



**THE STUDY OF ATTITUDE AND PERCEPTION OF
WORKING WOMEN TOWARD PURCHASING
DECISION OF DARK CHOCOLATE
FOR HEALTH BENEFITS**

BY

MISS TANAPORN CHAINIRUNKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2019
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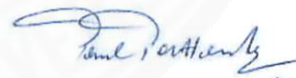
ENTITLED

THE STUDY OF ATTITUDE AND PERCEPTION OF WORKING WOMEN
TOWARD PURCHASING DECISION OF DARK CHOCOLATE
FOR HEALTH BENEFITS

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

18 MAY 2020
on

Chairman



(Professor Paul G. Patterson, Ph.D.)

Member and Advisor



(Associate Professor Nigel Barrett, Ph.D.)

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Independent Study Title	THE STUDY OF ATTITUDE AND PERCEPTION OF WORKING WOMEN TOWARD PURCHASING DECISION OF DARK CHOCOLATE FOR HEALTH BENEFITS
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Independent Study Advisor	Associate Professor Nigel Barrett, Ph.D.
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ABTRACT

This study is a contemporary topic in applied marketing focusing on a health related subject. Currently, healthy food is a popular trend in Thailand which has caused them to increase in demand continuously. On the other hand, Thai people's lifestyles are more rushed and the eating behavior has become to eat on the run, or while stuck in traffic. Snacking has become a part of these new lifestyles and is often blamed as one of the reasons for weight increase, so a healthy snack was developed to serve the increase in health trends nowadays. However, when talking about people's favorite snacks, chocolate is one of the top answers. As the perceived image of chocolate, it has high calories and contains a lot of fat and sugar, however, dark is different. Dark chocolate has a lot of health benefits. There are many Thai crafted chocolate producers starting to launch dark chocolate and promote it as a healthy snack to support the demands in the market, especially in cafés and specialty stores while the big player does not start kicking into this trend yet.

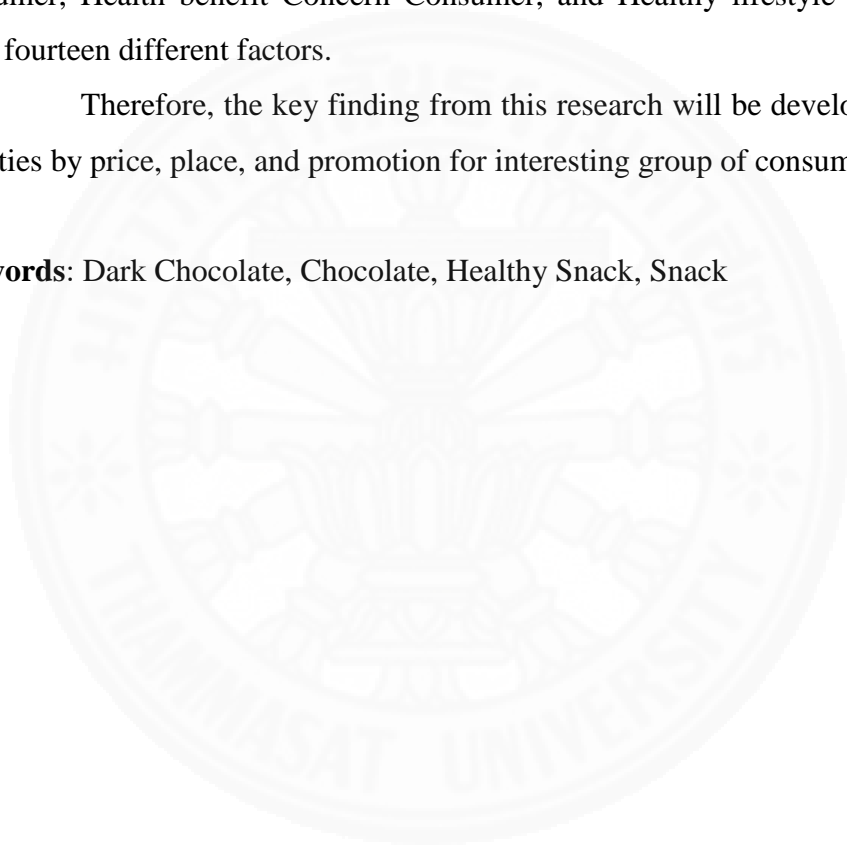
The first objective is to identify potential consumer segments. Secord is to understand the working women's buying behavior toward healthy snacks. Third is to determine the attitude and perception of working women toward dark chocolate for health benefits, and fourth is to identify the key triggers influencing working women toward purchasing dark chocolate.

In order to understand the insight of consumers, exploratory and descriptive research were employed. The exploratory includes secondary research and in-depth interviews for the consumer's insight information were also utilized to create the questionnaire for the descriptive research. The data was collected from 241 respondents through online survey website. Then, the data was analyzed using SPSS.

The result of survey divided consumers into five groups which are Fact Concern Consumer, Price and Package Concern Consumer, Calories Concern Consumer, Health benefit Concern Consumer, and Healthy lifestyle Consumer, by using fourteen different factors.

Therefore, the key finding from this research will be developed to market activities by price, place, and promotion for interesting group of consumer.

Keywords: Dark Chocolate, Chocolate, Healthy Snack, Snack



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I would also like to extend my sincerely thank all respondents for all your valuable time and support to complete the questionnaire and interview. They have contributed and be a very important part of this study.

Lastly, I am forever grateful to my family who always support me whenever I needed.

Miss Tanaporn Chainirunkul

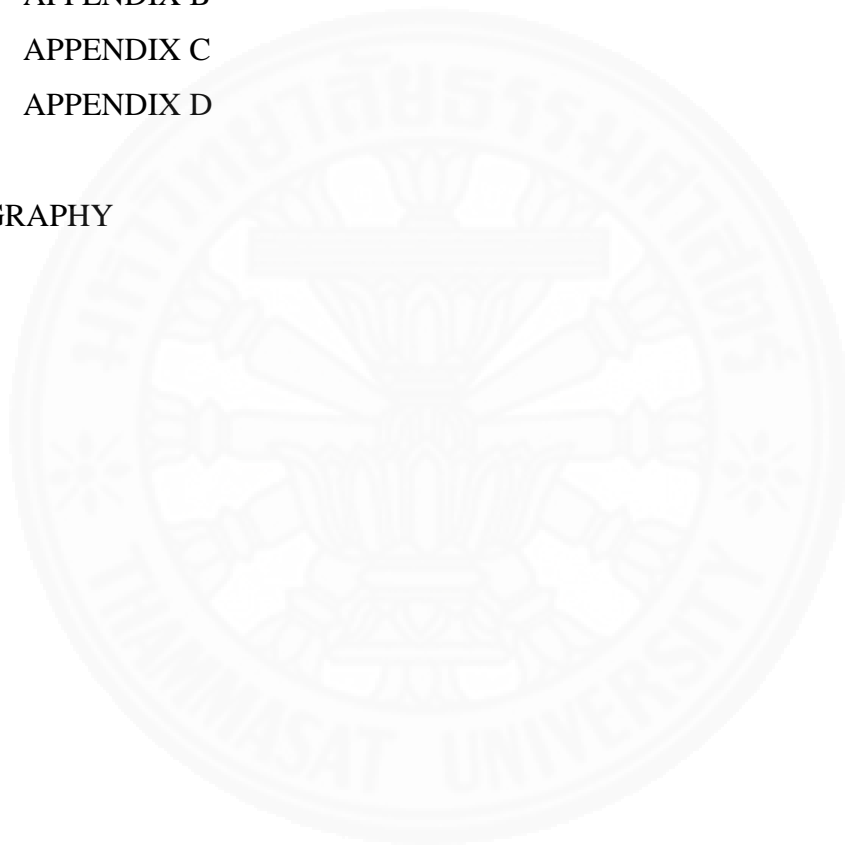
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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

The chocolate market in Thailand is expected to grow at 6.0% - 6.9% per year from 2020 to 2024. In 2019, its growth rate was the lowest since 2006 at 4.7% (Euromonitor, 2019). That is the opposite direction of the growth rate of healthy food, which continuously increases. The local consumption value for healthy foods in Thailand reached 180.89 billion THB in 2016 at a 6.7% growth rate (Thailand Board of Investment, n.d.).

