

**EXPLORING THE IMPACT OF PERCEIVED VALUE DIMENSIONS ON REPEAT
PURCHASE INTENTION: A STUDY OF PROCESSED CHICKEN PRODUCTS IN
CENTRAL THAILAND**

THANAWUT MEWUTTISOM

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIRMENTS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG
BUSINESS SCHOOL
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG**

2024

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.



COPYRIGHT 2024

**KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG BUSINESS SCHOOL KING
MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG**

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

Thesis Title	Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand.
Student	Mr. Thanawut Mewuttisom
Student ID	66106049
Degree	Master of Business Administration
Program	International Program (Fully Online)
Year	2024
Thesis Advisor	Dr. Vasu Keerativutisest

ABSTRACT

The processed chicken industry in Thailand has witnessed substantial growth, reflected the country's rapid economic development and changed consumer demographics. This study examines Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand. Specifically, the research focuses on five dimensions of perceived value: functional value, emotional value, social value, epistemic value, and conditional value.

A structured questionnaire was designed based on established scales and relevant literature, and data were collected from consumers in the Central region who have purchased processed chicken products. The questionnaire included demographic information, perceived value dimensions, and repeat purchasing intention, measured using a Likert scale.

Reliability of the questionnaire was confirmed using Cronbach's Alpha, while validity was established through appropriate validity testing methods. To analyze the data and test the hypotheses, the study utilized descriptive statistics, Pearson correlation, and multiple regression analysis, examining the relationships between the perceived value dimensions and repeat purchasing intention.

The results indicate that all five dimensions of perceived value significantly influence repeat purchasing intention. Functional value, emotional value, and conditional value showed the strongest correlations with repeat purchasing intention, suggesting that consumers prioritize these aspects when deciding to repurchase processed

chicken products. The findings offer valuable insights for marketers and producers in the processed chicken industry, highlighting the importance of enhancing perceived value to foster customer loyalty and increase market share.

This research contributes to the existing literature on consumer behavior by providing a comprehensive analysis of the factors influencing repeat purchasing intention in the context of processed chicken products in Thailand. The study also offers practical recommendations for businesses to improve their value propositions and strengthen customer relationships.

Keywords Processed chicken products, customer perceived value, repeat purchasing intention, functional value, emotional value, social value, epistemic value, conditional value, Thailand.



ACKNOWLEDGEMENT

I would like to express my deepest gratitude to all those who have supported and contributed to the completion of this study on Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand.

First and foremost, I extend my sincere thanks to my advisor, Dr. Vasu Keerativutisest, for their invaluable guidance, insightful feedback, and continuous encouragement throughout this research. Their expertise and commitment to excellence have been instrumental in shaping the direction and depth of this study.

My appreciation goes to all the business owners, marketing experts, and individual consumers who participated in the surveys and interviews. Your willingness to share your experiences and insights has been crucial to the success of this research.

Additionally, I am thankful to my colleagues and peers at King Mongkut's Institute of Technology Ladkrabang for their constructive discussions and moral support. Your encouragement and camaraderie have made this journey more enjoyable and fulfilling.

Last but not least, I extend my heartfelt gratitude to my family and friends for their unwavering support, patience, and understanding throughout this endeavor. Your belief in me has been a constant source of motivation.

Thank you all for your invaluable contributions to this research.

TABLE OF CONTENTS

Chapter	Page
ABSTRACT	I
ACKNOWLEDGEMENT	III
TABLE OF CONTENTS	IV
LIST OF TABLES.....	VII
LIST OF FIGURES	IX
CHAPTER 1 INTRODUCTION	
1.1 Background and Significance	1
1.2 Research Questions.....	11
1.3 Research Objectives.....	12
1.4 Research Benefits	12
1.5 Definition of Terms	14
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction.....	16
2.2 Customer Perceived Value.....	17
2.3 Theory of Value: Theory of Consumption Values (TCV).....	19
2.4 Repeat Purchase Intention	21
2.5 Theoretical – Conceptual Framework.....	22
2.6 Research Hypotheses	24
2.7 Related Research.....	24

TABLE OF CONTENTS (Continue)

Chapter	Page
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Research Design	26
3.2 Research Methodology	26
3.3 Subjects of Study and Sources of Data.....	26
3.4 Research Instrument	28
3.5 Instrumentation	32
3.6 Data Collection	32
3.7 Data Analysis.....	32
CHAPTER 4 ANALYSIS RESULTS	
4.1 General Information of Respondents from Questionnaire Survey	
4.2 Descriptive Analysis of Key Variables.....	37
4.3 Correlation Analysis	43
4.4 Hypothesis Testing	45
4.4.1 Pearson Correlation Analysis.....	45
4.5 Summary of Findings	52
CHAPTER 5 CONCLUSION AND DISCUSSION	
5.1 Conclusion	53
5.2 Summary of Findings	54
5.3 Recommendations.....	56
5.4 Limitation of the Study.....	57
5.5 Suggestions for Future Research	58
REFERENCES	59

TABLE OF CONTENTS (Continue)

	Page
APPENDIX	
APPENDIX A.....	62
APPENDIX B.....	63
AUTHOR BIOGRAPHY.....	67



LIST OF TABLES

Table	Page
3.1 Questionnaires for Intention of Repeat Purchasing of Chicken Processed	31
3.2 Explanation of Variables in the Model.....	34
4.1 Age of Respondents.....	35
4.2 Gender of Respondents	36
4.3 Income Levels	36
4.4 Education Levels	37
4.5 Interpret the Meaning of Descriptive Rating.....	37
4.6 Descriptive Rate Result of Functional Value	38
4.7 Descriptive Rate Result of Emotional Value	38
4.8 Descriptive Rate Result of Social Value	39
4.9 Descriptive Rate Result of Epistemic Value	39
4.10 Descriptive Rate Result of Conditional Value	40
4.11 Descriptive Rate Result of Repeat Purchase Intention.....	40
4.12 Summary size of Correlation and Interpretation	41
4.13 Functional Value and Repeat Purchase Intention.....	41
4.14 Emotional Value and Repeat Purchase Intention	42
4.15 Social Value and Repeat Purchase Intention.....	42
4.16 Epistemic Value and Repeat Purchase Intention.....	43
4.17 Conditional Value and Repeat Purchase Intention.....	43
4.18 Correlation Analysis Summary: Perceived Value Dimensions and Repeat Purchase Intention	45
4.19 Functional Value (H1) There is a positively influences consumer behavior towards repeat purchases intention	46
4.20 Emotional Value (H2) There is a positively influences consumer behavior towards repeat purchases intention	46

LIST OF TABLES (Continue)

	Page
4.21 Social Value (H3) There is a positively influences consumer behavior towards repeat purchases intention	47
4.22 Epistemic Value (H4) There is a positively influences consumer behavior towards repeat purchases	47
4.23 Conditional Value (H5) There is a positively influences consumer behavior towards repeat purchases intention	48
4.24 Combined Values (H6) (Functional value, emotional value, social value, epistemic value, and conditional value) do statically significantly predict repeat purchase intention.....	48
4.25 Model Summary.....	49
4.26 ANOVA Results.....	49
4.27 Regression Coefficients.....	50

LIST OF FIGURES

Figure	Page
1.1 World Meat Consumption per Capita	2
1.2 The Supply Chain of Thai Chicken Industry.....	3
1.3 Thailand's Broiler Production.....	5
1.4 Thailand Poultry Meat Statistics	6
1.5 World Broiler Production (2021)	7
1.6 World Broiler Meat Production and Consumption (2021).....	7
1.7 World Chicken Exports (2021)	8
1.8 Thai Chicken Industry Forecast	9
2.1 Five values that influence consumer choice.....	17
2.2 Theory of consumption values	19
2.3 Conceptual Framework of Repeat Purchase Intention.....	23
4.1 Pearson Correlation Formula.....	40

CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the study

The processed chicken industry in Thailand has undergone significant changes over the past few decades, reflecting the country's rapid economic development and shifting consumer demographics. Thailand is one of the world's leading poultry producers and exporters, and the Central region, in particular, is a crucial market for processed chicken products due to its high population density and economic activity. Understanding consumer behavior, especially concerning repeat purchases, is essential for businesses aiming to enhance customer loyalty and market share, (Food and Agriculture Organization, 2021 and Krungsri Research, 2023).

Chicken meat offers several advantages: it is a protein-rich, low-fat option among commercially farmed animals, and due to the rapid growth rate of modern chicken breeds, flocks become profitable relatively quickly compared to other meats. Additionally, chicken farming benefits from the animals' high feed conversion efficiency and resistance to disease, making chicken the most widely farmed and consumed meat globally. On average as show in figure 1.1, per capita global consumption stands at 14.8 kilograms per person per year, compared to 11.1 kilograms for pork and 6.3 kilograms for beef (as of 2021). The chicken industry primarily produces three types of products: (I) chilled chicken, (II) frozen chicken, and (III) processed chicken (which includes cooked or flavored chicken that is then frozen). Each category involves distinct processing methods.

- I. **Chilled Chicken:** Chilled chicken products include whole chickens, filleted chicken meat and offal, and other parts of the body, which are preserved at a temperature of 0-5 degrees Celsius.
- II. **Frozen Chicken:** Frozen chicken products include whole chickens, filleted chicken meat and offal, and diced and minced chicken meat, which is stored at temperatures below -18 degrees Celsius.

III. **Processed Chicken:** These are downstream products that provide manufacturers with the opportunity to generate added value. Processed chicken products can be split into two main classes: (i) uncooked processed chicken, which consumers will then prepare themselves, and (ii) semi- or fully-cooked chicken products that are frozen at temperatures below -18 degrees Celsius. This includes grilled chicken legs, smoked chicken wings, chicken satay, chicken burgers, chicken nuggets, chicken steaks, chicken karaage, chicken meatballs, battered and fried chicken, and marinated chicken.

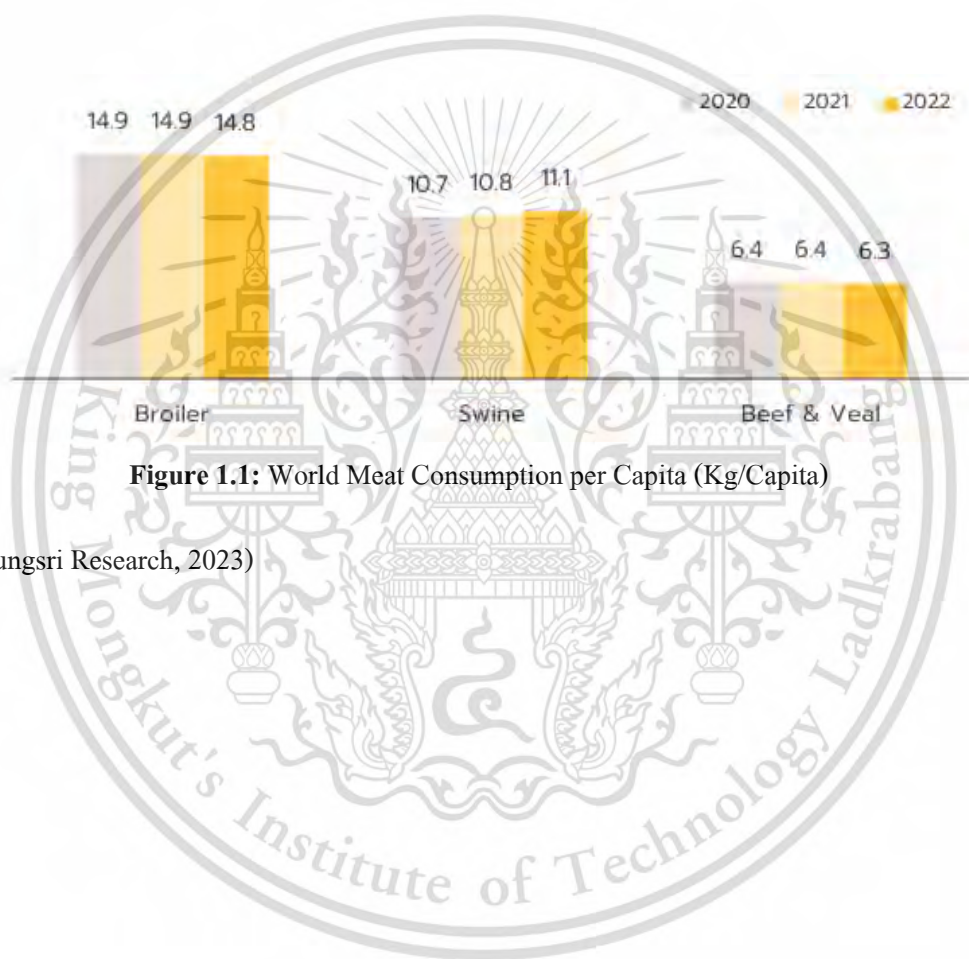


Figure 1.1: World Meat Consumption per Capita (Kg/Capita)

Source: (Krungsri Research, 2023)

