthy foods to purchase online were shown in table 1-4.

*Table 1: Number and percentage of demographic characteristics of respondents*

| Demographic characteristics | Amount | Percentage |
|-----------------------------|--------|------------|
| (n = 400)                   |        |            |
| 1. Gender                   |        |            |
| Male                        | 174    | 43.5       |
| Female                      | 226    | 56.5       |
| 2. Ages                     |        |            |
| 18-30 years old             | 298    | 74.5       |
| 31-40 years old             | 61     | 15.3       |
| 41-50 years old             | 32     | 8          |
| 51-60 years old             | 9      | 2.3        |
| 3. Status                   |        |            |
| Single                      | 317    | 79.3       |
| Married                     | 72     | 18         |
| Divorce/ widowed/separated  | 11     | 2.8        |
| 4. Occupation               |        |            |

|   |     |      |
|---|-----|------|
| Civil servant/State enterprise employee   | 87  | 21.8 |
| Private company employee  | 131 | 32.8 |
| Self-employed/business owner  | 34  | 8.5  |
| Student   | 95  | 23.8 |
| Other   | 53  | 13.3 |
| <b>5. Salary</b>  |     |      |
| Less than or equal to 10,000 baht.  | 69  | 17.3 |
| 10,001-20,000 baht.   | 146 | 36.5 |
| 20,001-30,000 baht.   | 112 | 28   |
| 30,001-40,000 baht.   | 39  | 9.8  |
| 40,001-50,000 baht.   | 22  | 5.5  |
| More than 50,000 baht.  | 12  | 3    |
| <b>6. How often do you use websites or mobile applications for online shopping (whether or not you make a purchase)</b> |     |      |
| Regularly.  | 144 | 36   |
| Occasionally  | 121 | 30.3 |
| Only when there are specific products I want to buy or when there are promotions.                                       | 135 | 33.8 |

As shown in Table 1, there are 400 respondents, 226 were female, accounting for 56.5% , while 174 were male, accounting for 43.5% . The majority of the respondents, accounting for 74.5% , were between the ages of 18 - 30 years old, and the majority of them were single, accounting for 79.3% . In terms of occupation, the majority of respondents worked for private companies, accounting for 32.8%, and the majority of them had a monthly income of 10,001-20,000 baht, accounting for 36%.

Table 2: Mean and Standard deviation of Attitude factor

| (n = 400)   |           |      |                 |         |
|---|-----------|------|-----------------|---------|
| Attitude  | $\bar{x}$ | S.D. | Opinions' level | Ranking |
| 1. Healthy food not only helps reduce weight but also helps maintain good health and prevent diseases.                              | 3.65      | .927 | High            | 7       |
| 2. Purchasing ready-to-eat healthy food online adds convenience to daily life.  | 4.21      | .702 | Extremely high  | 3       |
| 3. Purchasing ready-to-eat healthy food online offers a wider variety of ingredients, ensuring a more complete nutritional profile. | 4.01      | .645 | High            | 4       |
| 4. Purchasing ready-to-eat healthy food online is often cheaper than buying ingredients to make it from scratch.                    | 3.68      | .910 | High            | 5       |

|  |             |             |                |          |
|--|-------------|-------------|----------------|----------|
| 5. Purchasing healthy food online is more convenient than going to the store to buy ingredients and then preparing it at home. | 3.56        | .776        | High           | 8        |
| 6 . Healthy food sold online is packaged safely and conveniently for consumption.  | 3.67        | .902        | High           | 6        |
| 7 . Purchasing healthy food online saves time on cooking and preparing meals.  | 4.27        | .659        | Extremely high | 2        |
| 8 . Purchasing healthy food online saves time on travel and waiting in line at physical stores.                                | 4.51        | .516        | Extremely high | 1        |
| <b>Total</b>   | <b>3.95</b> | <b>0.75</b> | <b>High</b>    | <b>-</b> |

Table 2 showed that the average is 3.95, with a standard deviation of 0.75, and there is a high level of consumer attitude towards opinion.

*Table 3: Mean and Standard deviation of Lifestyle factor*

(n = 400)

| Lifestyle   | $\bar{x}$   | S.D.        | Opinions' level | Ranking  |
|---|-------------|-------------|-----------------|----------|
| 1. You order products online more than twice a month.   | 3.40        | .843        | Moderate        | 10       |
| 2. You buy ready-to-eat food more often than cooking your own meals.                            | 3.76        | .884        | High            | 4        |
| 3. When you come across articles about healthy food, you regularly click to read or watch them. | 3.68        | .959        | High            | 6        |
| 4. You exercise regularly.  | 3.50        | .885        | High            | 8        |
| 5. You avoid foods high in fat.   | 3.88        | .906        | High            | 1        |
| 6. You avoid eating foods with strong flavors.  | 3.75        | .826        | High            | 5        |
| 7. You avoid eating pickled or fermented foods.   | 3.77        | .883        | High            | 3        |
| 8. You avoid eating partially cooked or raw foods.  | 3.56        | .891        | High            | 7        |
| 9. You eat vegetables regularly.  | 3.45        | .827        | High            | 9        |
| 10. You eat fruit regularly.  | 3.81        | .862        | High            | 2        |
| <b>Total</b>  | <b>3.66</b> | <b>0.88</b> | <b>High</b>     | <b>-</b> |

Table 3 showed that the average is 3.66, the standard deviation is 0.88, and there is a high level of opinion towards the consumer lifestyle factors.