The type of chocolate can be divided into 3 segments which are dark chocolate, milk chocolate, and white Chocolate. The market leader in Thailand is Nestlé (Thai) Ltd. which has well-known brands as Kit Kat and Milo, which gains 23.2% of market share. The following largest company is Mars Thailand Inc., the owner of M&M, Snickers, and Maltesers, which have a 15.5% market share (Euromonitor, 2019). Almost all of the chocolate consumed in Thailand is an imported brand for example Kit Kat, Ferrero Rocher, M&M, Milo and Hershey's Nuggets.

Due to the fact that health trends in Thailand are increasing, the chocolate producers are aiming to capture this opportunity to grow with the trend. The rise of health concerns helps to increase the interest in dark chocolate. Thai Glico was the first brand that launched a chocolate with a health concept, Dark Chocolate Zero Sugar, in 2016 but this product was discontinued after being sold for one year since the feedback from consumers on the web board and social media was not good. The zero sugar concept of this product aimed to capture Thai women with health control.

With the above reasons, it would be great for brands to understand their target customers from their insights as well as identify what health benefits can influence them to purchase dark chocolate so the brand can grow with the health trends in Thailand.

1.2 Research purpose

This study as a contemporary topic in applied marketing which focuses on health-related subjects aiming to understand consumer insights, key attitudes, and perceptions toward dark chocolate for health benefits. It will help the brands to understand the target customer in order to penetrate the market to align with the health trends.

1.3 Research objectives

The following objectives were addressed in this study

1.3.1 To identify potential consumer segments

By demographic (Age, educational level, personal income, etc.), geographic (Bangkok Metropolitan Area), and psychographic (Lifestyle, activities, interests, and opinions)

1.3.2 To understand the working women's buying behavior toward healthy snacks

First is to determine the perception of working women toward healthy snacks, second is to determine general consumption behavior toward healthy snacks, third is to determine the frequency of buying healthy snacks, fourth is to determine the amount spent on healthy snacks.

1.3.3 To determine the attitude and perception of working women toward dark chocolate for health benefits

By determine awareness of the health benefit of dark chocolate and knowledge of the health benefit of dark chocolate

1.3.4 To identify the key triggers influencing working women toward purchasing dark chocolate

By identify how the health benefits influence working women's decision toward purchasing dark chocolate

CHAPTER 2

REVIEW OF LITERATURE

A literature review as part of secondary research is to present the basic information and meanings of the terms necessary to inspect the topic and to capture the overview of health trends and their relation to the chocolate industry. The essential information and insights are summarized in the following paragraphs.

2.1 Definition of healthy eating

Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. These nutrients include protein, carbohydrates, fat, water, vitamins, and minerals (Breast Cancer, 2018). The National Health Service Choices (2016) in England suggested people consume more variety with the right amount and portions of food in order to maintain their weight and stay healthy. In the same way, Adam (2017) mentioned that having a balanced diet means choosing from all five main food groups; whole grains, fruits and vegetables, protein and dairy, fats and sugars in the right quantities.

In the health world, there might have some concern about fat, but actually fats are important for brain health, energy, absorption of certain vitamins, and skin, hair, and joint health (Adam, 2017).

2.2 Consumer's decision making toward healthy food products

According to the report from Bangkok University which studies the influencing factors toward consumer decision making of buying healthy food products, it was concluded that attitude, lifestyle, price, quality, and store availability have an effect on decision making. Nowadays, Thai people have a busy lifestyle, people seek a convenient way to strengthen their health by using healthy food products that are easy to access in the current market. In addition, the consumer intakes clean food or healthy food as they aim to reduce weight and have a belief that clean food contain all nutrients humans need. (Wattanathaworn, 2015)

The result of the study was shown to be similar to the report from Burapha University which analyzes consumers' behavior regarding buying clean food via E-commerce in Bangkok. It presented that women are the primary market of clean food consumers and that price, distribution channel, and promotion have an effect on decision making. The result showed that the respondent makes the buying decision on their own or used social media as a source of information. (Phatom, T.& Monkol, K.,n.d.)

2.3 Type of snacker

Referring to the research of Wellbeing (2015), which describes the three differentiated types of snackers in women to identify various catalysts and behavior patterns as follows;

2.3.1 The situational snacker

This snacker feels emotional pressure, stress and less time to select their food. They have a limited schedule and that forces them to skip their meals. Also, they don't have enough time to prepare or eat food. Easy meals for the situational snackers consisted of their children's packed lunch, snacking in the car or just half of a sandwich before the company meeting.

2.3.2 The forgetful snacker

This type of snacker will graze on the foods closest to hand, without even realizing what they are doing. They subconsciously snack, often opening something and eating far more than they had intended.

2.3.3 The super snacker

This snacker is well aware of their snacking habits and despite a busy day, or the odd sweet craving, they will do what they can to stay strong and find the foods they need to get through the day. They usually plan ahead, often carrying snacks with them.

2.4 Defining healthy snacks

Healthy snacking can improve your overall health, curb cravings, assist with weight management, regulate your mood, and give you the energy you need to keep you going throughout the day (Steen, 2017). The Yogurt Nutrition Digest (2015) agrees that a healthy snack should contribute to nutrient intake to help ensure adequacy is obtained and also allow for variety, which will increase pleasure and help to consume a variety of essential nutrients. Additionally, snacking should be composed in such a portion size that so that calories, fat, sodium and added sugar are not over-consumed. The healthy snack should be enjoyed mindfully and leave you feeling full and satisfied. Moreover, healthy snacks should have a positive physiological effect, e.g. cognitive performance and energy for daily activities.

2.5 Dark chocolate benefits

According to Time (Oaklander, 2014), a news reporter website, five out of five experts suggested it was good to eat dark chocolate due to its health benefits. In the article, it is pointed out that cocoa is rich in flavanols, bitter antioxidant compounds that are good for the heart. Dark chocolate has been linked to lowering blood pressure and helps protect against heart disease. Moreover, they reported that people who ate dark chocolate were significantly less stressed when doing a stressful task two hours later than the people who ate compound chocolate or candy or drank alcohol. The cocoa percentage that the experts advise is at least 60% but you cannot judge by only the percentage printed on the label. That is because the percentage is the sum of cocoa liquor, cocoa powder, and cocoa butter, but the cocoa butter does not contain flavonols.

Healthline, Gunnars, K.(2018) reviewed 7 health benefits of dark chocolate that are supported by science which are;

2.5.1 Highly nutritious

Dark chocolate contains a decent amount of soluble fiber and is loaded with minerals such as iron, magnesium, copper, manganese and plenty of

potassium, phosphorus, zinc, and selenium. The fatty acid profile of dark chocolate is also excellent. The fats are mostly saturated and monounsaturated, with small amounts of polyunsaturated fat.

2.5.2 A powerful source of antioxidants

Dark chocolate is loaded with organic compounds that are biologically active and function as antioxidants. These include polyphenols, flavanols, and catechins.

2.5.3 Improves blood flow and lowers blood pressure

The flavanols in dark chocolate can send signals to the arteries to relax, which lowers the resistance to blood flow and therefore reduces blood pressure.

2.5.4 Raises HDL and protects LDL from oxidation

Oxidized LDL means that the LDL ("bad" cholesterol) has reacted with free radicals. This makes the LDL particle itself reactive and capable of damaging other tissues, such as the lining of the arteries in your heart. Since cocoa contains antioxidants, these make it into the bloodstream and protect lipoproteins against oxidative damage so that dark chocolate can decrease oxidized LDL and also increase HDL.

2.5.5 Reduces risk of heart disease

The compounds in dark chocolate appear to be highly protective against the oxidation of LDL. In the long term, this should cause much less cholesterol to lodge in the arteries, resulting in a lower risk of heart disease.

2.5.6 Protects skin from sun damage

As dark chocolate contains the flavanols which can protect against sun damage, improve blood flow to the skin, and increase skin density and hydration.

2.5.7 Improves brain function

Cocoa may also significantly improve cognitive function in elderly people with mental impairment. It may improve verbal fluency and several risk factors for disease. Because of this, cocoa or dark chocolate may improve brain function by increasing blood flow.

Furthermore, Paolo Hospital (2019) has also announced that dark chocolate could help lower blood pressure by getting (that) benefit (which benefit?) the reporter suggested to consume little amount of dark chocolate. The consumption should not be

over two square inches per time and the consumer should choose the dark chocolate that contains 70% of cocoa content or above.