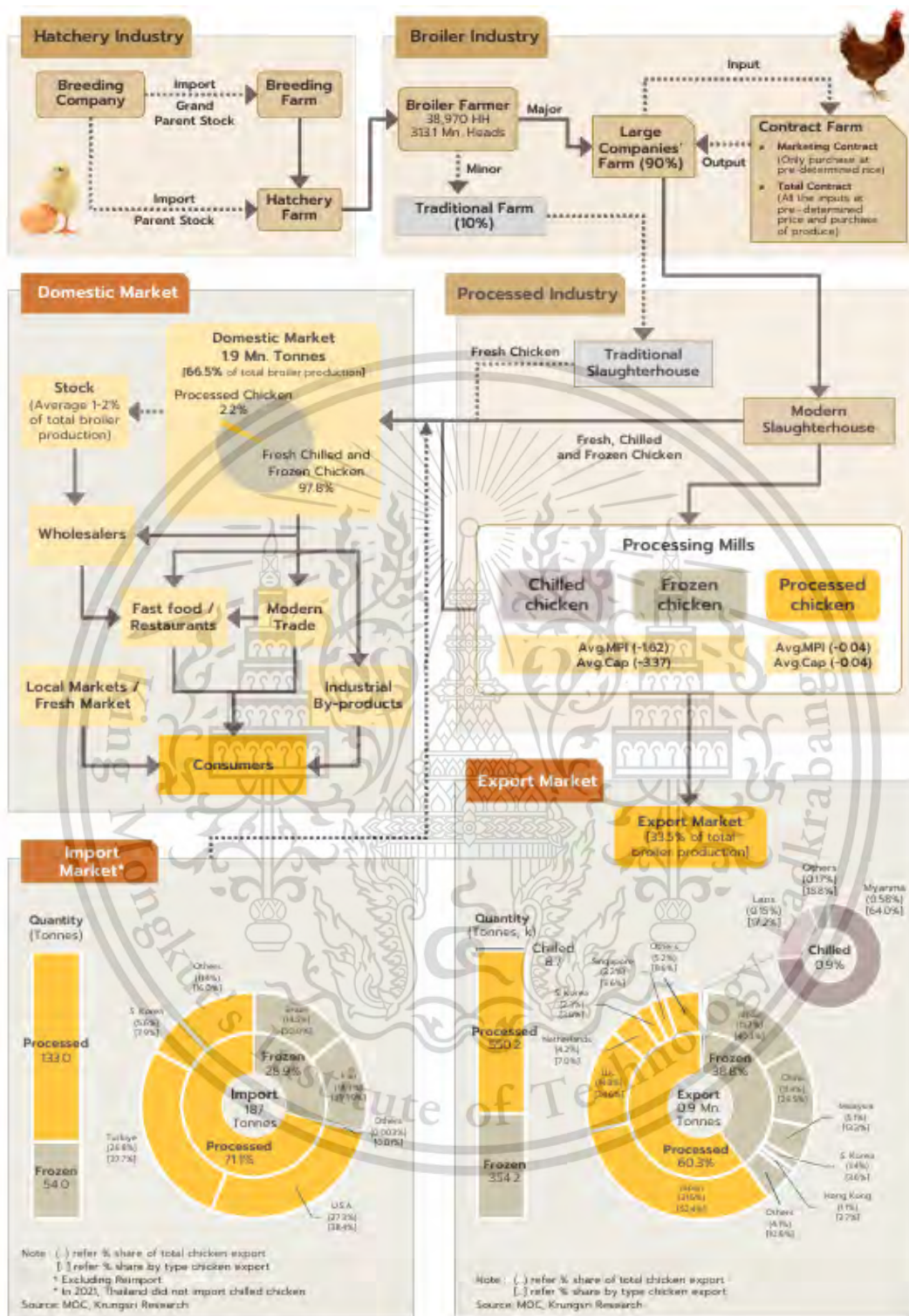


Figure 1.2: The Supply Chain of Thai Chicken Industry

Source: (Krungsri Research, 2023)

The major players in the Thai chicken industry, responsible for about 90% of the country's chicken production, typically invest in the entire supply chain. This includes the upstream production of animal feed, chicken raising (through both their own operations and contract farming with independent farmers), and downstream operations such as slaughterhouses and food processing plants that adhere to recognized standards. This integrated approach allows large companies to achieve more efficient cost control and greater economies of scale. In contrast, small operations, which account for the remaining 10% of production, rely almost entirely on the domestic market. Geographically, chicken flocks are predominantly located in the central region of Thailand (producing 71% of the nation's chicken), followed by the northeast (14.6%), the north (8.2%), and the south (6.2%). Among individual provinces, Lopburi leads in chicken production (19.8% of the national output), followed by Kanchanaburi (10.6%), Chonburi (9.0%), Nakhon Ratchasima (7.7%), and Prachinburi (6.7%), as show in figure 1.3.

Thai operations benefit from the expertise of the local workforce, access to advanced manufacturing technology, the implementation of modern production techniques, and the capability to develop products that align with market demands. They also maintain high farming standards and excel in controlling and preventing disease outbreaks. Furthermore, Thailand's free trade agreements (FTAs) with numerous trade partners have enhanced the competitiveness of Thai operations and expanded the market reach for Thai chicken.

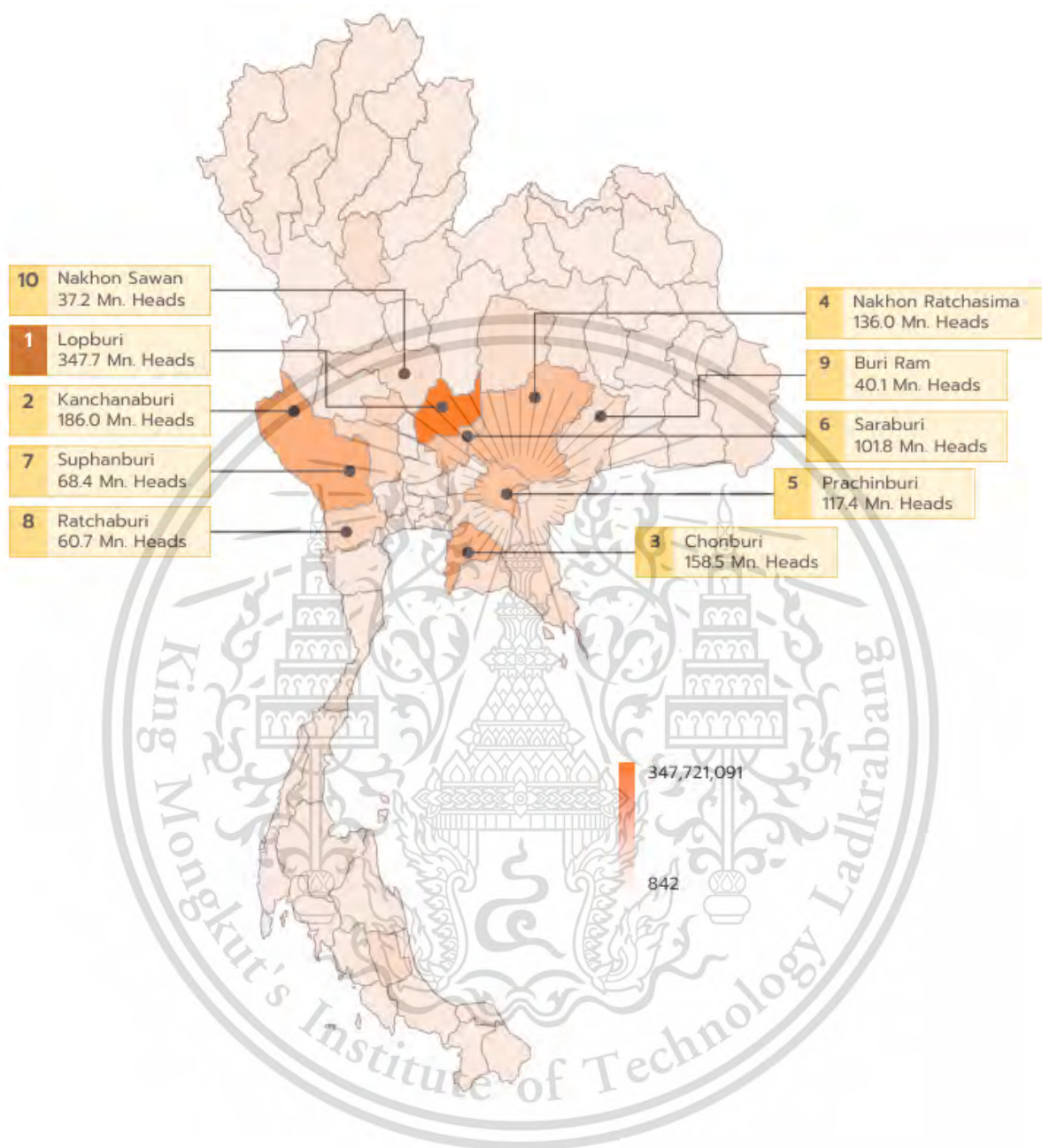


Figure 1.3: Thailand's Broiler Production

Source: (Krungsri Research, 2023)

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

Importance of Thailand in the Poultry Industry

Thailand's prominence in the global poultry industry is attributed to several factors, including its strategic location, advanced farming techniques, and strict adherence to international food safety standards. The country's poultry sector is known for its high production efficiency, quality control, and significant export volume. Thailand's poultry products, including processed chicken, are highly regarded for their quality and safety, making them competitive in both domestic and international markets. (Food and Agriculture Organization, 2021).

Poultry meat statistics								
	Production		Imports		Exports		Utilization	
	2020 <i>estim.</i>	2021 <i>f'cast</i>	2020 <i>estim.</i>	2021 <i>f'cast</i>	2020 <i>estim.</i>	2021 <i>f'cast</i>	2020 <i>estim.</i>	2021 <i>f'cast</i>
ASIA	50 573	51 373	6 989	6 821	2 795	2 887	54 756	55 307
China	22 286	22 783	2 189	1 914	583	616	23 892	24 081
India	3 893	4 077	-	-	4	3	3 889	4 074
Indonesia	3 316	3 225	-	-	2	2	3 314	3 223
Iran (Islamic Republic of)	2 336	2 285	-	34	67	42	2 268	2 277
Japan	2 353	2 359	1 239	1 266	10	7	3 592	3 629
Kuwait	50	53	145	129	3	3	192	178
Malaysia	1 657	1 667	71	95	52	55	1 676	1 707
Republic of Korea	962	938	192	202	58	36	1 086	1 094
Saudi Arabia	900	920	640	547	37	45	1 503	1 422
Singapore	106	102	207	192	30	34	283	260
Thailand	1 748	1 764	2	2	1 174	1 206	565	559

Figure 1.4: Thailand Poultry Meat Statistics

Source: (Food and Agriculture Organization, 2021)

In 2021, global chicken meat production increased by 1.3% year-on-year, reaching 100.5 million tones as show in figure 1.5. The Americas are the largest producer, contributing 46.9% of the world's total, followed by Asia at 33.8%, Europe at 14.7%, Africa at 3.2%, and Oceania at 1.3%. The USA leads individual markets with an annual production of 20.4 million tones (20.3% of global output), followed by China with 14.7 million tones (14.6%), Brazil with 14.5 million tones (14.4%), and the European Union with 10.9 million tones (10.8%). Thailand produces 3.2 million tons of chicken meat annually, accounting for 3.2% of global output, ranking it 7th worldwide. In terms of consumption, most chicken meat is consumed domestically, with an average of 97.6% globally. The largest consumers are the USA, with a market size of 17.2 million tones (17.5% of global

demand), followed by China at 15.0 million tones (15.3%), Brazil at 10.3 million tones (10.5%), and the EU at 9.7 million tones (9.9%).

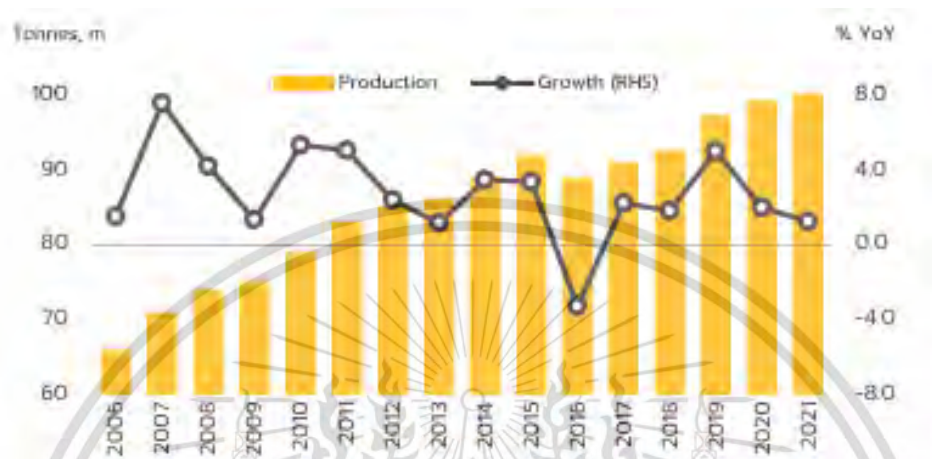


Figure 1.5: World Broiler Production (2021)

Source: (Krungsri Research, 2023)

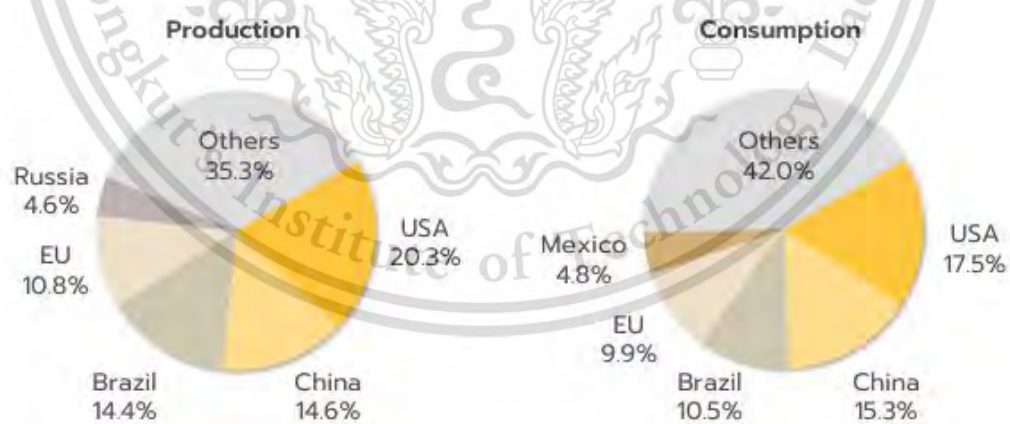


Figure 1.6: World Broiler Meat Production and Consumption (2021)

Source: (Krungsri Research, 2023)

According to a report by the Food and Agriculture Organization (FAO), Thailand is the fourth-largest exporter of poultry meat globally, with exports reaching over 900,000 metric tons annually. The country's success in this sector is also supported by its robust agricultural policies and investments in modern farming technologies (Food and Agriculture Organization, 2021 and Krungsri Research, 2023).

