

Purchasing Behavior of Thai Local Dessert for Consumers, Nakhon Sri Tammarat

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Abstract. This research was purposed about Thai local dessert that is local wisdom of natives in Nakhon Sri Tammarat province. It is a part of Nakhon Sri Tammarat cultural life. The finding started from examined attitudes of consumer's behavior of Thai local dessert in Nakhon Sri Tammarat by surveying. After that analyzed by using program and summarized by using research processing to contributes the conservation and promotion of heritage, reviving the traditional dessert which liking among beliefs, natives rituals and community life.

Keywords: Thai Dessert, Consumer Behaviour.

1. Introduction

There are many of Thai dessert products both traditional Thai desserts and receiving from other with so elaborate, innovate and the evolution of Thai people that making Thai desserts be unique and valuable in itself. In the present, Thai dessert is as popular as a gift, whether it is in numerous festivals such as New Year Day, birthday, wedding ceremony, retired day etc., (Kwanjai Emjai, 2540)[3].

Thus the wisdom of making the dessert of Nakhon Sri Tammarat natives under a long tradition that is a basic wisdom of the lives. This research recognizes the value and importance of food and snacks of Nakhon natives such as Khanom-Hualaan, Khanom-Keeman, Khanom-Keemot, Khanom-Kuankhao, Khanom-La, Khanom -Pong etc., which are traditional food and sweets and so hardly to find nowadays. It is a unique knowledge of the city that nearly disappears. It is highly advisable to survey and compiled into a database by collected knowledge in this field. In addition, the important is natives who have knowledge and understanding truly. The most of expert's knowledge in the disciplines of the community as it will be the elders of the community.

In addition, the traditional food and sweets have steps and procedures complicated than other types of food and snacks in the minds of the common people. On the other hand, it is shown that the soft and the intention of the ancients which requires both science and art to do it for the food and sweets with no one is similar. Thus, so important to help they remain it. It is application of technology to the role of cognitive therapy to remain sustainable. The process of creating a database to collect detailed and provide insights to a new generation that will not have the opportunity to experience these things valuable in the future. Also, at present provides a policy for the protection of traditional knowledge and culture with using technology to development and promotion of local knowledge into value-added products.

2. Literature Review

2.1. Attitude towards Thai Desserts

There are a lot of meanings about attitude for purpose of understanding in individual behavior. Dara Therapal (2542, page 124) [1].stated that the attitude is a way that we think, feel or act to something in the environment around us, such as attitudes toward retailers, attitude towards the product. The attitude is indicative of the direction. These feelings have been felt which may be both positive and negative feelings, like or unlike, good or bad, happy or unhappy. Many research studies on consumer behavior, such as Sopraphan Borirugsarawut (2545) [5].has independent study on "The attitude of teenagers toward sweets in Amphoe Muang, Chaing Mai" the samples were 325 adolescents, 15-24 years found that the most of teens

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know that Thai sweets and desserts has no brand. Mostly, Thai snacks are nutritious. Flavors are varying by manufacturers and purchase it is at the markets. Factors affect the buying behavior of marketing as product, price, place and promotion. Siriphorn Lertphornkunrat (2542) [4].had studied the subject. "Thai food consumption habits of undergraduate students on campus, Chiang Mai " the finding showed that the behavior of the students, both men and women as the consumption of Thai desserts have a similar number of students, the income of the average family from 3000 to 4000 per month and purchasing Thai dessert per month 1.3 times per a month. For the product, most students agree that Thai desserts are delicious, colorful, affordable and moderately clean. For purpose aspect, research has shown that most students purchased a Thai dessert for snack time. Wipranee Kanjanaprinoykul (2545) [6].conducted a study “Thai Sweets and Consumer Culture: A Case Study of Don Wai Market” findings about the meaning of the Thai dessert showed that sweets is not the only valuable eating for palatability purposes only. It also comes with other values such as historical, social, cultural and emotional values. Tourists who came Don Wai Market give meaning that the ancient sweet that requires a traditional local knowledge. It is called “The Original”, and particularly Thai dessert has become a "symbol" of the Don Wai market. While the manufacturer or vendor of sweets had a different meaning, each store will have a different focus such as “traditional”, or “retro”, but the point is the same to improve and promote their own products to meet the demand for “authentic” to the consumer.