In conclusion, dark chocolate has benefits that can relate to healthy trend. This study explores the attitudes and perceptions affecting consumer decision making in order to develop the effectiveness of marketing strategies to bring the dark chocolate products into the healthy snack segment.



CHAPTER 3

RESEARCH METHODOLOGY

The research was conducted in two research designs which are Exploratory Research method and Descriptive Research method. Figure 3.1 displays the framework of this research.

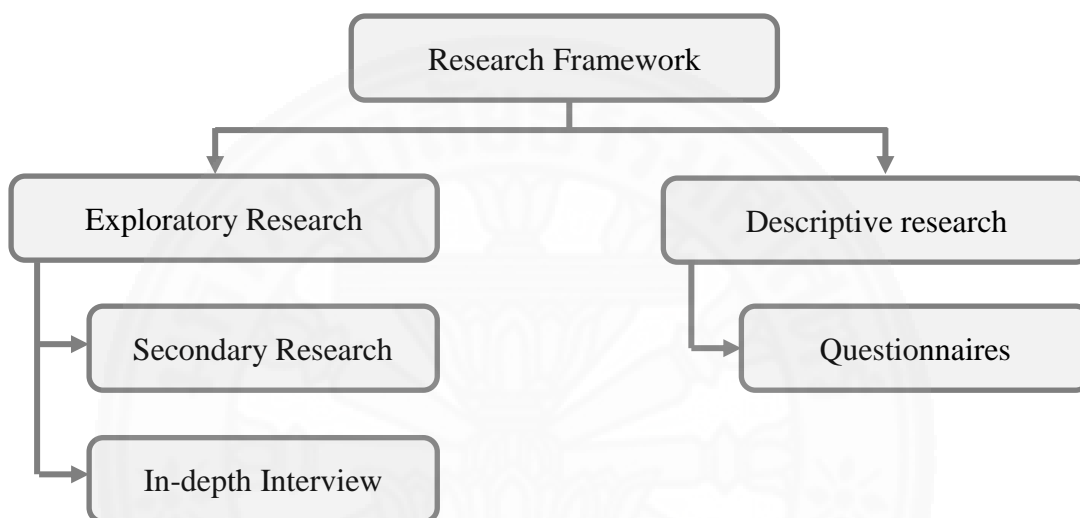


Figure 3.1 The research framework

3.1 Exploratory research

Secondary data and in-depth interviews were used for Exploratory Research. They aimed to understand the chocolate industry, as well as to gain insight about working women in Thailand that would help to develop a questionnaire.

3.1.1 Secondary research

In the first step of this study, secondary research was conducted in order to understand the chocolate market in Thailand. It focused on the market size, market growth, and market trends. In addition, in order to collect information about the health benefit of dark chocolate, the information was collected from different sources such as published article, certified websites, and academic journal.

3.1.2 In-depth interview

The interviews were conducted to explore and understand working women's buying behavior toward healthy snacks, including their attitudes and perception towards dark chocolate, and the key triggers or barriers influencing working women toward purchasing or not purchasing dark chocolate. There were 10 randomly chosen respondents for the interview. This study interviewed working women who had consumed healthy snacks within the past 6 months and lived in Bangkok. Each interview took 15-20 minutes at a convenient place for both the participants and the interviewer.

3.2 Descriptive research

The questionnaire was designed based on the results from the in-depth interviews to describe and quantify the characteristic profiles of respondents as well as their perception, attitudes, and buying behaviors towards dark chocolate. Pilot-testing of 10 respondents was performed before the official online questionnaire was launched. The questionnaire was targeted at 200 respondents via a link through researchers' personal social media channels using Google Form, the online survey platform, so that the respondents could easily answer via online and it would take no longer than 8-10 minutes. The questionnaire can be seen in Appendix A: A Sample of Survey Questionnaire.

3.3 Sample selection

3.3.1 Target population

For both in-depth interviews and descriptive research, respondents were qualified by following details:

3.3.1.1 Females age between 22-60 years old

3.3.1.2 Working in an office in area of Bangkok Metropolitan (See Province in Bangkok Metropolitan in Appendix B)

3.3.1.3 Recently consumed healthy snacks no longer than six months before the research took place.

3.3.2 Respondent selection criteria and method

For the in-depth interviews, all respondents were recruited through personal contacts. There were 10 respondents selected based on a convenient sampling method. A set of screening questions was asked to ensure that the respondents were qualified.

For the descriptive research, the respondents were recruited based on a convenient sampling method. It was distributed through researchers' personal social media channels.

3.4 Data analysis

The analysis focused on consumer insights collected during in-depth interviews and proved the hypothesis by the statistical data collected from quantitative questionnaire results. Furthermore, all collected data was filtered to ensure the accuracy of the survey and later coded into the Statistical Package for the Social Sciences (SPSS) program to analyze the frequencies, means, do a factor and cluster analysis, and analysis of variance (ANOVA) and multiple regression.

3.4.1 The identification of key research variable was shown as follow;

3.4.1.1 Consumer's demographic profiles (IV)

3.4.1.2 Consumer's buying behavior towards healthy snacks (IV)

3.4.1.3 Consumer's attitude and perception towards healthy snacks (IV)

3.4.1.4 Consumer's attitude and perception towards dark chocolate for health benefit (IV)

3.4.1.5 Consumers' intention to buy (DV)

3.4.2 Dummy table

The descriptive report will focus on results from the questionnaires. The data will be reported in tables such as the dummy tables which follows.

Table 3.1

Demographic detail of respondent

Characteristic of consumer	Data
Age	Frequency
Status	Frequency
Education	Frequency
Occupation	Frequency
Salary	Frequency

Table 3.2

The factor that effect buying decision toward a healthy snack

Influencing Factors	Data
Calorie	Likert scale, value 1 to 5
Nutrition content	Likert scale, value 1 to 5
Additional benefit	Likert scale, value 1 to 5
Price	Likert scale, value 1 to 5
Package	Likert scale, value 1 to 5

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results from exploratory research

The exploratory research was conducted with ten respondents to gain insights regarding the attitudes and perception of consumers in order to design the questionnaire. Personal information is shown as follows.

Table 4.1

Respondents' profile for In-depth interview

Number	Age	Occupation	Area
1	28 years old	Business Owner	Bangkok
2	34 years old	Employee	Bangkok
3	30 years old	Employee	Bangkok
4	26 years old	Freelance	Bangkok
5	25 years old	Employee	Bangkok
6	37 years old	Employee	Bangkok
7	27 years old	Freelance	Bangkok
8	32 years old	Business Owner	Bangkok
9	39 years old	Employee	Bangkok
10	42 years old	Employee	Bangkok

4.1.1 The perception of working women toward healthy snacks

The main factor that defined a snack to be considered a healthy snack is that it be low in calories and be made from natural ingredients. Seven out of ten respondents perceived healthy snacks as for those who aid in weight loss. Moreover, seven out of ten respondents were not very concern about price as long as the calorie content is acceptable. Most of respondents considered not only calories per serve but also considered other nutrition facts as well.

“I consume healthy snacks during my weight control period.”

“Eating healthy snacks helps me lose weight.”

“I consider the nutrition facts on the label before I decide to purchase”

“I think healthy snacks made from natural ingredients and no sugar added”

4.1.2 Buying behavior toward healthy snacks

The respondents purchase a healthy snack from one to five times per week. Most of them order once to stock and consume during the week while a few of them buy in the moment they would like to consume. Regarding budgeting, they would not specify the price range since there are many types of healthy snacks. A main factor that they would compare with the price is the base ingredient of the snack followed by serving size. Their estimate price for one meal started from 50 THB.

“I usually visit the healthy food specialty store during my window shopping time and end up purchasing some healthy snacks to bring back home.”

“I purchase healthy snacks from a health food specialty store once a week and plan to consume them during the week.”

“I compare the price of a healthy snack with the ingredients on the label. If there is chocolate, I accept to pay the extra price rather than choosing another flavor”

“Normally I see the starter price at 50 THB for one piece of snack.”