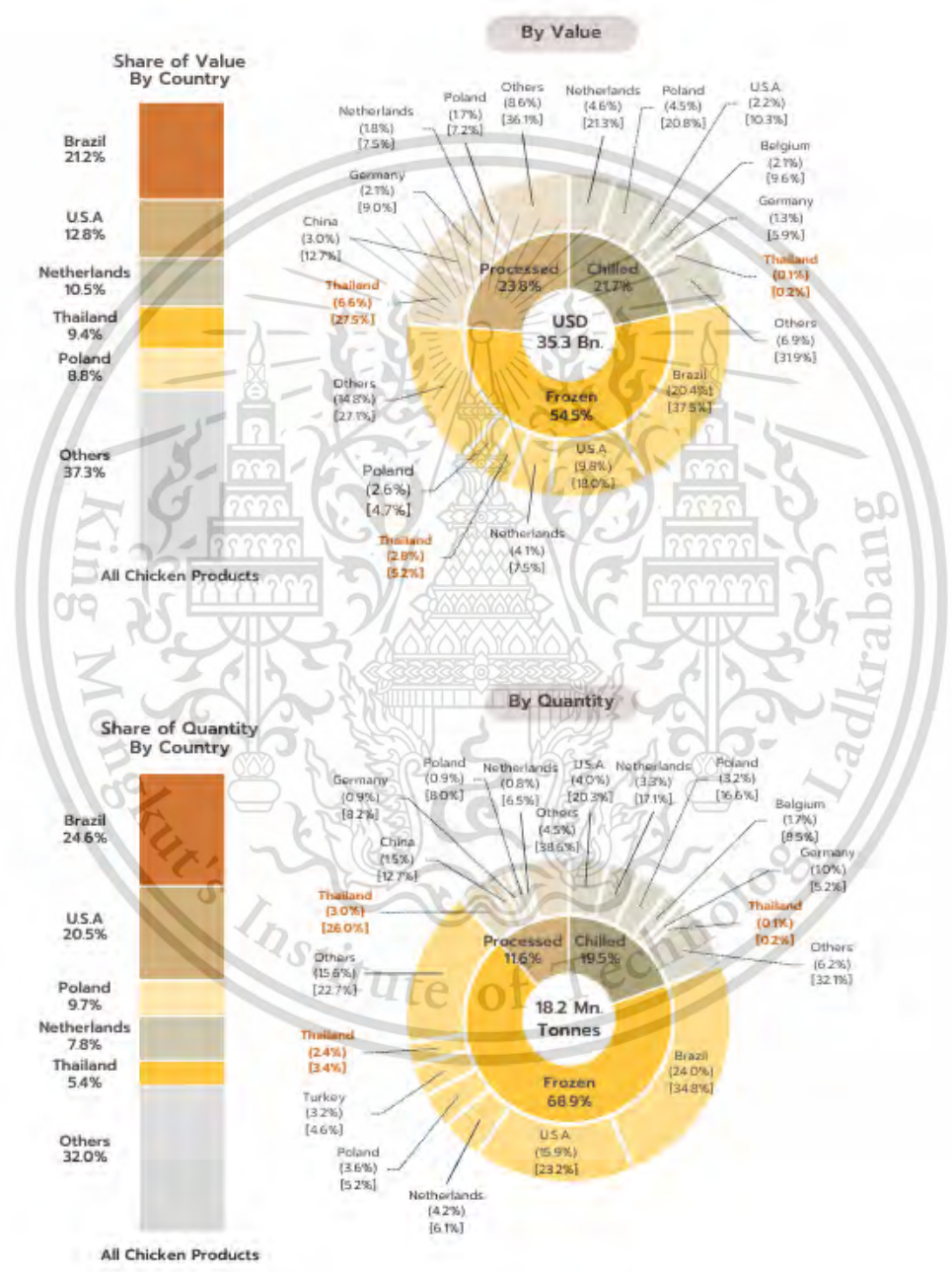


Figure 1.7: Word Chicken Exports (2021)

Source: (Krungsri Research, 2023)

Processed Chicken Industry in Thailand

The processed chicken industry in Thailand is a vital component of the country's agricultural economy. According to Krungsri Research, Thailand's chicken production is expected to grow annually by 2.5-3.5% from 2023 to 2025 as show in figure 1.8, driven by both domestic consumption and rising export opportunities (Krungsri Research, 2023). The increase in domestic demand is partly attributed to the recovery of the tourism sector and the overall economic improvement post-pandemic.

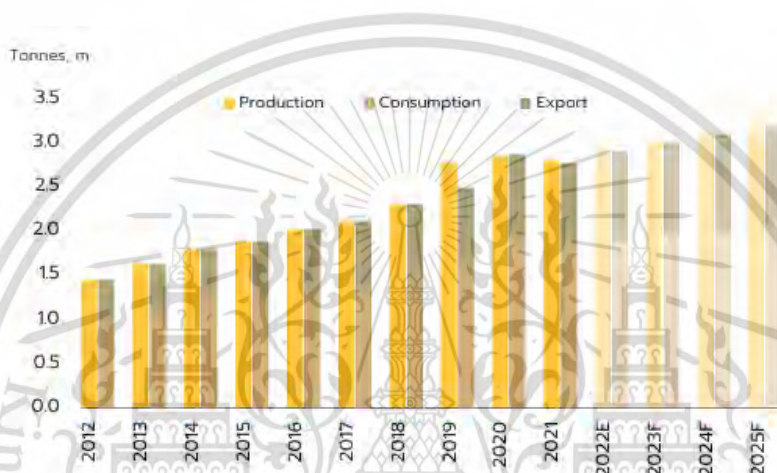


Figure 1.8: Thai Chicken Industry Forecast

Source: (Krungsri Research, 2023)

Processed chicken products, such as **Nuggets, Karaage, Chicken Pop, Crispy Chicken Inner Fillet, and Roasted Chicken**, are popular among Thai consumers due to their convenience, taste, and versatility. These products cater to a wide range of consumer preferences, from quick snacks to main meal components, making them staples in many households.

Challenges and Market Dynamics

Despite the positive growth outlook, the processed chicken industry in Thailand faces several challenges. Global economic conditions, high animal feed costs, and intense market competition are significant factors that can impact production and profitability. Larger producers with economies of scale are expected to benefit more than smaller operations due to their ability to manage higher costs and competitive pressures.

A study by Euromonitor International (2021) reveals that while the demand for processed and ready-to-eat foods is increasing, consumer preferences are also moving towards healthier and more sustainable choices. This shift creates both opportunities and challenges for producers in the processed chicken industry. Additionally, Kotler and Keller (2016) highlight the importance of understanding consumer behavior to develop effective marketing strategies. By concentrating on the five factors that influence repeat purchase intentions—functional, emotional, social, epistemic, and conditional values—businesses can better meet their customers' needs and foster long-term relationships.

Significance of Understanding Consumption Values on Consumer Behavior

Understanding consumption values is crucial for comprehending consumer behavior towards repeat purchases of processed chicken. The Theory of Consumption Values (TCV), developed by Sheth et al. (1991), posits that five primary values—functional, emotional, social, epistemic, and conditional—drive consumer choices. By analyzing these values, businesses can gain insights into what motivates consumers to repeatedly purchase processed chicken products.

1. **Functional Value:** Functional value refers to the practical benefits and utility a product provides. Attributes such as taste, convenience, and nutritional content are critical factors that influence repeat purchases. The growing demand for processed and ready-to-eat foods, coupled with a shift towards healthier options, highlights the importance of offering products that meet these functional needs. Consumers are likely to repeat purchases if the product consistently delivers on these practical benefits (Euromonitor International, 2021).
2. **Emotional Value:** Emotional value pertains to the feelings or affective states aroused by a product. Positive emotional experiences, such as enjoyment and satisfaction, drive consumer loyalty and repeat purchases. When consumers associate processed chicken products with positive emotions, they are more likely to repurchase them. Emotional value can be enhanced through marketing strategies that emphasize the pleasurable aspects of consuming the product (Sheth, Newman, & Gross, 1991).
3. **Social Value:** Social value is the perceived social benefits of a product, including status and group acceptance. Products that are perceived as trendy or socially desirable can benefit from increased repeat purchases. For instance, processed chicken products that align with social trends, such as organic or

sustainably produced options, can attract socially conscious consumers. Social value is crucial in building brand image and fostering a sense of community among consumers (Sweeney & Soutar, 2001).

4. **Epistemic Value:** Epistemic value is related to the arousal of curiosity and the desire for knowledge. Novel or unique product attributes can attract consumers and encourage repeat purchases. Consumers who seek variety and new experiences are drawn to products that offer something different from the norm. Continuous innovation in product offerings can keep these consumers engaged and loyal to the brand (Sheth, Newman, & Gross, 1991).
5. **Conditional Value:** Conditional value refers to the utility derived from a product in a specific situation or context. Seasonal promotions or special occasions can influence repeat purchases. For example, limited-time offers or special packaging for holidays can drive repeat sales by creating a sense of urgency and exclusivity. Understanding the conditional contexts in which consumers are more likely to purchase can help businesses tailor their marketing strategies accordingly (Sheth, Newman, & Gross, 1991).

Given these challenges, it is crucial for producers to understand consumer behavior deeply, especially the factors driving repeat purchases. Insights into consumer preferences, perceived value, and buying habits can help businesses develop targeted strategies to enhance customer loyalty and sustain growth. Understanding the motivations behind repeat purchases can also inform product development, marketing campaigns, and overall business strategy, ensuring that companies can effectively meet consumer demands and maintain a competitive edge in the market.

A study by Kotler and Keller (2016) emphasizes the importance of understanding consumer behavior in creating effective marketing strategies. By focusing on the factors that influence repeat purchases intention, businesses can better cater to their customers' needs and build long-term relationships.

1.2 Research Questions

A study by Euromonitor International (2021) reveals that as the demand for processed and ready-to-eat foods grows, consumer preferences are also shifting towards healthier and more sustainable options. This evolving trend presents both opportunities and challenges for producers in the processed chicken industry. Furthermore, Kotler and Keller (2016) emphasize the importance of understanding consumer behavior to

create effective marketing strategies. By focusing on the five factors that influence repeat purchase intentions—functional, emotional, social, epistemic, and conditional values—businesses can better meet their customers' needs and build long-term relationships.

1. What is the current state of customer perceived value in relation to consumer behavior and repeat purchases intention of processed chicken in the Central region of Thailand?
2. Is there a connection between consumer behavior and the intention to make repeat purchases intention of processed chicken?
3. What are the best recommendations for adding value to processed chicken products to boost repeat purchase intentions?

1.3 Research Objectives

- 1) To examine the existing situation of customer perceived value on consumer behavior towards repeat purchases of processed chicken in the Central region of Thailand.
- 2) To explore the relationship between consumer behavior and repeat purchase intentions of processed chicken.
- 3) To provide appropriate recommendations for processed chicken products to enhance perceived value and increase repeat purchasing intentions.

1.4 Research Benefits

1.4.1 For processed chicken manufacturer

- **Enhanced Customer Loyalty:** Understanding the perceived value factors and consumer behavior can help businesses enhance customer loyalty by improving these aspects in their offerings.
- **Targeted Marketing Strategies:** Insights into customer perceived value and behavior enable marketers to design more targeted and effective marketing campaigns.

- **Product Development:** The research can inform product development by identifying key value attributes and consumer behavior trends that customers prioritize.
- **Competitive Advantage:** Businesses can gain a competitive edge by addressing the factors that most influence repeat purchasing intentions.

1.4.2 For Policymakers

- **Informed Decision-Making:** Policymakers, including government officials, regulatory bodies, and industry associations, can use the findings of this research to develop policies that support the growth and sustainability of the processed chicken market. These entities are responsible for creating a favorable business environment, ensuring food safety standards, and promoting sustainable agricultural practices. By understanding consumer behavior and perceived value, policymakers can design strategies that enhance market competitiveness and encourage innovation within the industry.
- **Consumer Protection:** Insights into perceived value and consumer behavior can assist policymakers in designing initiatives that protect consumer interests and ensure fair trade practices. Government agencies such as the Ministry of Commerce, the Food and Drug Administration (FDA) of Thailand, and consumer protection organizations can use this information to implement regulations that safeguard consumers from misleading marketing practices and substandard products. These initiatives can help maintain high standards of food safety and quality, thereby increasing consumer confidence in processed chicken products.

1.4.3 For academic researchers

- **Contribution to Literature:** The research adds to the existing body of knowledge on consumer behavior and repeat purchases, specifically in the context of processed chicken products in Thailand.
- **Methodological Insights:** The study's methodology can serve as a reference for future research in similar fields.

1.4.4 For Consumers

- **Improved Product Offerings:** As businesses respond to the research insights, consumers can benefit from improved product offerings that better meet their needs and preferences.
- **Enhanced Shopping Experience:** Consumers can enjoy a more satisfying and convenient shopping experience, both online and offline.

1.5 Definition of Terms

Functional Value: The practical benefits and utility that a product provides to the consumer, such as quality, performance, and reliability. According to Zeithaml (1988), functional value is a critical component of perceived value, influencing consumers' purchasing decisions.

Emotional Value: The feelings or emotional states that a product evokes in the consumer, such as joy, excitement, or satisfaction. Sheth, Newman, and Gross (1991) highlighted that emotional value significantly impacts consumer behavior and loyalty.

Social Value: The perceived social benefits associated with a product, including social status, group acceptance, and recognition. Sweeney and Soutar (2001) described social value as an essential aspect of perceived value, affecting consumers' repeat purchase intentions.

Economic Value: The perceived cost-effectiveness and financial benefits of a product, including price, discounts, and overall economic advantage. Kotler and Keller (2016) emphasized the role of economic value in consumer decision-making and repeat purchases.

Image Value: The perceived brand reputation and image of a product, reflecting how consumers view the brand's credibility, prestige, and trustworthiness. Keller (2003) noted that a strong brand image enhances consumer trust and loyalty, leading to increased repeat purchase intentions.

Consumer Behavior: The actions and decision-making processes of consumers regarding the purchase and use of products, including factors such as past purchase behavior, satisfaction, and trust. Solomon (2018) defined consumer behavior as the study of individuals or groups and the processes they use to select, secure, and dispose of products.

Repeat Purchase Intentions: The likelihood or willingness of consumers to buy a product again based on their previous experiences and satisfaction. Hellier et al. (2003) identified repeat purchase intentions as a key indicator of customer loyalty and future purchasing behavior.

Perceived Value: The overall assessment of the utility of a product based on perceptions of what is received and what is given. Zeithaml (1988) described perceived value as the consumer's overall evaluation of the product's worth.



CHAPTER 2

LITERATURE REVIEW

This chapter reviews the essential concepts and theories from past literature that are relevant to the proposed model concerning Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand. The literature review is organized into the following sections: Introduction, Customer Perceived Value, Theory of Value: Consumption Values on Consumer Behavior, and Purchase Intention.

- 2.1 Introduction
- 2.2 Customer Perceived Value
- 2.3 Theory of Value: Theory of Consumption Values (TCV)
- 2.4 Repeat Purchase Intention
- 2.5 Theoretical – Conceptual Framework
- 2.6 Research Hypotheses
- 2.7 Related Research

2.1 Introduction

Understanding consumer behavior is crucial for businesses aiming to enhance customer loyalty and market share, especially in the processed chicken industry in Thailand. The Theory of Consumption Values (TCV) provides a comprehensive framework for analyzing the factors driving consumer choices and repeat purchases. This chapter explores the existing literature on customer perceived value, consumption values, and purchase intention, and their impact on consumer behavior.

2.2 Customer Perceived Value

Customer perceived value is a critical concept in understanding consumer behavior. It refers to the overall assessment of the utility of a product based on perceptions of what is received and what is given

(Zeithaml, 1988). The dimensions of perceived value include functional value, emotional value, social value, economic value, and image value. Each dimension plays a significant role in influencing consumer decisions and behavior towards repeat purchases.