Table 4: Mean and Standard deviation of the Selections of Healthy Foods to Purchase Online

(n = 400)

| Selections of Healthy Foods to Purchase Online  | $\bar{x}$ | S.D. | Opinions' level | Ranking |
|---|-----------|------|-----------------|---------|
| 1. How much does the convenience of website and application search functionality affect purchasing decisions?           | 3.83      | .912 | High            | 4       |
| 2. How much does the comfort of reading product information on a website or application affect purchasing decisions?    | 3.51      | .835 | High            | 10      |
| 3. How much do complete product details, including images, calorie information, and price, affect purchasing decisions? | 3.56      | .891 | High            | 9       |
| 4. How much does having multiple angles of product images affect  | 3.56      | .830 | High            | 9       |
| 5. How much do the terms and conditions for product returns or  | 3.62      | .769 | High            | 8       |
| 6. How much do consumer reviews of products affect purchasing decisions?  | 4.58      | .501 | Extremely high  | 1       |
| 7. How much does promotion through a Facebook fan page affect   | 3.50      | .885 | High            | 11      |
| 8. How much does the speed of response from the seller affect   | 3.64      | .800 | High            | 7       |
| 9. How much does the ability to customize products affect purchasing  | 3.88      | .874 | High            | 3       |
| 10. How much does having a search engine for finding information from   | 3.45      | .827 | High            | 12      |
| 11. How much does the ease of selecting and viewing products by   | 3.68      | .959 | High            | 6       |
| 12. How much does the convenience of canceling or adding products affect  | 3.78      | .951 | High            | 5       |
| 13. How much does the payment system on the website or application  | 4.41      | .515 | Extremely high  | 2       |
| Total   | 3.77      | 0.81 | High            | -       |

Table 4 illustrated that The average is 3.77, the standard deviation is 0.81, and there is a high level of confidence in making decisions to purchase healthy food online.

## CONCLUSION

### 4. Conclusion

#### 4.1 General information

The survey respondents consisted of 400 people, with the majority being females (226 people). They were between the ages of 18 - 30 years old, single, and employed in the

private sector with a monthly income ranging from 10,001-20,000 baht. They reported regularly using e-commerce websites or applications.

#### **4.2 Attitude**

The average factor of consumer attitude is 3.95, with a standard deviation of 0.75, and there is a high level of opinion toward consumer attitudes.

#### **4.33 Lifestyle**

The average score for the consumer's lifestyle pattern is 3.66 with a standard deviation of 0.88, and there is a high level of opinion on the factors affecting consumer lifestyle.

#### **4.4 Selections of Healthy Foods to Purchase Online**

The average of consumers' decision-making on purchasing healthy food through online channels is 3.77, with a standard deviation of 0.81. Additionally, consumers have a high level of opinion towards decision-making on purchasing healthy food through online channels.

## **DISCUSSION**

### **5. Discussion**

#### **5.1 The result of the population characteristics of the survey respondents in demography**

Based on the analysis of opinions towards lifestyle factors, it was found that the sample group had a lifestyle that influenced their online healthy food purchasing behavior. Specifically, they tended to avoid high-fat foods, regularly consumed fruits, and avoided pickled foods.

#### **5.2 The result of the objective as followed by**

The conclusion of the consumer attitude survey found that the sample group had attitudes that influenced their purchase of healthy food through online channels, as follows: purchasing healthy food through online channels saves time traveling and queuing in front of stores, purchasing healthy food through online channels saves time preparing and cooking food at home, and purchasing ready-to-eat healthy food through online channels helps to increase convenience in daily life.

The conclusion drawn from opinions on lifestyle factors is that the sample group's lifestyle habits have an influence on their decision to purchase healthy food online, including avoiding high-fat foods, regularly consuming fruits, and avoiding fermented foods.

In terms of the decision-making process for purchasing healthy food online, the reviews of other consumers, payment systems linked to bank applications, and the ability for consumers to customize products have an impact on the sample group's decision-making.

## **SUGGESTIONS**

### **6. Suggestions**

The recommendation that can be derived from the research is based on the study of demographic data. It was found that the sample group consisted of 226 single female individuals between the ages of 18-30, who were employed in private companies



and had a monthly income of 10,001-20,000 baht. They regularly accessed websites or applications for online shopping. Therefore, businesses or organizations related to healthy food products can use this information to target their audience more effectively and create advertising or promotion campaigns that meet the specific needs of this group. This will result in maximum benefits for the business or organization. From studying consumer attitude data, it was found that what consumers prioritize is buying healthy food online, saving time on travel and queuing in-store, preparing and consuming healthy food quickly, and the convenience of purchasing pre-packaged healthy food online. Therefore, businesses or organizations involved in healthy food products should develop management systems that are fast and responsive to the needs of consumers who require speed and convenience. For example, menus that require minimal preparation time, fast delivery, and packaging that is clean and convenient for consumption, and so on.

Based on the study of lifestyle patterns, it was found that consumers generally avoid high-fat foods, consume fruits regularly, and avoid fermented foods. Therefore, businesses or organizations involved in health food products should develop flavors that appeal to consumers' tastes, use ingredients that are free from contaminants and must always be fresh. In addition, recommendations for daily nutrition should be provided to individuals along with exercise recommendations. For future research, based on the study of purchasing decisions for health food products through online channels, it was found that what affects consumer purchasing decisions is product reviews from consumers and the payment system on websites or applications that are linked to banking applications. There are services that allow consumers to customize products themselves. Therefore, researchers should study how to design websites that meet the needs of the target group in terms of gender, age, marital status, occupation, and monthly income to reach the target group as much as possible and create satisfaction for repeated use.

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