4.1.3 The attitude and perception of working women toward dark chocolate for health benefits

The benefits of dark chocolate in health perspective are anti-aging, improving overall mood, and helping to reduce risk of heart disease. Some respondents mention eating chocolate makes them feel fresh from the caffeine inside the chocolate. The perception of dark chocolate is that it is healthier than other kinds of chocolate but the first perception of dark chocolate is its quality and that it tastes good. Three out of ten respondents mention that they will purchase a bar of dark chocolate 70% when they are on diet while two respondents cannot accept the amount of calories per serving of dark chocolate and have the belief that eating too much chocolate can cause pimples.

“I would love to eat dark chocolate when I’m not on a diet.”

“I feel fresh after I eat super dark chocolate.”

“If I eat too much chocolate, I can feel the new pimple appear on my face.”

4.2 Result from descriptive research

4.2.1 Respondents' profiles

There were 241 surveys completed, of which 200 samples passed the screening process and were used in data analysis. The profile of qualified respondents showed ages between 21 and 50 years old and the group between the ages of 21 to 30 years old has the highest number of participants (56.50%). Most of the participants were single (52.50%), and were undergraduate graduates (59.50%). In regard to their occupation, the participants mostly work as employees (82%). The majority of the participants have an income between 30,001 - 45,000 Baht per month (34.00%) as shown in table 4.2

Table 4.2

Respondents' demographic profile

Respondents' profile		N	Percentage
Age	21 – 30 years old	113	56.5%
	31 – 40 years old	66	33.0%
	41 – 50 years old	21	10.5%
Status	Single	105	52.50%
	In relationship	55	27.50%
	Married	40	20.00%
	Divorced	0	0.00%
Education	Secondary school/Vocational certificate	2	1.00%
	Under graduate	119	59.50%
	Master degree and above	79	39.50%
Career	Government employee/ State enterprise officer	15	7.50%
	Employee	164	82.00%
	Business owner	14	7.00%
	Self-employed / Freelance	7	3.50%
Income	Less than 15,000 THB	5	2.50%
	15,001 - 30,000 THB	36	18.00%
	30,001 - 45,000 THB	68	34.00%
	45,001 - 60,000 THB	34	17.00%
	60,001 - 75,000 THB	21	10.50%
	More than 75,000 THB	36	18.00%

4.2.2 Reduction data (Factor analysis)

The questionnaire was separated into three dimensions: respondents' psychographic, perceptions toward healthy snacks, and perceptions and attitudes toward dark chocolate. There are some questions quite similar to each other so I reduced the statements to find the main factors that cover all dimension that were asked in the questionnaire.

4.2.2.1 Main factors from respondents' psychographic

From ten statements in question number five, it can be grouped into 4 important factors as the following lists.

Factor 1: Calories and nutrition are concern

The main point of this factor is that they consider the calories and nutrition (fat, sugar, carbohydrate) contents in that diet before deciding to consume.

Factor 2: Plan what to eat and exercise

The main point of this factor is that they plan their diet by considering the calories and protein that their food contains and the health benefits of it and they also d habitually exercise.

Factor 3: Love to make one's own diet

The main point of this factor is that they are people who like to prepare their own diets, both food and snacks.

Factor 4: Enjoy buying snack

The main point of this factor are they always purchase a snack when they are window shopping.

Table 4.3

Results of factor analysis on the respondents' psychographic

Statement	Component			
	Factor 1	Factor 2	Factor 3	Factor 4
I choose my food by looking at fat content	0.8898			
I choose my food by looking at sugar content	0.8739			
I choose my food by looking at carbohydrate content	0.7719			

Statement	Component			
	Factor 1	Factor 2	Factor 3	Factor 4
I control my diet by calories per serve	0.5899	0.5926		
I choose my food by looking at protein content		0.7889		
I choose my food by looking at health benefits from that food		0.6255		
I plan my whole day's meals in advance		0.6017		
I like to exercise.		0.5280		
I like to cook my meal			0.8105	
I like to make my own snack			0.7397	
I always purchase a snack when I am window shopping				0.8425

4.2.2.2 Main factors from perceptions toward healthy snacks

From six statements in question number six and eight statements in question number eight, it can be grouped into 4 important factors as the following lists.

Factor 1: Choose a snack by calories and nutrition

The main point of this factor is that they would consider the calories and all nutrition content in a healthy snack before deciding to purchase.

Factor 2: Focus on low calories and weight reduction functions

The main point of this factor is that they believe that a healthy snack is low in calories and has good benefits for health. They consider the calories per serving before deciding to purchase.

Factor 3: Focus on health function

The main point of this factor is that they believe that a healthy snack is made from natural ingredients and no sugar added. They decide to look at the health benefits before purchasing.

Factor 4: Choose a snack by price and packaging design

The main point of this factor is that they consider the price and packaging of a healthy snack before purchasing.

Table 4.4

Result of Factor analysis on perceptions toward healthy snacks

Statement	Component			
	Factor 1	Factor 2	Factor 3	Factor 4
When I purchase a healthy snack, I consider fat content	0.8336			
When I purchase a healthy snack, I consider sugar content	0.8320			
When I purchase a healthy snack, I consider carbohydrate content	0.8171			
When I purchase a healthy snack, I consider protein content	0.5601			
When I purchase a healthy snack, I consider calories per serving	0.5243	0.5648		
I think a healthy snack is low in calories		0.8055		
I think a healthy snack can help to reduce weight		0.7781		
I think a healthy snack is good for my health		0.6498		
I think a healthy snack contains whole grain.			0.7801	
When I purchase a healthy snack, I consider the health benefits of that snack			0.6482	
I think a healthy snack is a snack made from natural ingredients.			0.6444	
I think a healthy snack does not contain added sugar			0.5180	
When I purchase a healthy snack, I consider the packaging design				0.8507
When I purchase a healthy snack, I consider the selling price				0.6405

4.2.2.3 Main factors from perceptions toward dark chocolate

From eleven statements in question number nine point two and eight statements in question number nine point three, it can be grouped into 6 important factors as the following lists.

Factor 1: Choose dark chocolate by calories and nutrition

The main point of this factor is that they would consider the calories and all nutrition contents in dark chocolate before deciding to purchase.

Factor 2: Thorough understanding of the benefits of dark chocolate

The main point of this factor is that they are aware that dark chocolate has many health benefit such as antioxidants and improves brain function.

Factor 3: Thorough understanding of the facts regarding dark chocolate

The main point of this factor is that they know the facts surrounding dark chocolate such as the main ingredients and decide to purchase dark chocolate based on its health benefits.

Factor 4: Choose dark chocolate by price and packaging design

The main point of this factor is that they consider the price and packaging of a healthy snack before purchase.

Factor 5: A belief in the disadvantages of dark chocolate

The main point of this factor is that they have concerns about calorie content and effects from eating dark chocolate such as pimples.

Factor 6: A misunderstanding about dark chocolate

The main point of this factor is that they have a misunderstanding that dark chocolate doesn't contain sugar which is incorrect information.

Table 4.5

Results of Factor analysis on perceptions and attitudes toward dark chocolate

Statement	Component					
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
When I purchase dark chocolate, I consider calories per serving	0.7789					
When I purchase dark chocolate, I consider protein content	0.6441					
When I purchase dark chocolate, I consider carbohydrate content	0.7696					
When I purchase dark chocolate, I consider sugar content	0.6981					
When I purchase dark chocolate, I consider fat content	0.7272					

Statement	Component					
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
I believe that dark chocolate makes me feel good		0.8327				
I believe that dark chocolate makes me fresh		0.8016				
I believe that dark chocolate can reduce heart disease risk		0.6415				
I believe that dark chocolate has a powerful source of antioxidants		0.6297				
I believe that dark chocolate can improve brain function		0.6961				
I think dark chocolate has a cocoa content more than 50%			0.5355			
I think dark chocolate does not contain milk			0.7329			
I believe that dark chocolate has lower calories than other chocolate			0.4870			
When I purchase dark chocolate, I consider the health benefits of that snack			0.5726			
When I purchase dark chocolate, I consider the selling price				0.7303		
When I purchase dark chocolate, I consider the packaging design				0.8001		
I believe that dark chocolate causes pimples					0.7595	
I believe that dark chocolate has a level of calories higher than acceptable					0.7621	
I think dark chocolate does not contain sugar						0.8327

4.2.3 Segmentation

The cluster is analyzed by using 14 factors to divide respondents into five segments by a K-mean analysis. They are named to show the characters of them.