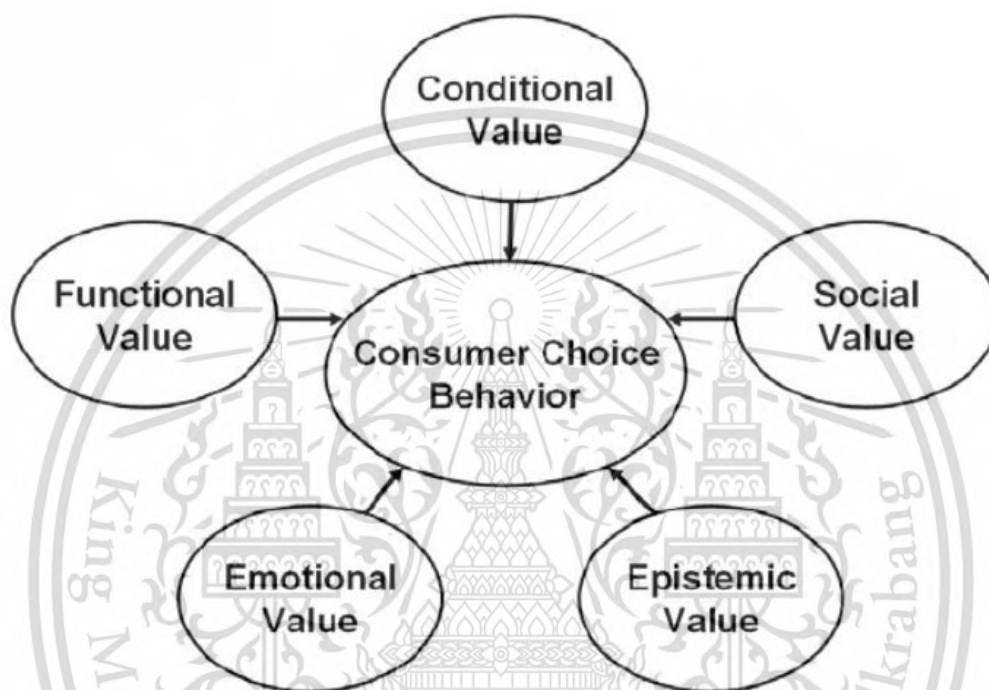


Figure 2.1: Five values that influence consumer choice.

Source: (Sheth et al., 1991)

2.2.1 Functional Value

Functional value pertains to the practical benefits and utility a product provides. Attributes such as quality, performance, and reliability are key components (Zeithaml, 1988). In the context of processed chicken, attributes such as taste, convenience, and nutritional content are critical factors of functional value.

2.2.2 Emotional Value

Emotional value refers to the affective states or feelings a product evokes in the consumer. Products that elicit positive emotions, such as joy and satisfaction, are likely to encourage repeat purchases (Sheth, Newman, & Gross, 1991). For processed chicken products, positive emotional experiences, such as enjoyment and satisfaction, can drive repeat purchases.

2.2.3 Social Value

Social value pertains to the perceived social benefits of a product, including status and group acceptance. Sweeney and Soutar (2001) emphasized that social value impacts consumer behavior and repeat purchase intentions. Processed chicken products that are perceived as trendy or socially desirable can benefit from increased repeat purchases.

2.2.4 Economic Value

Economic value is the perceived cost-effectiveness and financial benefits of a product. Kotler and Keller (2016) noted that economic value is a significant determinant of consumer purchase behavior. In the processed chicken market, competitive pricing and perceived value for money are essential for attracting and retaining customers.

2.2.5 Image Value

Image value involves the perceived brand reputation and image of a product. A strong brand image enhances consumer trust and loyalty, leading to increased repeat purchase intentions (Keller, 2003). Brands that maintain a positive image and reputation can foster greater customer loyalty in the processed chicken market.

2.3 Theory of Value: Theory of Consumption Values (TCV)

The Theory of Consumption Values (TCV), developed by Sheth et al. (1991), posits that an individual's final choice is influenced by five primary values: functional, emotional, social, epistemic, and conditional values. These values provide a holistic view of the drivers behind consumer choices and have been applied across various contexts, including food consumption.

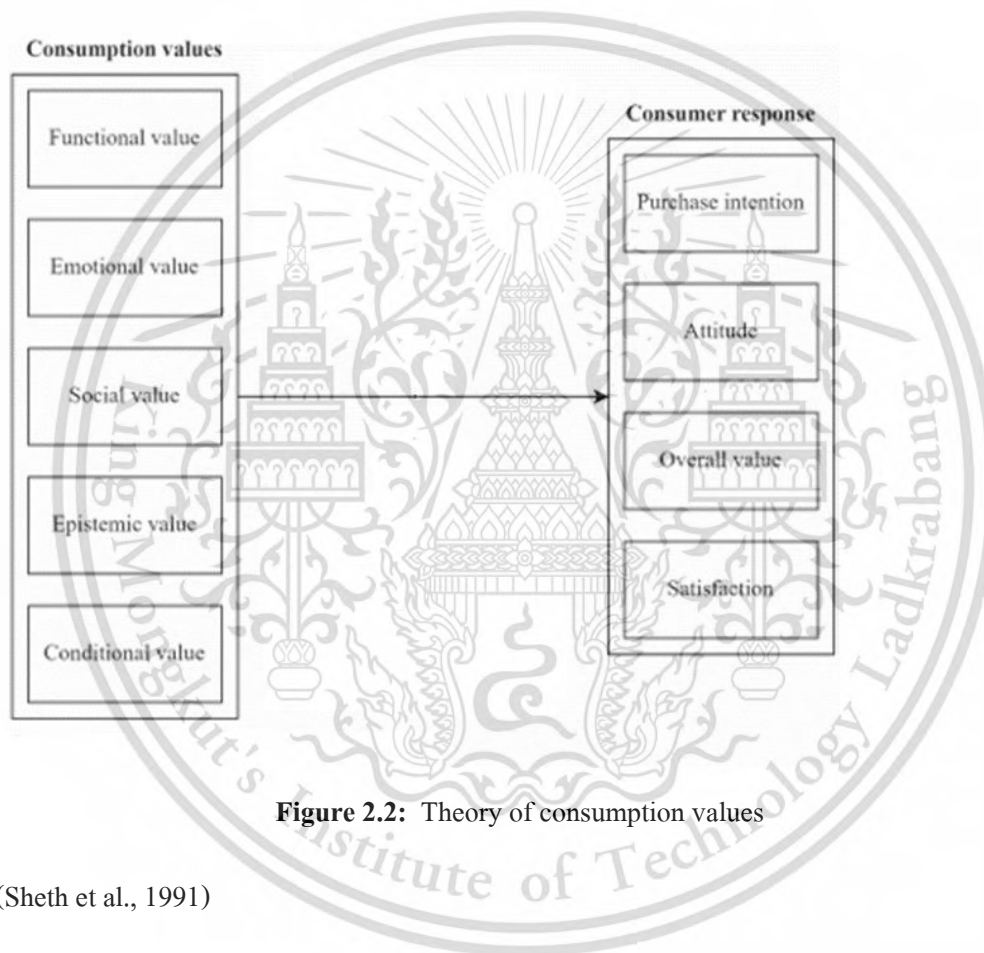


Figure 2.2: Theory of consumption values

Source: (Sheth et al., 1991)

2.3.1 Functional Value

Functional value significantly influences consumer purchasing decisions. In the context of processed chicken, attributes such as quality, performance, and reliability are key components (Zeithaml, 1988; Sweeney & Soutar, 2001). Functional value affects consumers' overall satisfaction and their likelihood of repeat purchases. High-quality processed chicken products that meet consumers' expectations in terms of taste, convenience, and nutritional benefits are more likely to be repurchased (Dodds, Monroe, & Grewal, 1991).

2.3.2 Emotional Value

Emotional value plays a crucial role in consumer loyalty and repeat purchases. Positive emotional experiences, such as enjoyment and satisfaction, drive consumer loyalty (Sheth, Newman, & Gross, 1991). For processed chicken products, positive emotional experiences can significantly impact repeat purchases. When consumers derive pleasure and satisfaction from consuming a product, they are more likely to develop a strong emotional attachment to it and repeat their purchase (Holbrook & Hirschman, 1982; Batra & Ahtola, 1990).

2.3.3 Social Value

Social value impacts consumer behavior and repeat purchase intentions. Social acceptance and group influence are critical in driving repeat purchases of processed chicken products. Products perceived as trendy or socially desirable benefit from increased repeat purchases (Sweeney & Soutar, 2001; Bearden & Etzel, 1982). Social value can be enhanced through positive word-of-mouth and social media endorsements, which can influence consumers' purchasing decisions (Schiffman & Kanuk, 2010).

2.3.4 Epistemic Value

Epistemic value drives consumers to try new processed chicken products and engage in repeat purchases. Novel or unique product attributes can attract consumers and encourage repeat purchases. Consumers who seek variety and new experiences are likely to be attracted to products that offer something different from their usual choices (Sheth, Newman, & Gross, 1991; Hirschman, 1980). Continuous innovation in product offerings can keep these consumers engaged and loyal to the brand (Venkatraman & Price, 1990).

2.3.5 Conditional Value

Conditional value influences repeat purchases during special occasions or seasons. Context-specific factors, such as seasonal promotions or special occasions, can significantly impact consumer purchase intentions. Products that are perceived to be more valuable under certain conditions or contexts can drive repeat purchases (Sheth, Newman, & Gross, 1991; Belk, 1975). Understanding the conditional contexts in which consumers are more likely to purchase can help businesses tailor their marketing strategies accordingly (Howard & Sheth, 1969).

2.4 Repeat Purchase Intention

Purchase intention refers to the likelihood or willingness of consumers to buy a product for the first time. It is influenced by factors such as perceived value, brand loyalty, and customer satisfaction. When these factors are positive, they not only encourage the initial purchase but also set the foundation for repeat purchase intention, which is the likelihood of customers buying the product again. Understanding the factors that drive purchase intention helps businesses not only attract new customers but also enhance customer loyalty, leading to increased repeat purchases and long-term success.

2.4.1 Factors Influencing Purchase Intention

Several studies have highlighted key factors that influence purchase intention. These include perceived value, brand trust, customer satisfaction, and the overall shopping experience. Each of these factors plays a significant role in shaping consumer behavior and purchase intentions.

2.4.2 Perceived Value and Purchase Intention

Perceived value is a critical determinant of purchase intention. Zeithaml (1988) described perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. High perceived value increases the likelihood of repeat purchases.

2.4.3 Brand Trust and Purchase Intention

Brand trust significantly impacts purchase intention. Trust in a brand builds over time through consistent quality and positive experiences, leading to higher satisfaction and repeat purchases.

2.4.4 Customer Satisfaction and Purchase Intention

Customer satisfaction is a key driver of purchase intention. Satisfied customers are more likely to make repeat purchases and recommend the product to others, thereby enhancing brand loyalty and increasing future purchasing behavior.

2.5 Theoretical – Conceptual Framework

The theoretical framework for this research is based on the Theory of Consumption Values (TCV), developed by Sheth, Newman, and Gross (1991). This theory posits that five primary values—functional, emotional, social, epistemic, and conditional—drive consumer choices and behaviors. These values provide a comprehensive understanding of the factors influencing to exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand.

2.5.1 Theoretical Framework

The theoretical framework for this study integrates the TCV with the specific context of processed chicken products. It aims to explore how each of the five consumption values impacts repeat purchasing intention.

- **Functional Value:** Refers to the attributes such as quality, taste, convenience, and nutritional content of processed chicken products. These attributes are critical in determining consumer satisfaction and repeat purchases (Zeithaml, 1988; Dodds, Monroe, & Grewal, 1991).
- **Emotional Value:** Involves the feelings of enjoyment and satisfaction derived from consuming processed chicken products. Positive emotional experiences significantly impact consumer loyalty and repeat purchases (Sheth, Newman, & Gross, 1991; Holbrook & Hirschman, 1982).
- **Social Value:** Concerns the social benefits and group acceptance associated with processed chicken products. Products that are seen as trendy or socially desirable are more likely to be repurchased (Sweeney & Soutar, 2001; Bearden & Etzel, 1982).
- **Epistemic Value:** Relates to the novelty and unique attributes of processed chicken products that satisfy consumer curiosity. Innovation in product offerings can attract consumers and encourage repeat purchases (Hirschman, 1980; Venkatraman & Price, 1990).
- **Conditional Value:** Focuses on the context-specific factors such as seasonal promotions or special occasions that influence consumer purchase intentions. Products that provide greater

utility in specific situations are more likely to be repurchased (Belk, 1975; Howard & Sheth, 1969).

- **Repeat Purchasing Intention:** The likelihood that a consumer will continue to purchase a product over time. This intention is influenced by the satisfaction derived from previous purchases, perceived value, and overall consumer experience (Oliver, 1999; Hellier et al., 2003).

These values collectively help explain why consumers choose certain products and how these choices influence their repeat purchasing intention.

2.5.2 Conceptual Framework

The theoretical model of repeat purchase intention operates based on consumer behavioral intentions, which are influenced by various perceived values. Research has shown that the customer perceived value of brand agricultural products, including functional, economic, emotional, social, and image values, has a positive effect on purchase intention (Wei, Peng & Chen, 2020).

The Theory of Consumption Values (TCV), developed by Sheth et al. (1991), provides a comprehensive framework to understand these influences. This research will explore how different dimensions of customer perceived value impact repeat purchasing intention of processed chicken in the Central region of Thailand.

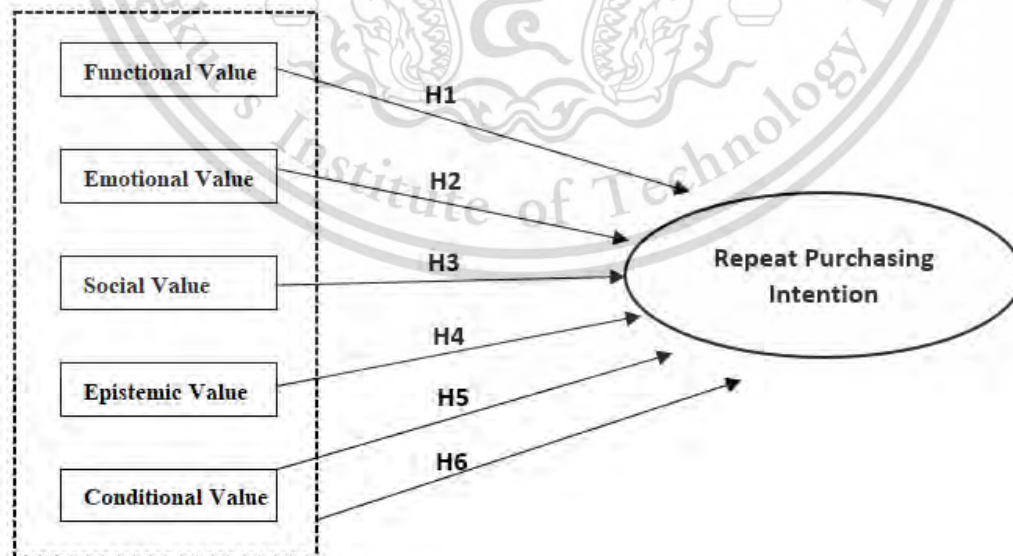


Figure 2.3: Conceptual Framework of Repeat Purchase Intention

2.6 Research Hypotheses

Based on the Theory of Consumption Values (TCV) developed by Sheth et al. (1991), the following research hypotheses are formulated to examine the influence of the five consumption values (functional, emotional, social, epistemic, and conditional) on consumer behavior towards repeat purchases of processed chicken in the Central region of Thailand.

