

Pongsathorn Jantharawong 2015: The Study of Consumer Behavior and Attitude toward Thai-Halal Processed Food in Surabaya, Indonesia. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Miss Ajchara Kessuvan, D.B.A. 133 pages.

The purpose of research was to study consumption behavior, attitude and marketing factors affecting purchasing decision for halal food of consumers in Surabaya, Indonesia. The questionnaire survey was conducted with 500 respondents using purposive sampling methodology. The results revealed that two consumer segments could be identified as major and minor targets. The major target consumer were health-concerned female, aging 23-40 years old, married with children and obtained high income. They typically purchased at the hypermarket, 1-2 pieces per transaction at least once a week and spent around 60,000-90,000 Rupiah. The good taste of halal beverage was a major reason for purchasing. Regarding the marketing mix, price of product was the most critical factor for purchase decision when asking about the attitudes toward the quality attributes of halal beverages from Indonesia, Malaysia and Thailand, target consumers agreed that Thai halal beverage was preferable in terms of beautiful appearance and premium packaging. However, the taste of Indonesian beverage was more favorable than those from Thailand and Malaysia. In addition, Indonesian beverages obtained more reliable on halal label than Malaysian and Thai beverages, respectively.

The minor target consumers were single teenagers. They typically were socialized, innovative and having lower income. They usually purchased from convenience stores, 1-2 pieces per transaction at least once a week and spent less than 30,000 Rupiah. The good taste of product was a major reason for purchasing. Regarding the marketing mix, price and channel of distribution were the most critical factor for purchasing decision. It was found that there was no significant difference among three countries in terms of technology, product freshness premium packaging and reasonable price of product. Finally, binary logistic regression analysis indicated that advertising affected most to re-purchasing intention. In conclusion, The niche marketing strategy should be developed for major target consumers, for example, functional beverages with attractive packaging. In addition, the mass marketing strategy should be formulated for minor target consumers, for example, differentiated beverages with market price. As a result, the research should be able to support Thai entrepreneurs for export halal food to Surabaya, Indonesia.

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Thesis Advisor's signature