Table 4.6

Result of K-mean analysis

Factor	Cluster				
	1	2	3	4	5
Calories and nutrition are concern	0.1324	-0.0149	0.5543	-1.0096	-2.3318
Plan what to eat and exercise	0.1090	-0.8756	0.3092	-0.2341	1.6636
Love to make own diet	-0.0248	-0.6210	0.3081	-0.2786	1.2281
Enjoy buying snack	-0.7484	0.2546	0.0839	0.1566	0.8085

Factor	Cluster				
	1	2	3	4	5
Chose a snack by calories and nutrition	0.2404	-0.4172	0.6666	-1.1057	-1.5645
Focus on low calories and reduce weight function	-1.0952	-0.0075	0.3808	0.4260	-1.4049
Focus on healthy function	0.3502	-0.9733	0.0279	0.2682	1.6901
Chose a snack by price and packaging design	-0.4976	0.4355	0.1025	-0.2463	0.4381
Chose dark chocolate by calories and nutrition	0.1679	-0.3244	0.5244	-1.0663	0.0856
Well understand of good benefits of dark chocolate	-0.6704	-0.5455	0.1965	0.7800	-0.2986
Well understand of the fact of dark chocolate	0.5528	-1.0468	0.3362	-0.3375	0.2830
Chose dark chocolate by price and packaging design	-0.5886	0.4388	0.0921	-0.0705	0.0289
A believe in disadvantages of dark chocolate	0.0767	-0.3327	0.0780	0.2692	-1.2288
A Misunderstood of dark chocolate	-0.9094	0.1776	0.3820	-0.2863	0.7449

4.2.3.1 Segmentation characteristics

Segment 1: Facts concerning consumers

(n=36, 18% of respondents)

This group of customers understand the facts about dark chocolate and consider to purchase a product based off its health benefits and do not focus on low calorie products.

Segment 2: Price and packaging concerning consumers

(n=36, 18% of respondents)

Consumers in this group are strongly concerned about price and packaging of both products which are healthy snacks and dark chocolate.

Segment 3: Calories concerning consumers

(n=85, 42.5% of respondents)

This group of consumers is strongly concern about calories and the nutrition of products. They consider all nutritional information before deciding to purchase products.

Segment 4: Health benefits concerning consumers

(n=37, 18.5% of respondents)

Customers in this group believe that healthy snacks are good for their health and they also understand the advantages and disadvantages of dark chocolate. However, they are concerned about calories of the product as well.

Segment 5: Healthy lifestyle consumers

(n=6, 3% of respondents)

This group of customers are very interesting to target. They understand how to maintain a healthy lifestyle by balancing eating behavior and exercise. They like to make their own diets and also enjoy purchasing snacks but they still misunderstand that dark chocolate doesn't contain sugar.

ANOVA analysis was used to analyze the group of five segments by comparing the fourteen factors. These three groups were significantly different at 95% confidence level (p -value < 0.05).

Table 4.7

Mean comparison for five segments and fourteen factors using ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Calories and nutrition are concern	Between Groups	97.096	4	24.274	46.450	0.000
	Within Groups	101.904	195	0.523		
	Total	199	199			
Plan what to eat and exercise	Between Groups	54.788	4	13.697	18.521	0.000
	Within Groups	144.212	195	0.740		
	Total	199	199			
Love to make own diet	Between Groups	33.895	4	8.474	10.008	0.000
	Within Groups	165.105	195	0.847		
	Total	199	199			
Enjoy buying snack	Between Groups	27.922	4	6.980	7.957	0.000
	Within Groups	171.078	195	0.877		
	Total	199	199			
Chose a snack by calories and nutrition	Between Groups	106.041	4	26.510	55.611	0.000
	Within Groups	92.959	195	0.477		
	Total	199	199			
Focus on low calories and reduce weight function	Between Groups	74.063	4	18.516	28.899	0.000
	Within Groups	124.937	195	0.641		
	Total	199	199			

		Sum of Squares	df	Mean Square	F	Sig.
Focus on healthy function	Between Groups	58.385	4	14.596	20.241	0.000
	Within Groups	140.615	195	0.721		
	Total	199	199			
Chose a snack by price and packaging design	Between Groups	20.032	4	5.008	5.457	0.000
	Within Groups	178.968	195	0.918		
	Total	199	199			
Chose dark chocolate by calories and nutrition	Between Groups	70.287	4	17.572	26.621	0.000
	Within Groups	128.713	195	0.660		
	Total	199	199			
Well understand of good benefits of dark chocolate	Between Groups	53.221	4	13.305	17.798	0.000
	Within Groups	145.779	195	0.748		
	Total	199	199			
Well understand of the fact of dark chocolate	Between Groups	64.753	4	16.188	23.514	0.000
	Within Groups	134.247	195	0.688		
	Total	199	199			
Chose dark chocolate by price and packaging design	Between Groups	20.313	4	5.078	5.542	0.000
	Within Groups	178.687	195	0.916		
	Total	199	199			
A believe in disadvantages of dark chocolate	Between Groups	16.454	4	4.114	4.394	0.002
	Within Groups	182.546	195	0.936		
	Total	199	199			
A Misunderstood of dark chocolate	Between Groups	49.670	4	12.418	16.215	0.000
	Within Groups	149.330	195	0.766		
	Total	199	199			

4.2.3.2 Segmentation Demographic

Segment 1: Facts concerning consumers

This group are 61.10% single, 63.90% aged between 31 – 40 years old, and 75.00% are employees. Regarding educational background, 52.80% received a Master's degree or above and 38.90 % of their monthly income is more than 75,000THB.

Segment 2: Price and package concerning consumers

This group of consumers aged 21-30 years old is at 61.10%. The highest percentage of educational background is 77.80% with bachelor's degree and

72.20% of them work as employees. Half of them are single and 33.30% of their income is 45,000 – 60,000 THB.

Segment 3: Calories concerning consumers

This group are 91.8% employees and 64.70% aged between 21 – 30 years old. In terms of family status, 51.80% are single. Also, the highest percentage of consumer's educational background is 54.10% undergraduate. Most of them have an income between 30,001 - 45,000 THB per month at 35.30%.

Segment 4: Health benefits concerning consumers

Customers in this group are employees at 73.00% and almost half of them have an income between 30,001 – 45,000 THB per month at 40.50%. The 21 – 30 years old comprised 51.40% and 45.90% of them are single. Their educational background was highest at 59.50% undergraduates.

Segment 5: Healthy lifestyle consumer

According to a small amount of consumers in this group (n=6), 100% are employees with undergraduate education level. 66.70% of them are single and aged between 21 – 30 years old with monthly income of 30,001 – 45,000 THB.

Table 4.8

Segmentations' demographic profile

Segmentations' profile		Fact Concern Consumer	Price and Package Concern Consumer	Calories Concern Consumer	Health benefit Concern Consumer	Healthy lifestyle Consumer
		Percentage	Percentage	Percentage	Percentage	Percentage
Age	21 – 30 years old	36.10%	61.10%	64.70%	51.40%	66.70%
	31 – 40 years old	63.90%	27.80%	25.90%	24.30%	33.30%
	41 – 50 years old	0.00%	11.10%	9.40%	24.30%	0.00%
Status	Single	61.10%	50.00%	51.80%	45.90%	66.70%
	In relationship	19.40%	27.80%	29.40%	29.70%	33.30%
	Married	19.40%	22.20%	18.80%	24.30%	0.00%
	Divorced	0.00%	0.00%	0.00%	0.00%	0.00%
Education	Secondary school/ Vocational certificate	0.00%	5.60%	0.00%	0.00%	0.00%
	Under graduate	47.20%	77.80%	54.10%	59.50%	100.00%
	Master degree and above	52.80%	16.70%	45.90%	40.50%	0.00%

Segmentations' profile		Fact Concern Consumer	Price and Package Concern Consumer	Calories Concern Consumer	Health benefit Concern Consumer	Healthy lifestyle Consumer
		Percentage	Percentage	Percentage	Percentage	Percentage
Career	Government employee/ State enterprise officer	13.90%	11.10%	4.70%	5.40%	0.00%
	Employee	75.00%	72.20%	91.80%	73.00%	100.00%
	Business owner	5.60%	16.70%	0.00%	16.20%	0.00%
	Self-employed / Freelance	5.60%	0.00%	3.50%	5.40%	0.00%
Income	Less than 15,000 THB	0.00%	5.60%	3.50%	0.00%	0.00%
	15,001 - 30,000 THB	16.70%	22.20%	17.60%	13.50%	33.30%
	30,001 - 45,000 THB	25.00%	27.80%	35.30%	40.50%	66.70%
	45,001 - 60,000 THB	11.10%	33.30%	16.50%	10.80%	0.00%
	60,001 - 75,000 THB	8.30%	0.00%	16.50%	10.80%	0.00%
	More than 75,000 THB	38.90%	11.10%	10.60%	24.30%	0.00%

4.2.4 Buying behavior toward healthy snacks between segments

All segments have the same level of frequency of buying healthy snacks at one time per week at budgeting of 51 – 100 THB per purchase.