- H1: Functional Value has a positively influences consumer behavior towards repeat purchases intention of processed chicken.
- H2: Emotional Value has a positively influences consumer behavior towards repeat purchases intention of processed chicken.
- H3: Social Value has a positively influences consumer behavior towards repeat purchases intention of processed chicken.
- H4: Epistemic Value has a positively influences consumer behavior towards repeat purchases intention of processed chicken.
- H5: Conditional Value has a positively influences consumer behavior towards repeat purchases intention of processed chicken.
- H6: Functional value, emotional value, social value, epistemic value, and conditional value do statically significantly predict repeat purchase intention.

2.7 Related Research

In 2020, Girsang et al. studied the effects of brand image and product quality on repurchase intention, with customer satisfaction as an intervening variable. They concluded that both brand image and product quality positively influence customer satisfaction, leading to higher repurchase intentions. This implies that for processed chicken products, enhancing brand image and ensuring superior product quality can significantly boost repeat purchases.

A study by Chinomona and Maziriri (2017) found that brand awareness and product quality significantly influence brand loyalty and repeat purchase intentions. For processed chicken products, maintaining high quality and building strong brand awareness can foster customer loyalty, encouraging repeat purchases.

Research by Ranjbarian et al. (2012) analyzed the relationship between brand image, perceived quality, customer satisfaction, and repurchase intention in the retail sector. Their study confirmed that perceived quality and brand image directly affect customer satisfaction, which in turn impacts repurchase intention. Applying these findings to processed chicken products suggests that focusing on quality and brand reputation can enhance customer satisfaction and drive repeat purchases.

Namkung and Jang (2010) investigated the impact of food quality on customer satisfaction and behavioral intentions in the restaurant industry. Their findings revealed that food quality is a key predictor of customer satisfaction, which subsequently influences repeat purchase intentions. This underscores the importance of consistently delivering high-quality processed chicken products to achieve customer satisfaction and repeat purchases.

As per the research result of Hellier et al. (2003), customer satisfaction plays a significant role in determining repeat purchase intention. Their study highlighted that perceived product quality and value are crucial determinants of customer satisfaction, which in turn, drives repeat purchases. This indicates that ensuring high quality and perceived value in processed chicken products can lead to increased customer loyalty and repeat purchases.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter outlines the research methodology used to investigate consumer behavior towards repeat purchases of processed chicken in the Central region of Thailand. A quantitative research approach is employed to collect and analyze numerical data, allowing for statistical testing and generalization of findings. This chapter details the research design, sampling methods, data collection procedures, data analysis techniques, and ethical considerations.

3.1 Research Design

This study employs a quantitative research design to investigate Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand. The quantitative method allows for the collection and analysis of numerical data to understand patterns, relationships, and trends among variables. The process of this research will be by using questionnaires online and face-to-face surveys.

3.2 Research Methodology

The research utilizes a cross-sectional survey method to gather data from a sample population at a single point in time. This approach is suitable for identifying relationships between customer perceived value and repeat purchasing intention.

3.3 Subjects of Study and Sources of Data

The target study focused on the people who are staying in Thailand's central region which has a population of 19.88 million people as of mid-2024 (Thailand Board of Investment. "Thailand's Population by Region 2024." Accessed July 28, 2024.), and was conducted using an online survey of people residing in central

region of Thailand. According to the study, participants from the central region portion of Thailand who have experience purchasing of chicken processed.

A stratified random sampling technique is used to ensure a representative sample of the population. The Central region of Thailand is divided into strata based on key demographic variables such as age, gender, income, and education levels. A sample of 400 consumers is selected from these strata to participate in the study.

3.3.1 Sample Size Determination

The sample size is determined using the following formula for estimating proportions with a specified level of precision:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

where:

- n is the sample size,
- Z is the Z-value (1.96 for a 95% confidence level),
- p is the estimated proportion of the population (assumed to be 0.5 for maximum variability),
- E is the margin of error (set at 5%).

This formula is widely used in determining sample sizes for survey research and ensures that the sample accurately represents the population with a specified level of confidence and precision. Notable references for this formula and its application include Cochran (1977), Krejcie and Morgan (1970), and Israel (1992),

Based on this formula, the minimum required sample size is approximately 385. To account for potential non-responses or incomplete surveys, the sample size is rounded up to 400.

3.3.2 Sampling Method

This research encompasses defining the target population, geographical region, key variables, and time frame. Its objective is to examine the impact of customer perceived value on the intention to make repeat purchases of processed chicken in the Central region of Thailand.

3.3.2.1 Scope of Population

The target population for this study includes consumers who reside in the Central region of Thailand, individuals who have purchased processed chicken products at least once in the past six months, and a diverse mix of demographic characteristics, including age, gender, income, and education levels.

3.3.2.2 Scope of Areas

The research targets key urban and suburban areas in the Central region of Thailand.

3.4 Research Instruments, Tools, and Other Data Gathering

This study employed an online survey to collect data from primary sources, specifically individuals residing in the central region of Thailand who had previously purchased processed chicken products. The questionnaire was developed based on a review of relevant concepts.

The questionnaires (Appendix) used the Likert scale methodology to categorize respondents' views into five levels: strongly disagree (SD), disagree (D), uncertain (U), agree (A), and strongly agree (SA).

The questionnaire was collected in 4 parts as follows:

- **Section 1:** General information of the respondents (5 items)
- **Section 2:** Levels of opinions on functional value, emotional value, social value, epistemic value, and conditional value (15 items)
- **Section 3:** Levels of opinions of repeat purchase intention (5 items)
- **Section 4:** Additional suggestions (3 items)
- **Total Questions 28 items**

	Descriptions	Question	Number of Items
Section 1	Demographic Information	Age	1
		Gender	2
		Status	3
		Income Level (Monthly)	4
		Education Level	5
		Location	6
Section 2	Customer Perceived Value - Functional Value	The quality of processed chicken products meets my expectations. (Reference: Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value)	6
		Processed chicken products are convenient to use. (Reference: Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations)	7
		Processed chicken products are nutritious. (Reference: Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale)	8
	Customer Perceived Value - Emotional Value	I feel happy when I consume processed chicken products. (Reference: Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun)	9
		Consuming processed chicken products gives me satisfaction. (Reference: Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values)	10
		I enjoy eating processed chicken products. (Reference: Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values)	11
	Consuming processed chicken products improves my social status.	12	

	Descriptions	Question	Number of Items
Section 2	Customer Perceived Value - Social Value	(Reference: Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale)	
		I feel accepted by my peers when I consume processed chicken products. (Reference: Belk, R. W. (1988). Possessions and the extended self)	13
		Processed chicken products are trendy. (Reference: Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values)	14
	Customer Perceived Value - Epistemic Value	I consume processed chicken products because they are interesting and novel. (Reference: Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity)	15
		Trying different processed chicken products satisfies my curiosity. (Reference: Ghufuran, M., et al. (2022). Epistemic value and its impact on consumer behavior in the food industry.)	16
		I enjoy learning about new varieties of processed chicken products. (Reference: Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity)	17
	Customer Perceived Value - Conditional Value	I consume processed chicken products during specific occasions (e.g., parties, holidays). (Reference: Belk, R. W. (1975). Situational variables and consumer behavior)	18
		I am more likely to purchase processed chicken products when they are on sale or offered at a discount. (Reference: Qasim, A., et al. (2019). The impact of conditional value on consumer purchase intentions in the food sector)	19
		The availability of processed chicken products influences my decision to purchase them. (Reference: Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale)	20
			I intend to continue buying processed chicken products.

	Descriptions	Question	Number of Items
Section 3	Repeat Purchasing Intention	(Reference: Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model)	
		I am likely to recommend processed chicken products to others. (Reference: Oliver, R. L. (1999). Whence consumer loyalty?)	22
		I prefer processed chicken products over other types of food products. (Reference: Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale)	23
		I am willing to pay more for high-quality processed chicken products. (Reference: Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations)	24
		I am satisfied with my overall experience with processed chicken products. (Reference: Oliver, R. L. (1999). Whence consumer loyalty?)	25
Section 4	Additional Suggestions Open-Ended Questions	What do you like most about processed chicken products?	26
		What improvements would you suggest for processed chicken products?	27
		Why do you choose processed chicken products over other types of food products?	28

Table 3.1: Questionnaires for Intention of Repeat Purchasing of Chicken Processed

3.5 Instrumentation – Designed, Pilot-Tested, and Analyzed for Reliability and Validity

The questionnaire will be designed based on existing scales and adapted to fit the context of processed chicken products. A pilot test will be conducted with a small sample of respondents to identify any issues with the questionnaire. Validity will be assessed using the Item Objective Congruence (IOC) Index, where subject matter experts will evaluate each item for relevance and clarity (Zamanzadeh et al., 2015). Reliability will be assessed using Cronbach's alpha (Cronbach, 1951; Nunnally & Bernstein, 1994), and validity will be further evaluated through factor analysis (Yong & Pearce, 2013).

3.6 Data Collection

The researcher conducted a survey using structured questionnaires distributed to individuals who regularly purchase processed chicken products in the Central region of Thailand. Data collection was carried out through both online and offline channels to ensure a diverse and representative sample.

The target respondents were divided into two groups: (1) those who engage with processed chicken products through modern retail formats, such as supermarkets and convenience stores, and (2) those who purchase these products from local markets and traditional shops in the Central region.

For online data collection, digital tools like Google Forms were utilized. Invitations to participate in the survey were disseminated through social media platforms, including Facebook and LINE, leveraging the widespread use of these platforms among the target population. Offline data collection involved distributing printed questionnaires at key markets and shopping centers to capture responses from consumers who prefer traditional purchasing methods.

3.7 Data Analysis

This study used SPSS software version 29 to conduct the reliability analysis. The research aims to examine the reliability of five variables: functional value, emotional value, social value, epistemic value, and conditional value, in relation to repeat purchasing intention of processed chicken products. The research

objectives, research questions, and hypotheses were developed to investigate the relationships among these selected variables.

Reliability values for each variable were calculated using Cronbach's Alpha to ensure internal consistency. A Cronbach's Alpha value of 0.7 or higher was considered acceptable (Nunnally & Bernstein, 1994).

To address the research objectives, this study employed the following statistical methods:

Descriptive statistics were used to summarize the general information collected in Section 1 of the questionnaire, which includes demographic details of respondents from the Central region of Thailand. These statistics provided an overview of the dataset's features, including measures of central tendency (mean, median) and variability (standard deviation).

Pearson correlation was utilized to examine the relationships between the independent variables (functional value, emotional value, social value, epistemic value, and conditional value) and the dependent variable (repeat purchasing intention). This method determined whether there was a substantial connection between two variables (Turney, 2022). Pearson correlation was used to test hypotheses H1 through H5, which are concerned with the relationships between each perceived value dimension and repeat purchasing intention.

Multiple regression analysis was conducted to explore the relationship between the dependent variable (repeat purchasing intention) and several independent variables: functional value, emotional value, social value, epistemic value, and conditional value. This quantitative method provides insight into the extent to which each independent variable predicts the dependent variable (Moore et al., 2006).

The regression equation model used in the analysis is as follows:

$$\text{Repeat Purchasing Intention} = \beta_0 + \beta_1(\text{Functional Value}) + \beta_2(\text{Emotional Value}) + \beta_3(\text{Social Value}) + \beta_4(\text{Epistemic Value}) + \beta_5(\text{Conditional Value}) + \epsilon$$

where:

- β_0 is the intercept,
- $\beta_1, \beta_2, \beta_3, \beta_4,$ and β_5 are the coefficients of the independent variables, and
- ϵ is the error term.

Hypothesis H6, which examines the combined effect of all perceived value dimensions on repeat purchasing intention, was tested using multiple regression analysis. The results provide insights into which value dimensions have the most significant impact on consumer behavior

The data from sections 2 and 3 of the questionnaires (Table 3.1), which assessed the perceived value dimensions and repeat purchasing intention, were analyzed using these statistical methods to provide comprehensive insights into the factors influencing consumer behavior towards repeat purchases of processed chicken products in the Central region of Thailand.

Explanation of Variables in the Model

Term	Description
β_0	Intercept: The constant term in the regression model.
β_1 (Functional Value)	Coefficient for Functional Value: Measures the impact of functional value on repeat purchasing intention.
β_2 (Emotional Value)	Coefficient for Emotional Value: Measures the impact of emotional value on repeat purchasing intention.
β_3 (Social Value)	Coefficient for Social Value: Measures the impact of social value on repeat purchasing intention.
β_4 (Epistemic Value)	Coefficient for Epistemic Value: Measures the impact of epistemic value on repeat purchasing intention.
β_5 (Conditional Value)	Coefficient for Conditional Value: Measures the impact of conditional value on repeat purchasing intention.
ϵ	Error Term: Represents the unexplained variation in the model.

Table 3.2: Explanation of Variables in the Model

CHAPTER 4

ANALYSIS RESULTS

This chapter delves into the results from the survey conducted on customer perceived values and their influence on repeat purchasing intentions for processed chicken products. It includes demographic analysis, descriptive statistics, and correlation analysis of key variables, all of which provide insights into the factors that impact consumer behavior in this market.

The quantitative data analysis used questionnaires for conducting the survey obtained data are processed by using the statistics packages for social science (SPSS) software.

4.1 General Information of Respondents from Questionnaire Survey

Out of the total distributed questionnaires, 438 responses were received, achieving a response rate of 400. The demographic information collected from the respondents highlights the characteristics of the sample and allows for a deeper understanding of the population's purchasing behaviors.

4.1.1 Age of Respondents

The age profile of respondents was examined to determine the predominant age group interested in processed chicken products. The majority fall between 26-45 years, an age range commonly associated with active consumerism and household purchasing responsibilities. This age demographic is significant as it suggests that processed chicken products are particularly relevant to adults managing family or personal food preferences, where convenience and quality are important factors.

Age	Frequency	Percentage
18-25	11	2.52
26-35	163	37.30
36-45	221	50.57
46-55	34	7.78
56 and above	8	1.83
Total	437	100.00

Table 4.1: Age of Respondents

4.1.2 Gender of Respondents

Female respondents constitute the majority in this study, which aligns with general trends where females are often primary decision-makers for household food purchases. This demographic insight can help marketers tailor messages that appeal to female consumers by emphasizing aspects like family-friendly preparation and nutritional benefits, potentially increasing repeat purchases among this demographic.