3. Methodology

3.1. Samples

The sample used the community in the province consists of 23 communities in Nakhon Sri Tammarat as traditional dessert makers and consumer in Nakhon Sri Tammarat. The research processes do surveying of consumers in the province. The number of samples used in the analysis, which can identify certain population. Thus, a consumer sample at least 385 people in the province would need to collect 450 questionnaires were used in the study sample size formula $n = \frac{Z^2 \cdot p \cdot q}{e^2}$, If you know the size of the population (p, q = 0.5) with a confidence level of 95% (Z = 1.96), the error does not exceed 5% (e = 0.05) (KunlayaVanichbancha, 2546) [2].

3.2. The Statistics Used in Data Analysis

The samples were processed by a computer program. Variables were to be brought into the code to change the data in the figures were analyzed to determine the relationship between the factors under the assumption by using a statistical test.

4. Results

The analysis of data on the purchasing consumer’s behavior of Thai local dessert and consumer’s attitude to purchased Thai local products in province. To test this hypothesis, The research was conducted statistical analyzes to determine the relationship of demographic characteristics of the respondents, including gender, age, highest level of education and monthly income related to purchasing behavior Thai local dessert by using statistical analysis, the Pearson Chi-Square statistical significance (α) level of 0.05 are assumed.

Hypothesis 1: consumers in Nakhon Sri Tammarat with different personal factors with provide purchasing behavior Thai local dessert is different.

Hypothesis 1.1: consumers have different gender; Thai local dessert purchasing behavior varies.

H0: Consumers who have different gender, Thai local dessert purchasing behaviour did not relationship.

H1: Consumers who have different gender, Thai local food purchasing behaviour relationship.

Table 1: Analysis of the frequency of local food purchasing behavior classify by sex

Sex	Frequency of local food purchasing behavior				Chi -Square
	< 1time	2-3 times	4-6 times	> 7 times	
Male	50 24.15%	32 15.46%	42 20.29%	83 40.10%	0.005
Female	29 11.93%	52 21.40%	62 25.51%	100 41.15%	

Table 1: 2 Results of analysis of buying behaviour native dessert to the reasons for buying classify by sex were analyzed by Pearson Chi-Square showed that consumers who have different sex purchasing behaviour native dessert to the reason for frequency of buying it relationship, the frequency of local food purchased by sex found that gender affects the behaviour of the frequency of consumption of a good native differences. The males have the highest frequency of buying local food more than seven times a week, 40.10 percent, provide lower than 1 time per week was 41.15 percent, followed by 4-6 times a week was 25.51 percent and a minimum frequency of buying local food at least one time a week was 15.46 percent.

Table 2: Analysis of Reasonable of purchasing behaviour classify by sex

Sex	Reasonable of purchasing behaviour classify by sex						Chi-Square
	Nutrition	Delicious	Buying easily	Inexpensive	Convenience of Dining	Souvenir	
Male	30 14.49%	44 21.26%	50 24.15%	33 15.94%	29 14.01%	21 10.14%	0
Female	26 10.70%	126 51.85%	23 9.47%	31 12.76%	9 3.70%	28 11.52%	

Table 2 Results of analysis of buying behaviour dessert native to the reasons for buying classify by sex were analyzed by Pearson Chi-Square showed that consumers who have different sex purchasing behaviour native dessert to the reason for buying it relationship. Males have a reason to buy because buy easily a percentage of 24.15, followed by a tasty delicious percentage of 21.20 and minimum, storage time percentage 2.42, while females have a reason to buy because of the tasty delicious 51.8 percent followed by 12.7 percent as inexpensive and the least, is a convenient 3.7 percent.