Healthy lifestyle consumers and fact concerned consumers appeared to have the highest consumption levels at 3 snacks per week. However, the healthy lifestyle consumers is the largest amount at 66.70% followed by the fact concerned consumer at 36.10%. Calorie concerned consumer have a consumption amount at 2 snacks per week at 48.20%, which is the same as health benefit concerned consumers at 40.50%. For price and package concerned consumers, they consume healthy snacks around 1 – 2 times per week at 36.10%.

Table 4.9

Segmentations' buying behavior toward a healthy snack

Segmentations' profile		Fact Concern Consumer	Price and Package Concern Consumer	Calories Concern Consumer	Health benefit Concern Consumer	Healthy lifestyle Consumer
		Percentage	Percentage	Percentage	Percentage	Percentage
How many healthy snacks do you eat per week?	0 meal	0.00%	11.10%	2.40%	0.00%	0.00%
	1 meal	16.70%	38.90%	21.20%	21.60%	0.00%
	2 meal	16.70%	38.90%	48.20%	40.50%	33.30%

Segmentations' profile		Fact Concern Consumer	Price and Package Concern Consumer	Calories Concern Consumer	Health benefit Concern Consumer	Healthy lifestyle Consumer
		Percentage	Percentage	Percentage	Percentage	Percentage
How many healthy snacks do you eat per week?	3 meal	36.10%	5.60%	8.20%	5.40%	66.70%
	4 meal	8.30%	5.60%	2.40%	5.40%	0.00%
	5 meal	13.90%	0.00%	8.20%	27.00%	0.00%
	6 meal	0.00%	0.00%	2.40%	0.00%	0.00%
	7 meal	8.30%	0.00%	4.70%	0.00%	0.00%
	8 meal	0.00%	0.00%	2.40%	0.00%	0.00%
How many time do you purchase a healthy snack per week?	0 time	0.00%	5.60%	2.40%	5.40%	0.00%
	1 time	38.90%	72.20%	36.50%	40.50%	33.30%
	2 time	27.80%	11.10%	35.30%	29.70%	33.30%
	3 time	16.70%	5.60%	4.70%	18.90%	0.00%
	4 time	8.30%	5.60%	3.50%	0.00%	33.30%
	5 time	0.00%	0.00%	10.60%	5.40%	0.00%
	6 time	0.00%	0.00%	0.00%	0.00%	0.00%
	7 time	8.30%	0.00%	4.70%	0.00%	0.00%
	8 time	0.00%	0.00%	2.40%	0.00%	0.00%
How much do you normally pay for a healthy snack meal?	Less than 51 THB	0.00%	11.10%	7.10%	0.00%	0.00%
	51-100 THB	47.20%	61.10%	42.40%	59.50%	66.70%
	101-150 THB	36.10%	22.20%	32.90%	13.50%	33.30%
	151-200 THB	16.70%	5.60%	17.60%	21.60%	0.00%
	201-250 THB	0.00%	0.00%	0.00%	5.40%	0.00%

4.2.5 The attitude and perception of working women toward dark chocolate for health benefits between segments

To understand the difference in statement's agreement between segments, participants were asked to rate their level of agreement from one to five on Likert scales for eleven statements regarding the attitude and perception toward dark chocolate. A one-way ANOVA was used to make sure that the differences in means between each segment were significant at $p \leq .05$ levels conditions (See Appendix C for a one-way ANOVA table). The results shown in the one-way ANOVA table are presented using a post hoc comparison using the Tukey test, which was done to indicate specific differences between the mean scores of each segment (See Appendix D for Post Hoc Multiple Comparisons using Tukey HSD test). There was a significant difference between segments in ten out of eleven statements.

The statements in question number nine point two were separated into three parts; the facts regarding dark chocolate, the health benefits of dark chocolate, and the concerns about dark chocolate.

For the first part, the facts regarding chocolate, the results show that the calorie concerned consumer was the most common to answer with a higher agreement about the perception that dark chocolate does not contain sugar and milk as their characteristic to be strongly concerned about calories and nutrition of food products. On the other hand, the price and packaging concerned consumers respond with the lowest level of agreement regarding the perception that dark chocolate has a cocoa content of more than 50% as they did not focus on the facts of dark chocolate.

Regarding the second part, the health benefits of dark chocolate, the health benefit concerned consumer has a significantly higher agreement level ($p \leq .05$) than the fact concerned consumer and the price and packaging concerned consumer about the belief that dark chocolate makes them feel good, fresh and can reduce heart disease which matches with their characteristics. While the price and packaging concerned consumer responded with a lower agreement level to the perception that dark chocolate is a powerful source of antioxidants than other segments. For the belief that dark chocolate can improve brain function, the calories concerned consumer and the health benefits concerned consumer responded with a higher agreement level than the fact concerned consumer at 95%.

There was also a significant difference between the agreement levels of the concerns about dark chocolate part. The calories concerned consumer had a higher agreement level than other segments except the healthy lifestyle consumer regarding the statement “I believe that dark chocolate has lower calories than other chocolate” at a significant level of 95%. Whereas the healthy lifestyle consumer had a lower agreement level than other segments, except the price and packaging concerned consumer in regards to the statement “I believe that dark chocolate has a level of calories higher than acceptable” at a significant level of 95%.

4.2.6 The level of intension to buy in each segment

According to mean analysis, there was a significant difference between the means of the consumer group at $p \leq .05$ levels conditions as shown below in table 4.10-4.11

Table 4.10

ANOVA table of Mean analysis

		Sum of Squares	df	Mean Square	F	Sig.
When consider eating a healthy snack, how often would you choose dark chocolate?	Between Groups (Combined)	2.574	4	0.644	2.540	0.041
	Within Groups	49.406	195	0.253		
	Total	51.980	199			

The result shown in table 4.10 is the analysis portray that the health benefits concerned consumers have the highest mean score at 2.243 followed by the healthy lifestyle consumer sand the price and packaging concerned consumers at 2.000 of mean score. While the calorie concerned consumers have the lowest mean score at 1.941, which represents 42.5% of respondents.

Table 4.11

Mean analysis

Cluster Number of Case	Mean	N	Std. Deviation
Fact Concern Consumer	1.944	36	0.4748
Price and Package Concern Consumer	2.000	36	0.4781
Calories Concern Consumer	1.941	85	0.5199
Health benefit Concern Consumer	2.243	37	0.5480
Healthy Lifestyle Consumer	2.000	6	0.0000
Total	2.010	200	

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Segment 1: Fact Concerned Consumer

(n=36, 18% of respondents)

The result shows that the fact concerned consumers understand the facts regarding dark chocolate but not know much about its health benefits. When they consider purchasing a healthy snack, they did not focus to consume a healthy snack to reduce weight. In term of income level, the majority of the group has any income of more than 75,000THB while consumer purchasing budget per time is 51 – 100 THB per meal at 3 meals per week. To focus on the intension to buy, the fact concern consumer tends to choose dark chocolate a few times if they want to consume a healthy snack.

Segment 2: Price and Package Concerned Consumer

(n=36, 18% of respondents)

The price and package concerned consumers are influenced by the selling price and the packaging design of healthy snacks and dark chocolate. When they think about dark chocolate, they aren't concerned about the cocoa content in the chocolate, the health benefit of it that helps to understand them that they did not pay attention to other product information, just focused only on the price. They have incomes between 45,001 – 60,000 THB. Regarding the purchase spending, the majority is 51-100 THB per meal and they consume one to two meals per week. When they would like to buy a healthy snack, they tend to choose dark chocolate sometimes.