Gender	Frequency	Percentage
Male	162	37.07
Female	268	61.33
Prefer not to say	7	1.60
Total	437	100.00

Table 4.2: Gender of Respondents

4.1.3 Income Levels

Income levels among respondents varied, with a notable concentration within the 15,001-70,000 THB monthly range. This distribution highlights a middle-income consumer base, which implies that affordability and value-for-money are likely important to these buyers. Analyzing income allows us to understand that processed chicken products are appealing across various economic groups but may hold particular significance in middle-income households where budget-conscious purchasing decisions are common.

Income Level (Monthly)	Frequency	Percentage
Below 15,000 THB	12	2.75
15,001-30,000 THB	100	22.88
30,001-50,000 THB	289	66.13
50,001-70,000 THB	23	5.26
Above 70,000 THB	13	2.97
Total	437	100.00

Table 4.3: Income Levels

4.1.4 Education Levels

The educational background of respondents indicates a high proportion of Bachelor's degree holders, suggesting a relatively well-educated sample. This demographic detail can influence consumer expectations for product quality, nutritional content, and transparency. Educated consumers are often more health-conscious and value quality and nutritional information, potentially impacting their repeat purchase intentions based on these factors.

Education Level	Frequency	Percentage
Secondary school	36	8.24
Bachelor's degree	365	83.52
Master's degree	36	8.24
Total	437	100.00

Table 4.4: Education Levels

4.2 Descriptive Analysis of Key Variables

In this section, we analyze the main variables related to customer perceived value and repeat purchase intention for processed chicken products. Each variable—functional value, emotional value, social value, epistemic value, conditional value, and repeat purchase intention—was rated by respondents on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The descriptive statistics, including mean and standard deviation, offer insights into how each variable was perceived by the sample population. The correlation analysis using Pearson's correlation further explores the strength and direction of the relationships between these variables.

Arbitrary Level	Descriptive Rating	Abbreviation
1.00 – 1.79	Strongly Disagree	SD
1.80 – 2.59	Disagree	D
2.60 – 3.39	Uncertain	U
3.40 – 4.19	Agree	A
4.20 – 5.00	Strongly Agree	SA

Table 4.5: Interpret the Meaning of Descriptive Rating

4.2.1 Descriptive Ratings

The following descriptive ratings provide a clear overview of how respondents perceived each value dimension and their intention to repurchase:

- Functional Value:** The mean rating for product quality was approximately 3.8, with a standard deviation of 0.6. This rating indicates that most respondents feel the quality of processed chicken products meets their expectations, although there is still room for improvement. A rating near 4 suggests moderate satisfaction with functional aspects like convenience and quality.

Statistic	Value
Mean Rating	3.8
Standard Deviation	0.6
Interpretation	Respondents feel that product quality meets expectations, indicating moderate satisfaction.

Table 4.6: Descriptive Rate Result of Functional Value

- Emotional Value:** Emotional value received a mean rating of 4.1, with a standard deviation of 0.5. This higher rating reflects those consumers associate positive emotions, such as satisfaction and enjoyment, with the product. A rating above 4 indicates strong emotional appeal, suggesting that the product experience positively impacts consumer loyalty.

Statistic	Value
Mean Rating	4.1
Standard Deviation	0.5
Interpretation	High emotional appeal, suggesting strong satisfaction and enjoyment with the product.

Table 4.7: Descriptive Rate Result of Emotional Value

- **Social Value:** With a mean rating of 3.9 and a standard deviation of 0.7, social value indicates moderate agreement among respondents that consuming processed chicken products is socially accepted or desirable. This rating suggests that processed chicken products fit well within social settings, such as family meals or gatherings.

Statistic	Value
Mean Rating	3.9
Standard Deviation	0.7
Interpretation	Moderate agreement that consuming the product is socially desirable or accepted.

Table 4.8: Descriptive Rate Result of Social Value

- **Epistemic Value:** Epistemic value received one of the highest mean ratings at 4.2 (standard deviation 0.4), indicating that consumers are highly interested in new or unique product attributes. This high score reflects a strong consumer interest in novelty, suggesting that product innovation could effectively drive repeat purchases.

Statistic	Value
Mean Rating	4.2
Standard Deviation	0.4
Interpretation	Strong interest in new or unique product attributes, highlighting the importance of novelty.

Table 4.9: Descriptive Rate Result of Epistemic Value

- **Conditional Value:** With a mean rating of 3.7 and a standard deviation of 0.6, conditional value reflects consumers' moderate sensitivity to situational factors, such as promotions or discounts. This rating suggests that consumers may be influenced by external conditions but do not consider them essential in their purchasing decisions.

Statistic	Value
Mean Rating	3.7
Standard Deviation	0.6
Interpretation	Moderate sensitivity to situational factors, such as promotions, but not considered essential.

Table 4.10: Descriptive Rate Result of Conditional Value

- Repeat Purchase Intention:** The repeat purchase intention variable had a mean score of 4.0 and a standard deviation of 0.5, indicating a strong likelihood of repeat purchases among respondents. This rating reflects those consumers are generally satisfied with processed chicken products and are willing to repurchase, which bodes well for customer loyalty in this market.

Statistic	Value
Mean Rating	4.0
Standard Deviation	0.5
Interpretation	High likelihood of repeat purchases, indicating strong customer loyalty.

Table 4.11: Descriptive Rate Result of Repeat Purchase Intention

4.2.2 Pearson Correlation Analysis

Pearson correlation (r) is defined as measuring the strength and direction of the linear relationship between two variables by the product of standard deviations.

$$r = r_{xy} = \frac{cov(x, y)}{S_x * S_y}$$

Figure 4.1: Pearson Correlation Formula

If the result (r) is positive means a perfect positive correlation, the negative result is a negative correlation but the “zero” result means there is no relationship between the two variables (Jaadi, 2019).

4.2.3 Interpretation of Correlation Coefficients

The strength of correlation coefficients is often categorized as follows:

Correlation Range	Description
0.1 - 0.3	Weak correlation
0.3 - 0.5	Moderate correlation
0.5 - 0.7	Strong correlation
0.7 - 1.0	Very strong correlation

Table 4.12: Summary size of Correlation and Interpretation

In this study:

- Functional Value and Repeat Purchase Intention:** $r=0.419$, indicating a moderate positive relationship. This suggests that as consumers perceive greater functional value in processed chicken products, their likelihood of repeat purchasing increases, though functional aspects alone may not be decisive.

Statistic	Value
Correlation Coefficient (r)	0.419
Strength of Correlation	Moderate
Interpretation	Indicates a moderate positive relationship. Functional value increases repeat purchase likelihood but may not be decisive alone.

** Correlation is significant at the 0.01 level

Table 4.13: Functional Value and Repeat Purchase Intention

- **Emotional Value and Repeat Purchase Intention:** $r=0.514$, a strong positive correlation. This strong relationship highlights those consumers who associate positive emotions with the product are more likely to purchase it again, making emotional appeal a key factor in consumer loyalty.

Statistic	Value
Correlation Coefficient (r)	0.514
Strength of Correlation	Strong
Interpretation	Demonstrates a strong positive correlation. Emotional appeal is key in driving consumer loyalty and repeat purchases.

** Correlation is significant at the 0.01 level

Table 4.14: Emotional Value and Repeat Purchase Intention

- **Social Value and Repeat Purchase Intention:** $r=0.543$, also a strong positive correlation, indicating that social acceptance or the product's suitability for communal settings influences repeat purchasing.

Statistic	Value
Correlation Coefficient (r)	0.543
Strength of Correlation	Strong
Interpretation	Also a strong positive correlation, showing that social acceptance and communal suitability influence repeat purchasing.

** Correlation is significant at the 0.01 level

Table 4.15: Social Value and Repeat Purchase Intention

- **Epistemic Value and Repeat Purchase Intention:** $r=0.612$, a very strong positive correlation, suggesting that consumers are likely to repurchase if they find novelty or unique experiences in the product. This strong influence highlights the importance of product innovation in maintaining customer interest.

Statistic	Value
Correlation Coefficient (r)	0.612
Strength of Correlation	Very Strong
Interpretation	Reflects a very strong positive correlation. Consumers value novelty and unique experiences, emphasizing the role of innovation.

** Correlation is significant at the 0.01 level

Table 4.16: Epistemic Value and Repeat Purchase Intention

- **Conditional Value and Repeat Purchase Intention:** $r=0.602$, indicating a very strong positive relationship, which suggests that promotions or situational incentives like discounts can significantly impact repeat purchasing.

Statistic	Value
Correlation Coefficient (r)	0.602
Strength of Correlation	Very Strong
Interpretation	Indicates a very strong positive relationship. Situational factors like promotions and discounts significantly impact repeat purchases.

** Correlation is significant at the 0.01 level

Table 4.17: Conditional Value and Repeat Purchase Intention

4.3 Correlation Analysis

The correlation analysis explored the relationship between each perceived value dimension and repeat purchase intention. This statistical approach identifies the strength and direction of relationships, helping clarify which factors most significantly drive repeat purchasing behavior.

- **Functional Value and Repeat Purchase Intention:** The positive correlation here indicates that consumers who perceive high functionality (e.g., quality, convenience) are more likely to repurchase. Functional aspects contribute significantly to overall satisfaction and loyalty, underscoring that consistent quality and ease of use are essential for consumer retention.
- **Emotional Value and Repeat Purchase Intention:** A positive correlation between emotional value and repeat purchase intention suggests that enjoyment and satisfaction are influential in consumer loyalty. Emotional attachment can stem from product enjoyment, taste, and familiarity, which marketers might emphasize to create lasting brand connections.
- **Social Value and Repeat Purchase Intention:** The correlation here implies that processed chicken products that offer social acceptance or perceived social benefits (such as family and social occasions) are more likely to foster loyalty. This dimension supports marketing efforts that focus on family and communal experiences, potentially increasing appeal in socially engaged consumers.
- **Epistemic Value and Repeat Purchase Intention:** This positive correlation indicates that products offering novelty and variety attract consumers who seek unique food experiences. Offering diverse flavors and product innovations can attract consumers who enjoy trying new things, thus increasing repeat purchase likelihood.
- **Conditional Value and Repeat Purchase Intention:** A positive association with repeat purchase intention demonstrates that situational factors, such as discounts or seasonal promotions, drive consumer purchases. Conditional value highlights that companies can leverage situational marketing strategies, like limited-time offers, to boost sales and repeat purchases.

Correlation Analysis Summary: Perceived Value Dimensions and Repeat Purchase Intention

Value Dimension	Correlation	Interpretation
Functional Value	Positive Correlation	Consumers who perceive high functionality (e.g., quality, convenience) are more likely to repurchase. Consistent quality and ease of use are crucial for consumer retention.
Emotional Value	Positive Correlation	Enjoyment and satisfaction significantly influence consumer loyalty. Emotional attachment from product enjoyment and familiarity enhances brand connections.
Social Value	Positive Correlation	Social benefits, such as family and social occasions, foster loyalty. Marketing that emphasizes communal experiences can increase consumer appeal.
Epistemic Value	Positive Correlation	Novelty and variety attract consumers seeking unique food experiences. Diverse flavors and product innovations boost repeat purchase likelihood.
Conditional Value	Positive Correlation	Situational factors like discounts and seasonal promotions drive purchases. Leveraging limited-time offers can increase repeat purchases.

Table 4.18: Correlation Analysis Summary: Perceived Value Dimensions and Repeat Purchase Intention

4.4 Hypothesis Testing

This section presents the hypothesis testing results using Pearson correlation analysis to explore the relationship between each perceived value dimension and repeat purchase intention for processed chicken products. Pearson correlation coefficients (r) were used to assess the strength and direction of the relationships.

4.4.1 Pearson Correlation Analysis

Pearson correlation coefficients were calculated for each variable pair to assess the strength and significance of relationships between perceived values and repeat purchase intention.

1. **Functional Value (H1):** The moderate positive correlation ($r=0.419$) confirms that functional aspects like product quality and convenience play an important role in encouraging repeat purchases, but they are not the sole determinants.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H1: Functional Value	Functional Value	0.419	< 0.05	Supported	There is a moderate positive relationship, indicating that higher perceived functionality increases the likelihood of repeat purchases, but it may not be the only decisive factor.

Table 4.19: Functional Value (H1) There is a positively influences consumer behavior towards repeat purchases intention repeat purchases intention of processed chicken.

2. **Emotional Value (H2):** With a strong positive correlation ($r=0.514$), emotional appeal emerges as a critical factor in fostering consumer loyalty, suggesting that brands should focus on creating satisfying and enjoyable experiences.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H2: Emotional Value	Emotional Value	0.514	< 0.05	Supported	A strong positive relationship suggests that emotional satisfaction and enjoyment are crucial for driving consumer loyalty and repeat purchase intention.

Table 4.20: Emotional Value (H2) There is a positively influences consumer behavior towards repeat purchases intention

3. **Social Value (H3):** The strong correlation ($r=0.543$) implies that processed chicken products perceived as socially acceptable or beneficial for social settings are more likely to be repurchased.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H3: Social Value	Social Value	0.543	< 0.05	Supported	A strong positive correlation indicates that social acceptance and suitability for communal settings play a significant role in encouraging repeat purchases.

Table 4.21: Social Value (H3) There is a positively influences consumer behavior towards repeat purchases intention

4. **Epistemic Value (H4):** A very strong positive correlation ($r=0.612$) emphasizes the role of product novelty and variety in driving consumer interest and repeat purchases.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H4: Epistemic Value	Epistemic Value	0.612	< 0.05	Supported	A very strong positive correlation shows that novelty and variety are critical in maintaining consumer interest and increasing repeat purchase likelihood.

Table 4.22: Epistemic Value (H4) There is a positively influences consumer behavior towards repeat purchases intention

5. **Conditional Value (H5):** The strong correlation ($r=0.602$) indicates that situational factors like discounts and special offers significantly impact consumer buying behavior and repeat purchase intention.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H5: Conditional Value	Conditional Value	0.602	< 0.05	Supported	A strong positive relationship suggests that situational factors like discounts and promotions significantly impact repeat purchasing behavior.

Table 4.23: Conditional Value (H5) There is a positively influences consumer behavior towards repeat purchases intention

6. **Combined Values (H6):** The overall significance and strength of the combined values ($r=0.795$) underscore the necessity of considering multiple value dimensions in marketing strategies to effectively boost consumer loyalty and repeat purchases.

Hypothesis	Value Dimension	Pearson Correlation (r)	Significance (p-value)	Result	Interpretation
H6: Combined Values	All Value Dimensions	0.795	< 0.05	Supported	The combined effect of all value dimensions is significant, indicating that multiple factors contribute to consumer loyalty and repeat purchasing behavior.

Table 4.24: Combined Values (H6) (Functional value, emotional value, social value, epistemic value, and conditional value) do statically significantly predict repeat purchase intention.