Hypothesis 1.2: consumers have different age; Thai local dessert purchasing behaviour varies.

H0: Consumers who have different age, Thai local dessert purchasing behaviour did not relationship.

H1: Consumers who have different age, Thai local food purchasing behaviour relationship.

Table 3: Analyzes of Reasonable of purchasing behaviour classify by age

Age	Reasonable of purchasing behaviour classify by age						Chi-Square
	Nutrition	Delicious	Buying easily	Inexpensive	Convenience of Dining	Souvenir	
<18	4 10.53%	2 5.26%	17 44.74%	3 7.89%	1 2.63%	10 26.32%	0
19-25	35 14.00%	133 53.20%	23 9.20%	30 12.00%	12 4.80%	16 6.40%	
26-35	14 17.28%	17 20.99%	14 17.28%	22 27.16%	8 9.88%	0 0.00%	
36-45	3 7.14%	14 33.33%	12 28.57%	8 19.05%	0 0.00%	0 0.00%	
46-60	0 0.00%	4 17.39%	2 8.70%	1 4.35%	8 34.78%	4 17.39%	
60>	0 0.00%	0 0.00%	5 31.25%	0 0.00%	4 25%	3 18.75%	

Table 3 Reasonable of purchasing behaviour classify by age was analyzed by Pearson Chi-Square were shown that consumers are different in age of a dessert native in a relationship reason. Consumers aged 19-25years, argue Thai local food is delicious as possible 53.20percent, followed by consumers aged 26-35years, who argued Thai local food is affordable. 27.16percent.

Hypothesis 1.3: consumers have different income; Thai local dessert purchasing behaviour varies.

H0: Consumers who have different income, Thai local dessert purchasing behaviour did not relationship.

H1: Consumers who have different income, Thai local food purchasing behaviour relationship.

Table 4: Analyzes of Reasonable of purchasing behaviour classify by income

Income (THB)	Reasonable of purchasing behaviour classify by income.						Chi-Square
	Nutrition	Delicious	Buying easily	Inexpensive	Convenience of Dining	Souvenir	
< 5,000	17 8.29%	114 55.61%	29 14.15%	20 9.76%	11 5.37%	14 6.83%	0
5,000-10,000	20 27.03%	26 35.14%	15 20.27%	11 14.86%	2 2.70%	0 0.00%	
10,001-20,000	11 11.46%	14 14.58%	14 14.58%	24 25.00%	25 26.04%	8 8.33%	
20,000>	8 10.67%	16 21.33%	15 20.00%	9 12.00%	16 21.33%	14.67%	

Table 4 Analyzes of Reasonable of purchasing behaviour classify by income by income were analyzed by Pearson Chi-Square showed that consumers have different reasonable of purchasing behaviour provide reason for purchasing relationship. Income less than 5,000 baht and income between 5,000- 10,000 baht, argued that tasty delicious as 55.61 percent and 35.14 percent respectively. Income between 10,001 to 20,000 baht and consumers with incomes over 20,000 baht argued that easily to taste as a 26.04 percent, and 21.33 percent, respectively.

5. Conclusion

This research studies about the purchasing consumer's behavior of Thai local dessert and attitudes of consumers to buy Thai local dessert in Nakhon Sri Tammarat province. The finding found that the consumers with different age, gender and income provide local dessert purchasing behavior overall relationship significant at the 0.05 level. The local dessert purchasing behavior in the frequency of purchase and reasons to buy local dessert showed that both males and females have different attitudes result in different local dessert purchasing behavior. In different age affect on a different frequency in purchasing of local dessert and reasons to buy local dessert. Income differential, the frequency and reasons to buy local food differently. Studying of local dessert product of Nakhon Sri Tammarat province for using as guidelines of the promotion and development of the following products and advertising. Media publicity through various media such as websites, blogs, etc. in order to assist of effectively marketing plan and product positioning. It also resulted in the elevation and inherited the wisdom of Nakhon Sri Tammarat to the world and remaining of wisdom.

6. References

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