Segment 3: Calorie Concerned Consumer

(n=85, 42.5% of respondents)

This group of consumers looks at calorie content of healthy snacks and chocolate and consider all nutritional facts as well. Due to the fact that dark chocolate is lower in calories than other chocolate, this group of consumers gives the highest agreement level with this fact and also believes that dark chocolate can improve brain function. The income level toward this group is 30,001 – 45,000 THB. They consume

a healthy snack twice per week and their purchase spending per time between 51 – 100 THB. The calorie concerned consumer has the lowest intension to buy dark chocolate when they would like to consume healthy snacks.

Segment 4: Health Benefit Concerned Consumer

(n=37, 18.5% of respondents)

Among five segments, health concerned consumer has the highest intension to buy dark chocolate when considering to buy a healthy snack. This group of consumer is seeking the product that is good for health. They understand both the advantage and disadvantage of dark chocolate but they mainly agree with the good benefit of dark chocolate. In terms of income level, the majority of the group has an income of 30,001 – 45,000 THB while the consumer's purchasing budget per time is 51 – 100 THB per snack at 2 snacks per week.

Segment 5: Healthy Lifestyle Consumer

(n=6, 3% of respondents)

The result shows that this group of customer is very interesting to target. They have a good balance for their lifestyle both eating and exercise behavior. They consider buying dark chocolate for their healthy snack time sometimes and can accept the calories of dark chocolate. However, there is a small group of consumers who perform as the healthy lifestyle consumer. The income level of this group is 30,001 – 45,000 THB. They consume a health snack three times per week and their purchase spending per snack is between 51 – 100 THB.

5.2 Recommendations

Regarding the recommendation about marketing activities which will help to increase opportunity to break into dark chocolate as a healthy snack market can be focused on two groups of consumers which are the calorie concerned consumer and the health benefits concerned consumer. Due to the fact that the health benefit concerned consumer has the highest intension to buy dark chocolate and seeks the product that is good for health and the calorie concerned consumer is the biggest group of consumers. They have a concern about calories per serving of all food products but they are open to the product that is good for their health as well. If the brand can communicate the

benefits of dark chocolate to compensate the higher calories than other healthy snacks, it would help the brand to target these groups of consumer.

To describe more about marketing activities, it can be explained from place, promotion and product.

Price

Consumer purchase the healthy snack at the average spending per snack is 51 – 100 THB. Therefore, the price should not be more than acceptable range.

Place

In terms of place to purchase, the results from in-depth interviews that most respondents purchase healthy snacks from the health food specialty store. Since the location is already set, the position as a place for healthy food so that the consumer trusts in the health of the product being sold in the shop. To explain the market to a healthy segment, the brand might consider to distribute the product through this channel.

Promotion

Focusing on the marketing communication activities can influence consumer's purchasing of the product by emphasizing more on the benefit to the health than communicating just only the taste. Healthy snack market is to serve the demand from the group of people that focus on health. The product would be accepted if it were good for health, the taste is a plus. On the other hand, promotion campaign can increase consumers' intention to purchase the product. From the average spending per meal of respondents, the brand should design the packing size that meet the requirement. A small pack in big bag might help consumer make an easier decision because it easy to calculate the cost per snack.

5.3 Research Limitations

Due to time constraints and a limited budget, the questionnaire was distributed online and not as widely spread as it should have been. For in-depth interviews, the interviewees were from personal contacts. Therefore, the findings cannot be generalized to the entire population based on the attitudes and perceptions of the sample respondents may have been different should the samples were to be collected

in different group of people. It would need a sample that is larger and better represents the population.

To avoid bias in the future analyses, different research methods such as focus groups might be added to get more insights of the attitudes and perceptions of the consumer.

5.4 Future Research

This research can be further studied in order to reflect more interesting findings. The recommendations of future research are as follows:

(1) In- depth interviews with the distribution channel to understand the criteria that they use to choose product the sell in the shop.

(2) Expand the list of questions to the topic of distribution channels and things or people that might influence consumers to try or buy healthy snacks in order do understand the most effective ways to communicate with customers

(3) Collect more result from target respondents of questionnaire

B2%E0%B8%A3%E0%B9%80%E0%B8%81%E0%B8%B4%E0%B8%94%
E0%B9%82%E0%B8%A3%E0%B8%84%E0%B8%AB%E0%B8%B1%E0%
B8%A7%E0%B9%83%E0%B8%88

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APPENDICES

APPENDIX A

QUESTIONNAIRE

The study of attitude and perception of working women toward purchasing decision of dark chocolate for health benefits

This survey is a part of the Master's Degree Program in Marketing (MIM), Faculty of Commerce and Accountancy at Thammasat University. The aim of this questionnaire is to study attitudes and perceptions of working women toward purchasing decisions of dark chocolate for health benefits.

The average time to complete this questionnaire is approximately 8-10 minutes. Any personal information will be confidential and used for this research only.

Screening Questions

Q1. What is your gender?

- Female
- Male (End of the questionnaire)

Q2. How old are you?

- below 21 (End of the questionnaire)
- 21 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- 61 and above (End of the questionnaire)

Q3. Have you purchased a healthy snack in the last 6 months?

- Yes
- No (End of the questionnaire)

Q4. What is your occupation?

- Student (End of the questionnaire)
- Government Employee/ State enterprise officer
- Employee
- Business Owner
- Self-employed / Freelance
- Other....

Q5. Please indicate your level of agreement for each of the following statements:

	level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I like to exercise.					
I like to cook my meals.					
I like to make my own snacks.					
I always purchase a snack when I am window shopping.					
I plan my whole day's meals in advance.					
I control my diet by calories per serving.					
I choose my food by looking at carbohydrate content.					
I choose my food by looking at fat content.					

I choose my food by looking at sugar content.					
I choose my food by looking at health benefits from that food.					

Q6. Please indicate your level of agreement for each of the following statements:

	level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I think a healthy snack is a snack made from natural ingredients.					
I think a healthy snack contains whole grain.					
I think a healthy snack is low in calories					
I think a healthy snack does not contain added sugar					
I think a healthy snack is good for my health					
I think a healthy snack can help to reduce weight					

Q7

Q7.1 How many healthy snacks do you eat per week?

() (fill only a number in the blank)

Q7.2 How many time do you purchase a healthy snack per week?

() (fill only a number in the blank)

Q7.3 How much do you normally pay for a healthy snack per meal?

- Less than 51 THB
- 51-100 THB
- 101-150 THB
- 151-200 THB
- 201-250 THB
- More than 250 THB

Q8 Please indicate your level of agreement for each of the following statements regarding the purchase

When I purchase a healthy snack, ...	level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I consider calories per serving					
I consider protein content					
I consider fat content					
I consider sugar content					
I consider the health benefits of that snack					
I consider the selling price					
I consider the packaging design					

Q9

Q9.1 Are you aware that dark chocolate has health benefits?

- Yes
- Not sure
- No

Q9.2 Please indicate your level of agreement for each following statements regarding your knowledge of the health benefit of dark chocolate

	level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I think dark chocolate has a cocoa content more than 50%					
I think dark chocolate does not contain sugar					
I think dark chocolate does not contain milk					
I believe that dark chocolate makes me feel good					
I believe that dark chocolate makes me fresh					
I believe that dark chocolate can reduce heart disease risk					
I believe that dark chocolate has a powerful source of antioxidants					
I believe that dark chocolate can improve brain function					
I believe that dark chocolate has lower calories than other chocolate					
I believe that dark chocolate causes pimples					

I believe that dark chocolate has a level of calories higher than acceptable					
--	--	--	--	--	--

Q9.3 Please indicate your level of agreement for each of the following statements regarding the purchase of dark chocolate

When I purchase dark chocolate, ...	level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I consider calories per serving					
I consider protein content					
I consider fat content					
I consider sugar content					
I consider the health benefits of dark chocolate					
I consider the selling price					
I consider the packaging design					

Q9.4 When considering eating a healthy snack, how often would you choose dark chocolate?

- Always
- Sometime
- Never

Q10

Q10.1 Where do you live?

