THE FACTORS AFFECTING ON CUSTOMERS PURCHASE INTENTION OF WHITE KIDNEY BEAN PRODUCTS

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Abstract: The research aims to study the factor affecting on purchase intention of white kidney bean product. In healthy market, the people are more concern about health food. The trend towards purchasing healthy products is growing among people. However, the white kidney bean is containing high nutrition, but it is not well known among Thai peoples. The white kidney bean is not popular in Thailand because almost the white kidney bean in Thailand are import from other country and hardly to find white kidney bean products in the market. So, there seems lacking in marketing research on the topic in preparation for new market of white kidney bean product. So, the quantitative questionnaires were conducted and also distributed 400 sets of questionnaires to the people who know the white kidney bean in Bangkok, Thailand. The respondents are both experience and unexperienced in white kidney bean. The descriptive analysis and multiple linear regression were used to confirm the results. A study of factors that affect the purchase intention include health consciousness, perceived product knowledge, perceived product quality, perceived product price, and subjective norm. The result affirmed that all the factors are effect in purchase intention of white kidney bean product which is perceived product knowledge is the highest effect and perceived product quality is the lowest effect on purchase intention of white kidney bean product.

Keywords: White kidney bean, Health consciousness, Perceived product knowledge, Perceived product price, Perceived product quality, Subjective norm, Purchase intention.

Introduction

Nowadays, Food market in the healthy food segment are more popular among Thai peoples. The lifestyle was changed to be healthy concern. So, there are many organic product releases in the market. The people who consume good food will get high nutrient to their body that benefit for the physical and mental. There are a variety of good food include vegetable, fruit, whole gain, and also beans. For the bean, it is the good source of protein, fiber, and naturally of fat free. In this research, the researcher is mainly study in white kidney bean that originated from South America. They have been cooking with minestrone soup as well as feature dishes. In white kidney bean, there are more contain high nutrition, which is fiber, protein, potassium, thiamine, vitamin B6. The beans also contain high iron than the beef and high calcium than dark beans. So, the researcher will be study in customer purchase intentions of white kidneys bean product because this kind of bean will become more popular among group of healthy people. So, the important key factors to growth the business is to maintain and encourage the customer to purchase.