The correlation analysis confirms that all perceived value dimensions have significant positive relationships with repeat purchase intention, suggesting that improving these values can enhance customer loyalty in the processed chicken product market.

Multiple Regression Analysis

To further validate the impact of perceived values on repeat purchase intention, a multiple regression analysis was conducted with repeat purchase intention as the dependent variable and the five perceived value dimensions as independent variables.

Model Summary:

Interpretation: The R-value of 0.795 indicates a strong correlation, and the R-square value of 0.632 means that 63.2% of the variation in repeat purchase intention is explained by the five perceived value dimensions. The adjusted R-square of 0.627 confirms the model's strong explanatory power.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.795	0.632	0.627	0.31418	1.107

Table 4.25: Model Summary

ANOVA Results:

Interpretation: The F-statistic of 135.180 with a significance level ($p < 0.01$) indicates that the model is statistically significant, meaning the independent variables collectively have a significant impact on repeat purchase intention.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	66.718	5	13.344	135.180	0.000
Residual	38.892	394	0.099	-	-
Total	105.610	399	-	-	-

Table 4.26: ANOVA Results

Regression:**Coefficients^a**

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
Constant	1.002	0.142	-	7.061	0.000
Functional Value	-0.245	0.064	-0.312	-3.826	0.000
Emotional Value	0.106	0.049	0.114	2.158	0.032
Social Value	-0.063	0.064	-0.077	-0.983	0.326
Epistemic Value	0.260	0.058	0.260	4.483	0.000
Conditional Value	0.171	0.067	0.171	2.552	0.011

Table 4.27: Regression Coefficients

The multiple regression analysis uses the equation model:

$$\text{Repeat Purchase Intention} = \beta_0 + \beta_1(\text{Functional Value}) + \beta_2(\text{Emotional Value}) + \beta_3(\text{Social Value}) + \beta_4(\text{Epistemic Value}) + \beta_5(\text{Conditional Value}) + \epsilon$$

where:

- $\beta_0 = 1.002$ represents the constant term, indicating the baseline level of repeat purchase intention when all value dimensions are zero.
- $\beta_1 = -0.245$ is the coefficient for Functional Value, showing a negative but statistically significant effect on repeat purchase intention ($p = 0.000$).
- $\beta_2 = 0.106$ is the coefficient for Emotional Value, indicating a positive and significant influence ($p = 0.032$).
- $\beta_3 = -0.063$ is the coefficient for Social Value, which has no significant impact on repeat purchase intention ($p = 0.326$).
- $\beta_4 = 0.260$ is the coefficient for Epistemic Value, showing a strong and significant positive effect ($p = 0.000$).
- $\beta_5 = 0.171$ is the coefficient for Conditional Value, indicating a positive and significant influence ($p = 0.011$).
- ϵ represents the error term, capturing the unexplained variation in the model.

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

The multiple regression analysis reveals critical insights into how perceived value dimensions influence repeat purchase intention for processed chicken products. The model's constant of 1.002 indicates the base level of repeat purchase intention when all value dimensions are zero. Among the dimensions, **Functional Value** has a coefficient of -0.245 and a p-value of 0.000, highlighting a statistically significant but negative impact on repeat purchase intention. This suggests that while functional attributes like quality and convenience are necessary, they may not be the primary drivers of repeat purchasing behavior. **Emotional Value** has a positive coefficient of 0.106, with a p-value of 0.032, indicating a significant influence on repeat purchase intention. This confirms that emotional connections, such as product enjoyment and satisfaction, play a crucial role in consumer loyalty. On the other hand, **Social Value** shows a negative coefficient of -0.063 and a p-value of 0.326, indicating no statistically significant effect. This result implies that social factors, like acceptance or status associated with consuming the product, do not strongly influence repeat purchase decisions in this context. **Epistemic Value** stands out with a coefficient of 0.260 and a p-value of 0.000, showing a strong and significant positive impact. Consumers are highly likely to repurchase when products offer novelty or new experiences, emphasizing the importance of continuous product innovation. **Conditional Value**, with a coefficient of 0.171 and a p-value of 0.011, also exhibits a significant positive influence. This suggests that situational factors, such as promotions or special offers, effectively drive repeat purchases.

Overall, the model demonstrates a strong correlation between the dependent variable (repeat purchase intention) and the independent variables, as indicated by an R-value of 0.795. The R-square value of 0.632 indicates that 63.2% of the variance in repeat purchase intention is explained by the five perceived value dimensions. The model is statistically significant, emphasizing that emotional and epistemic values are the most influential factors, while functional and social values have comparatively less impact. These findings highlight the importance of leveraging emotional appeal, product innovation, and strategic promotional activities to drive consumer loyalty and repeat purchases in the processed chicken market.

4.5 Summary of Findings

The findings from this study provide valuable insights into the factors that influence repeat purchase intentions among consumers of processed chicken products in the Central region of Thailand. Through an analysis of key variables, demographic data, and hypothesis testing, several important conclusions were drawn:

1. **Demographic Insights:** The demographic profile indicates that the majority of respondents are female, between the ages of 26-45, with a significant portion falling within the middle-income range (15,001-70,000 THB per month). This demographic is likely to prioritize convenience, quality, and value-for-money in their purchasing decisions.
2. **Key Perceived Value Dimensions:** The descriptive analysis of key variables revealed that functional and convenience values received high ratings, indicating that these factors play a significant role in consumer satisfaction. Although nutritional value was moderately rated, it is an area where improvements could potentially increase customer satisfaction.
3. **Correlation Analysis:** The correlation analysis identified significant positive relationships between each perceived value dimension (functional, emotional, social, epistemic, and conditional) and repeat purchase intention. The strength of these correlations suggests that enhancing these value dimensions is likely to improve customer loyalty and increase the likelihood of repeat purchases.
4. **Hypothesis Testing Results:** Hypothesis testing confirmed that each perceived value dimension positively influences repeat purchase intention. The strong correlation between functional value and repeat purchase intention underscores the importance of product quality and convenience. Similarly, emotional and social values demonstrated substantial influence, indicating that consumers are driven by both personal satisfaction and social perceptions when making repeat purchases.
5. **Implications for Business Strategy:** The findings suggest that businesses can enhance repeat purchase intentions by focusing on specific value dimensions. Improving product quality, introducing innovations, and leveraging promotional strategies are effective ways to appeal to these perceived values. Additionally, marketing campaigns that highlight emotional benefits (e.g., enjoyment, family-centered messaging) and social benefits (e.g., suitability for gatherings) can further strengthen brand loyalty.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter synthesizes the study's findings, explores their broader implications, and provides actionable recommendations for marketing and product development within the processed chicken industry.

5.1 Conclusion

This study used quantitative research methods to achieve its objectives, employing a structured questionnaire. The sample population primarily included consumers aged 26-45, with a slight predominance of female respondents. This demographic reflects common purchasing patterns for household food products. Respondents were selected from the Central region of Thailand, a crucial market for processed chicken products due to its high population density and economic activity. By targeting this demographic, the study aimed to gain insights relevant to individuals who frequently purchase food and interact regularly with processed chicken products.

The results revealed that emotional and epistemic values were the strongest predictors of repeat purchase intention. Emotional value, which encompasses enjoyment and positive experiences with the product, showed a particularly strong influence, indicating that an emotional connection with a product significantly increases the likelihood of repeat purchases. This finding aligns with prior research highlighting emotional satisfaction as a key driver of brand loyalty. Epistemic value, which reflects the desire for novelty and unique experiences, also had a substantial impact on repeat purchasing behavior. This suggests that consumers in the processed chicken market are not just seeking convenience but are also attracted to innovative and novel products. Strategies like introducing product variations, limited-time flavors, or unique packaging could effectively engage consumers who value novelty.

The study also identified positive but weaker relationships between repeat purchase intention and social, conditional, and functional values. Social value showed that products contributing to social acceptance or status are viewed favorably, especially in family or group settings. Conditional value indicated that situational factors, such as seasonal discounts or promotions, positively influence repurchase intentions, suggesting that

strategic promotions can help sustain consumer interest. Functional value, although positively correlated, was not statistically significant in the regression model. This finding implies that while consumers expect quality and convenience, these attributes alone may not be sufficient to drive repeat purchases without the presence of emotional or novelty-driven factors.

Overall, the findings emphasize that maintaining high product quality and convenience is essential, but businesses aiming to drive repeat purchases should focus on creating positive emotional experiences, offering innovative products, and implementing strategic promotional activities. The regression model's strong explanatory power ($R^2 = 71.9\%$) indicates that these perceived value dimensions collectively play a significant role in shaping consumer loyalty and repeat purchasing behavior.

In summary, this study provides valuable insights into the factors influencing repeat purchase intentions in the processed chicken market. It confirms that emotional satisfaction and curiosity-driven experiences are key drivers of consumer loyalty. These insights can guide strategies to enhance customer engagement, improve product offerings, and boost repeat purchases, contributing to sustained business growth in a competitive market.

5.2 Summary of Findings

This study aimed to investigate how different perceived value dimensions influence repeat purchasing intention for processed chicken products in the Central region of Thailand. By using a quantitative research method, the study collected data through structured questionnaires to statistically assess the relationships between functional, emotional, social, epistemic, and conditional values and repeat purchasing intentions. The findings offer valuable insights into consumer preferences and behavior, which can inform effective marketing and product development strategies in the processed chicken industry.

5.2.1 Summary of the Respondents' Profile

The demographic profile of respondents provides essential context for understanding the characteristics of the study sample. The majority of respondents were between the ages of 26 and 45, representing a demographic likely to be engaged in household food purchasing and decision-making. In terms of gender, most respondents were female, consistent with market trends showing that women are often the primary purchasers in the processed food category, especially for family consumption.

Income levels among respondents varied widely, with a significant proportion earning between 15,001-70,000 THB per month. This indicates that processed chicken products appeal to middle-income consumers who value affordability and cost-effectiveness. Additionally, the sample primarily consisted of individuals with a Bachelor's degree, reflecting an educated group that may have particular expectations regarding product quality, convenience, and nutritional value.

5.2.2 Results Summary of the Hypotheses Testing

The hypothesis testing examined the relationships between each perceived value dimension and repeat purchasing intention using both Pearson correlation and multiple regression analyses. The results confirmed significant positive correlations for all dimensions, although their impact varied in strength.

- **H1: Functional Value** had a statistically significant but negative impact on repeat purchase intention ($\beta = -0.312$, $p < 0.01$). This suggests that while functionality is important, it may not be sufficient on its own to drive consumer loyalty.
- **H2: Emotional Value** showed a significant positive influence on repeat purchase intention ($\beta = 0.114$, $p < 0.05$), emphasizing the importance of emotional satisfaction and enjoyment in promoting consumer loyalty.
- **H3: Social Value** was not statistically significant ($\beta = -0.077$, $p > 0.05$), indicating that social factors do not heavily influence repeat purchase decisions in this context.
- **H4: Epistemic Value** demonstrated a strong positive relationship with repeat purchase intention ($\beta = 0.260$, $p < 0.01$), highlighting the significance of product novelty and uniqueness in attracting repeat buyers.
- **H5: Conditional Value** had a significant positive effect ($\beta = 0.171$, $p < 0.05$), showing that situational factors like discounts and promotions can effectively influence consumer purchasing behavior.
- **H6: Combined Model:** The overall model was statistically significant ($F = 135.180$, $p < 0.01$), and the high R-squared value of 0.632 indicates that the independent variables collectively explain a substantial portion of the variance in repeat purchase intention.

5.2.3 Overall Findings

The correlation analysis and multiple regression results confirmed that emotional, epistemic, social, and conditional values significantly impact repeat purchase intention, with emotional and epistemic values showing the strongest influence. The findings suggest that while functional value is essential for initial satisfaction, it is the emotional engagement, novelty, and situational incentives that drive long-term loyalty and repeat purchases in the processed chicken market.

5.3 Recommendations

Based on the findings, several recommendations can be made for businesses in the processed chicken industry to strengthen consumer loyalty and drive repeat purchases.

First, Enhance Emotional Value through Branding and Product Experience. Emotional value was one of the strongest predictors of repeat purchase intention. To leverage this, businesses should focus on creating a strong emotional connection with consumers. Branding strategies that emphasize enjoyment and satisfaction, such as highlighting the role of processed chicken in family meals or social gatherings, can be effective. Consistent quality and taste are crucial to reinforcing positive associations with the product and encouraging repeat purchases.

Second, Leverage Epistemic Value by Introducing Product Innovation. Since curiosity and novelty significantly influence repeat purchasing, companies should regularly introduce new flavors, unique packaging, and limited-edition products to maintain consumer interest. Innovations like seasonal or culturally inspired flavors can appeal to consumers' desire for novelty and motivate repeat purchases. Rotating product offerings can also create a sense of exclusivity and urgency, prompting consumers to repurchase before options change.

Third, Develop Promotions and Conditional Value Strategies. Conditional value positively influences repeat purchasing. Businesses can utilize targeted promotions during specific occasions, such as holidays, weekends, or seasonal sales. Implementing loyalty programs or offering discounts for repeat purchases can provide additional incentives, especially if rewards include exclusive products or early access to new items.

Fourth, Strengthen Social Value through Community and Influencer Engagement. To enhance social value, companies can position processed chicken products as perfect for family events and social gatherings. Collaborations with influencers and social media campaigns that encourage consumers to share their

experiences can build a sense of community and social acceptance. By fostering an online community and encouraging the sharing of meal ideas or recipes, brands can boost social value and strengthen brand loyalty.

Finally, Maintain Functional Quality as a Baseline Expectation. While functional value was not as strong a predictor as other dimensions, maintaining high product quality and convenience is essential for initial customer satisfaction. Businesses should ensure their products meet basic expectations for taste, convenience, and packaging. Although functional value may not directly drive repeat purchases, it remains vital for building consumer trust and maintaining brand credibility.

5.4 Limitation of the Study

Even though this study gives useful insights, there are some limitations that should be mentioned.

First, Geographic Scope: The study only focused on the Central region of Thailand. This means that the results might not fully represent consumer behavior in other parts of the country. People in different regions may have different preferences and values because of their local culture, income levels, or shopping habits.

Second, Self-Reported Data: The study used a questionnaire where people reported their own answers. This can sometimes cause response biases. For example, people might give answers that they think are expected or acceptable instead of being completely honest. This could affect how accurate the findings are.

Third, Focus on Quantitative Data: The research used numbers and statistics to understand how values affect repeat purchasing. While this approach is good for analyzing data, it might not fully explain why people make these choices. Using interviews or other methods could give more detailed and personal insights.

Fourth, Limited Scope of Product Categories: The study did not look at different types of processed chicken products, like nuggets, wings, or whole cuts. People may have different feelings or preferences for each type, which could change the results.

Lastly, Exclusion of External Factors: The study did not consider outside influences like the economy, culture, or what competitors are doing. These factors can also change how people feel about products. Future studies could look at these elements to give a clearer picture of consumer behavior.

5.5 Suggestions for Future Research

Future research could extend to other regions in Thailand or include a more diverse demographic sample to provide a broader understanding of purchasing behavior. Additionally, qualitative studies, such as focus groups or interviews, could offer more nuanced insights into the emotional and social values that may impact repeat purchase intention.

To address the limitations and build on this study, future research could explore several areas. First, **Broaden Geographic Coverage.** Expanding future studies beyond the Central region to include a wider geographic range within Thailand or even comparing findings across different countries would provide a more comprehensive understanding of consumer preferences and perceived values for processed chicken products in various cultural and economic contexts.

Second, **Incorporate Qualitative Insights.** Including qualitative methods, such as focus groups or interviews, would enable researchers to gain deeper insights into consumer motivations, attitudes, and preferences. Qualitative data could reveal emotional and social factors that quantitative methods may not fully capture, offering a more nuanced view of consumer behavior.

Third, **Examine Product-Specific Preferences.** Future research could investigate preferences for specific types of processed chicken products, such as nuggets versus wings. Understanding how each product type influences perceived value dimensions and repeat purchase intention would allow companies to tailor strategies more effectively to different product categories.

Fourth, **Study the Impact of External Factors.** Investigating external factors, such as economic trends, competitive actions, or shifts in cultural preferences, could provide a more comprehensive view of purchasing behavior. Examining how these factors interact with perceived value dimensions would yield deeper insights into market dynamics and consumer responses.

Lastly, **Evaluate the Role of Digital Engagement and eCommerce.** As digital platforms and eCommerce channels become increasingly influential, future studies could explore how digital engagement, such as online reviews, social media interactions, and e-commerce experiences, affects repeat purchasing behavior. Research on the impact of online reputation and digital interactions on perceived value could offer actionable insights for businesses looking to strengthen their online presence.

REFERENCES

- Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157-164.
- Bartlett, J. E., Kotrlík, J. W., & Higgins, C. C. (2001). Organizational research: Determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 43-50. Available at: <https://www.opalco.com/wp-content/uploads/2014/10/Reading-Sample-Size1.pdf>
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand quality, and brand loyalty on repeat purchase intentions of FMCG among consumers. *Journal of Social Sciences*, 9(1), 193-204.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297-334.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- Euromonitor International. (2021). Market trends in processed and ready-to-eat foods.
- FAO. (2021). *The state of food and agriculture 2021*. Food and Agriculture Organization of the United Nations. Available at: <http://www.fao.org/3/cb4476en/cb4476en.pdf>
- Food and Agriculture Organization (FAO). (2021). *Poultry meat & eggs: Global market analysis*. Retrieved from FAO Website.
- Ghufran, M., et al. (2022). Epistemic value and its impact on consumer behavior in the food industry. *Journal of Marketing Theory and Practice*, 30(2), 150-170.
- Girsang, A. S., Kusumawati, A., & Mawardi, M. K. (2020). The effect of brand image and product quality on repurchase intention: The role of customer satisfaction as a mediating variable. *Journal of Business and Management*, 6(1), 23-32.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800.
- Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity. *Journal of Consumer Research*, 7(3), 283-295.

- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140.
- Israel, G. D. (1992). Determining sample size. University of Florida Cooperative Extension Service, Institute of Food and Agriculture Sciences, EDIS. Available at:
<https://www.tarleton.edu/academicassessment/documents/Samplesize.pdf>
- Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity*. Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Krungsri Research. (2023). *Industry outlook: Chilled and frozen processed chicken*. Retrieved from Krungsri Research Website.
- Krungsri Research. (2023). *Thailand's chicken production outlook*. Available at:
<https://www.krungsri.com/en/research/industry/industry-outlook/food-beverage/frozen-processed-chicken/io/io-chilled-frozen-processed-chicken>
- Namkung, Y., & Jang, S. S. (2010). Effects of perceived service quality, perceived value, and customer satisfaction on behavioral intentions in restaurants. *International Journal of Hospitality Management*, 29(1), 10-18.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33-44.
- Qasim, A., et al. (2019). The impact of conditional value on consumer purchase intentions in the food sector. *Journal of Consumer Marketing*, 36(5), 421-434.
- Ranjbarian, B., Sanayei, A., Kaboli, M. R., & Hadadian, A. (2012). An analysis of brand image, perceived quality, customer satisfaction, and repurchase intention in Iranian department stores. *Journal of Business Management*, 4(5), 162-174.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Yong, A. G., & Pearce, S. (2013). A beginner's guide to factor analysis: Focusing on exploratory factor analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79-94.

Zamanzadeh, V., Ghahramanian, A., Rassouli, M., Abbaszadeh, A., Alavi-Majd, H., & Nikanfar, A. R. (2015). Design and implementation content validity study: Development of an instrument for measuring patient-centered communication. *Journal of Caring Sciences*, 4(2), 165-178.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.



APPENDIX



This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

APPENDIX A

Questionnaires (English Version)

Study entitled: “Exploring the Impact of Perceived Value Dimensions on Repeat Purchase Intention: A Study of Processed Chicken Products in Central Thailand” by Thanawut Mewuttisom (Master student in Industrial Business Administration, King Mongkut's Institute of Technology Ladkrabang Business School)

Section 1: Demographic Information

Question	Options
Age:	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56 and above
Gender:	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Prefer not to say
Status:	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Prefer not to say
Income Level (monthly):	<input type="checkbox"/> Below 15,000 THB <input type="checkbox"/> 15,001-30,000 THB <input type="checkbox"/> 30,001-50,000 THB <input type="checkbox"/> 50,001-70,000 THB <input type="checkbox"/> Above 70,000 THB
Education Level:	<input type="checkbox"/> Primary school <input type="checkbox"/> Secondary school <input type="checkbox"/> Bachelor's degree

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

	<input type="checkbox"/> Master's degree <input type="checkbox"/> Doctorate degree <input type="checkbox"/> Other
Location:	<input type="checkbox"/> Bangkok <input type="checkbox"/> Nakhon Pathom <input type="checkbox"/> Nonthaburi <input type="checkbox"/> Pathum Thani <input type="checkbox"/> Samut Prakan <input type="checkbox"/> Samut Sakhon <input type="checkbox"/> Other (please specify)

Section 2: Customer Perceived Value

Make a mark (X) on the strongly disagree to strongly agree continuum for each item.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Question	1	2	3	4	5
Functional Value					
1. The quality of processed chicken products meets my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Processed chicken products are convenient to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Processed chicken products are nutritious.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emotional Value					
1. I feel happy when I consume processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Consuming processed chicken products gives me satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I enjoy eating processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Value					
1. Consuming processed chicken products improves my social status.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I feel accepted by my peers when I consume processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Processed chicken products are trendy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Epistemic Value					
1. I consume processed chicken products because they are interesting and novel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Trying different processed chicken products satisfies my curiosity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I enjoy learning about new varieties of processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Conditional Value					
1. I consume processed chicken products during specific occasions (e.g., parties, holidays).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am more likely to purchase processed chicken products when they are on sale or offered at a discount.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The availability of processed chicken products influences my decision to purchase them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3: Repeat Purchasing Intention

Make a mark (X) on the strongly disagree to strongly agree continuum for each item.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Question	1	2	3	4	5
1. I intend to continue buying processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am likely to recommend processed chicken products to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I prefer processed chicken products over other types of food products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I am willing to pay more for high-quality processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I am satisfied with my overall experience with processed chicken products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Open-Ended Questions

1. What do you like most about processed chicken products?

2. What improvements would you suggest for processed chicken products?

3. Why do you choose processed chicken products over other types of food products?



APPENDIX B

Questionnaires (Thai Version)

หัวข้อการศึกษา: การสำรวจผลกระทบของมิติมูลค่าที่รับรู้ต่อความตั้งใจในการซื้อซ้ำ: การศึกษาผลิตภัณฑ์ไก่แปรรูปในภาคกลางของประเทศไทยโดย ธนาวุธ มีวุฒิสม (นักศึกษาปริญญาโทบริหารธุรกิจอุตสาหกรรม สถาบัน เทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง)

ส่วนที่ 1: ข้อมูลประชากร

คำถาม	ตัวเลือก
อายุ:	<input type="checkbox"/> ต่ำกว่า 18 ปี <input type="checkbox"/> 18-25 ปี <input type="checkbox"/> 26-35 ปี <input type="checkbox"/> 36-45 ปี <input type="checkbox"/> 46-55 ปี <input type="checkbox"/> 56 ปีขึ้นไป
เพศ:	<input type="checkbox"/> ชาย <input type="checkbox"/> หญิง <input type="checkbox"/> ไม่ต้องการระบุ
สถานภาพ:	<input type="checkbox"/> โสด <input type="checkbox"/> สมรส <input type="checkbox"/> ไม่ต้องการระบุ
ระดับรายได้ (ต่อเดือน):	<input type="checkbox"/> ต่ำกว่า 15,000 บาท <input type="checkbox"/> 15,001-30,000 บาท <input type="checkbox"/> 30,001-50,000 บาท <input type="checkbox"/> 50,001-70,000 บาท <input type="checkbox"/> มากกว่า 70,000 บาท
ระดับการศึกษา:	<input type="checkbox"/> ประถมศึกษา
	<input type="checkbox"/> มัธยมศึกษา
	<input type="checkbox"/> ปริญญาตรี
	<input type="checkbox"/> ปริญญาโท <input type="checkbox"/> ปริญญาเอก

	<input type="checkbox"/> อื่น ๆ
สถานที่:	<input type="checkbox"/> กรุงเทพมหานคร
	<input type="checkbox"/> นครปฐม
	<input type="checkbox"/> นนทบุรี
	<input type="checkbox"/> ปทุมธานี
	<input type="checkbox"/> สมุทรปราการ
	<input type="checkbox"/> สมุทรสาคร
	<input type="checkbox"/> อื่น ๆ (โปรดระบุ).....

ส่วนที่ 2: มูลค่าที่ถูกรับรู้

ทำเครื่องหมาย (X) ลงในแต่ละข้อในระดับต่างๆ ตั้งแต่ไม่เห็นด้วยอย่างยิ่งถึงเห็นด้วยอย่างยิ่ง

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

คำถาม	1	2	3	4	5
มูลค่าการใช้งาน					
1. คุณภาพของผลิตภัณฑ์ได้แปรรูปตรงกับความคิดหวังของตน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ผลิตภัณฑ์ได้แปรรูปใช้งานได้สะดวก	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ผลิตภัณฑ์ได้แปรรูปมีคุณค่าทางโภชนาการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มูลค่าทางอารมณ์					
1. ฉันรู้สึกมีความสุขเมื่อบริโภคผลิตภัณฑ์ได้แปรรูป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. การบริโภคผลิตภัณฑ์ได้แปรรูปให้ความพึงพอใจ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ฉันชอบกินผลิตภัณฑ์ได้แปรรูป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มูลค่าทางสังคม					
1. การบริโภคผลิตภัณฑ์ได้แปรรูปช่วยยกระดับสถานะทางสังคมของตน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ฉันรู้สึกได้รับการยอมรับจากเพื่อนเมื่อบริโภคผลิตภัณฑ์ได้แปรรูป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ผลิตภัณฑ์ได้แปรรูปเป็นที่นิยม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มูลค่าทางปัญญา					
1. ฉันบริโภคผลิตภัณฑ์ได้แปรรูปเพราะมันน่าสนใจและแปลกใหม่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. การลองผลิตภัณฑ์ได้แปรรูปต่าง ๆ ทำให้ฉันพึงพอใจ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ฉันชอบเรียนรู้เกี่ยวกับผลิตภัณฑ์ได้แปรรูปใหม่ๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มูลค่าด้านเงินใจ					
1. ฉันบริโภคผลิตภัณฑ์ได้แปรรูปในโอกาสพิเศษ (เช่น งานเลี้ยง วันหยุด)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ฉันมีแนวโน้มที่จะซื้อผลิตภัณฑ์ได้แปรรูปมากขึ้นเมื่อมีการลดราคาหรือเสนอส่วนลด	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. การมีผลิตภัณฑ์ได้แปรรูปจำหน่ายมีผลต่อการตัดสินใจซื้อของตน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 3: ความตั้งใจในการซื้อซ้ำ

ทำเครื่องหมาย (X) ลงในแต่ละข้อในระดับต่างๆ ตั้งแต่ไม่เห็นด้วยอย่างยิ่งถึงเห็นด้วยอย่างยิ่ง

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

คำถาม	1	2	3	4	5
1. ฉันตั้งใจที่จะซื้อผลิตภัณฑ์ใ้แก่แปรรูปต่อไป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ฉันมีแนวโน้มที่จะแนะนำผลิตภัณฑ์ใ้แก่แปรรูปให้ผู้อื่น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ฉันชอบผลิตภัณฑ์ใ้แก่แปรรูปมากกว่าผลิตภัณฑ์อาหารประเภทอื่น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. ฉันยินดีจ่ายเงินมากขึ้นสำหรับผลิตภัณฑ์ใ้แก่แปรรูปคุณภาพสูง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. ฉันพึงพอใจกับประสบการณ์โดยรวมในการใช้ผลิตภัณฑ์ใ้แก่แปรรูป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 4: คำถามปลายเปิด

1. คุณชอบอะไรที่สุดเกี่ยวกับผลิตภัณฑ์ใ้แก่แปรรูป?

2. คุณมีข้อเสนอแนะในการปรับปรุงผลิตภัณฑ์ใ้แก่แปรรูปอย่างไรบ้าง?

3. เพราะเหตุใดคุณถึงเลือกผลิตภัณฑ์ใ้แก่แปรรูปมากกว่าผลิตภัณฑ์อาหารประเภทอื่น?

AUTHOR BIOGRAPHY

Name: Mr. Thanawut Mewuttisom

Date of Birth: July 07th, 1992

Place of Birth: Phra Nakhon Si Ayutthaya, Thailand

Address: Supalai Primo Ayutthaya, 168/140 Soi 4, Tambol Ban Ko,
Phra Nakhon Si Ayutthaya, Phra Nakhon Si Ayutthaya 13000, Thailand

Education: Bachelor's degree in Faculty of Humanities and Social Sciences, Phranakhon Si Ayutthaya Rajabhat University. (2015)

Work Experience:

- Sale Executive at NDT Thailand, 2015-2017
- Sales Executive at Kane Package (Thailand), 2017-2018
- Sales and Customer Service at Riken Elastomers (Thailand), 2018-2022
- Sales Executive at Jitis, 2023
- Sales Executive at Siam Tocello, 2023
- Assistant Sales Manager / Export Sales Manager at Polymer Solutions, 2023
- Sales Manager at Nitto Fuji International (Thailand), 2023-Present