- Bangkok Metropolitan

Other

Q10.2 Marital Status

Single

In relationship

Married

Divorced

Q10.3 Education

Secondary School

Vocational Certificate

Under graduate

Master Degree and above

Q10.4 Personal income

Below or equal to 15,000 THB

15,001 - 30,000 THB

30,001 - 45,000 THB

45,001 - 60,000 THB

60,001 - 75,000 THB

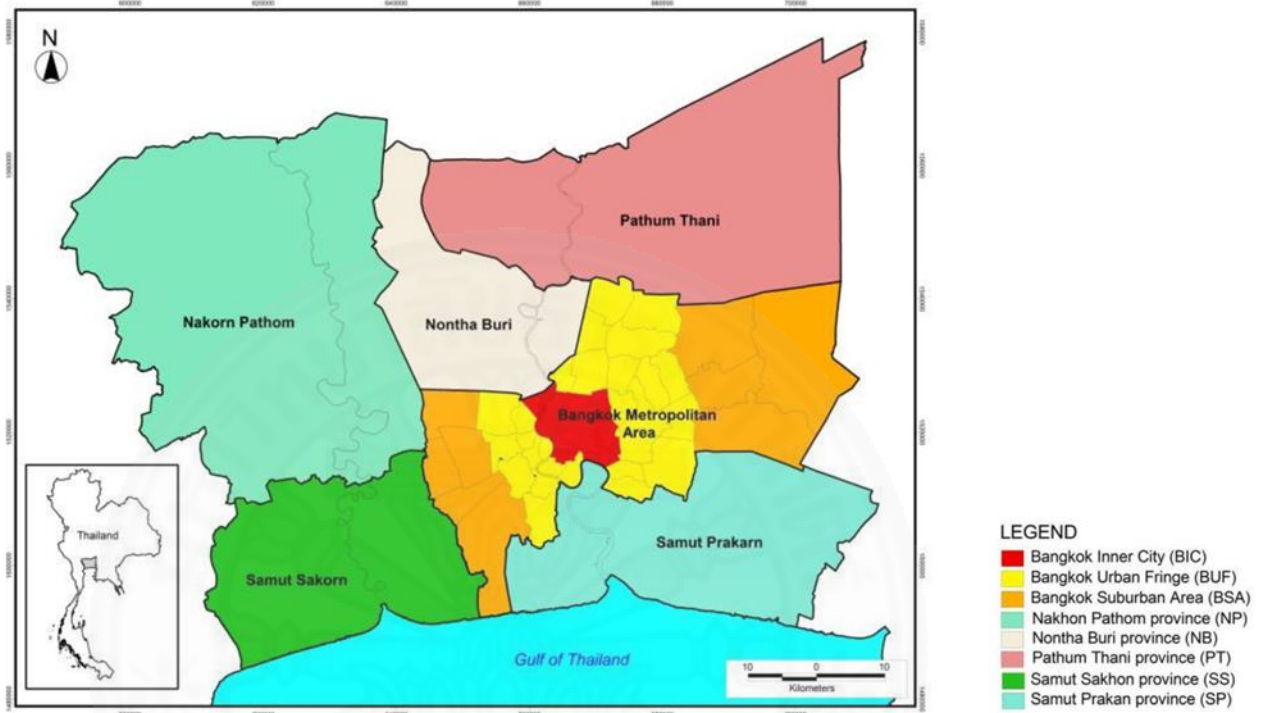
Above or equal to 75,000 THB

Thank you for your participation

End of the questionnaire

APPENDIX B

MAP OF THE BANGKOK METROPOLITAN REGION



APPENDIX C
ONE-WAY ANOVA TABLE

Statement		Sum of Squares	df	Mean Square	F	Sig.
I think dark chocolate has a cocoa content more than 50%	Between Groups	16.995	4	4.249	8.759	0.000
	Within Groups	94.585	195	0.485		
	Total	111.580	199			
I think dark chocolate does not contain sugar	Between Groups	77.515	4	19.379	13.457	0.000
	Within Groups	280.805	195	1.440		
	Total	358.320	199			
I think dark chocolate does not contain milk	Between Groups	66.617	4	16.654	11.070	0.000
	Within Groups	293.363	195	1.504		
	Total	359.980	199			
I believe that dark chocolate makes me feel good	Between Groups	26.689	4	6.672	12.355	0.000
	Within Groups	105.311	195	0.540		
	Total	132.000	199			
I believe that dark chocolate makes me fresh	Between Groups	53.681	4	13.420	19.780	0.000
	Within Groups	132.299	195	0.678		
	Total	185.980	199			
I believe that dark chocolate can reduce heart disease risk	Between Groups	19.979	4	4.995	5.355	0.000
	Within Groups	181.896	195	0.933		
	Total	201.875	199			
I believe that dark chocolate has a powerful source of antioxidants	Between Groups	21.358	4	5.340	5.946	0.000
	Within Groups	175.122	195	0.898		
	Total	196.480	199			
I believe that dark chocolate can improve brain function	Between Groups	16.886	4	4.222	4.607	0.001
	Within Groups	178.694	195	0.916		
	Total	195.580	199			
I believe that dark chocolate has lower calories than other chocolate	Between Groups	40.433	4	10.108	9.883	0.000
	Within Groups	199.442	195	1.023		
	Total	239.875	199			
I believe that dark chocolate causes pimples	Between Groups	11.068	4	2.767	2.002	0.096
	Within Groups	269.527	195	1.382		
	Total	280.595	199			
I believe that dark chocolate has a level of calories higher than acceptable	Between Groups	23.462	4	5.865	4.836	0.001
	Within Groups	236.518	195	1.213		
	Total	259.980	199			

APPENDIX D
POST HOC MULTIPLE COMPARISONS USING
TUKEY HSD TEST

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I think dark chocolate has a cocoa content more than 50%	Fact Concern Consumer	Price and Package Concern Consumer	.4722*	0.1642	0.036	0.020	0.924
		Calories Concern Consumer	-0.3297	0.1385	0.125	-0.711	0.052
		Health benefit Concern Consumer	-0.0998	0.1630	0.973	-0.549	0.349
		Healthy lifestyle Consumer	-0.3611	0.3071	0.765	-1.207	0.485
	Price and Package Concern Consumer	Fact Concern Consumer	-.4722*	0.1642	0.036	-0.924	-0.020
		Calories Concern Consumer	-.8020*	0.1385	0.000	-1.183	-0.421
		Health benefit Concern Consumer	-.5721*	0.1630	0.005	-1.021	-0.123
		Healthy lifestyle Consumer	-0.8333	0.3071	0.056	-1.679	0.012
	Calories Concern Consumer	Fact Concern Consumer	0.3297	0.1385	0.125	-0.052	0.711
		Price and Package Concern Consumer	.8020*	0.1385	0.000	0.421	1.183
		Health benefit Concern Consumer	0.2299	0.1372	0.451	-0.148	0.608
		Healthy lifestyle Consumer	-0.0314	0.2942	1.000	-0.841	0.779
	Health benefit Concern Consumer	Fact Concern Consumer	0.0998	0.1630	0.973	-0.349	0.549
		Price and Package Concern Consumer	.5721*	0.1630	0.005	0.123	1.021
		Calories Concern Consumer	-0.2299	0.1372	0.451	-0.608	0.148
		Healthy lifestyle Consumer	-0.2613	0.3065	0.914	-1.105	0.583
	Healthy lifestyle Consumer	Fact Concern Consumer	0.3611	0.3071	0.765	-0.485	1.207
		Price and Package Concern Consumer	0.8333	0.3071	0.056	-0.012	1.679
		Calories Concern Consumer	0.0314	0.2942	1.000	-0.779	0.841
		Health benefit Concern Consumer	0.2613	0.3065	0.914	-0.583	1.105
I think dark chocolate does not contain sugar	Fact Concern Consumer	Price and Package Concern Consumer	-.8333*	0.2828	0.029	-1.612	-0.055
		Calories Concern Consumer	-1.5399*	0.2386	0.000	-2.197	-0.883
		Health benefit Concern Consumer	-0.4384	0.2809	0.524	-1.212	0.335
		Healthy lifestyle Consumer	-1.8889*	0.5292	0.004	-3.346	-0.432
	Price and Package Concern Consumer	Fact Concern Consumer	.8333*	0.2828	0.029	0.055	1.612
		Calories Concern Consumer	-.7065*	0.2386	0.028	-1.364	-0.049
		Health benefit Concern Consumer	0.3949	0.2809	0.625	-0.379	1.168
		Healthy lifestyle Consumer	-1.0556	0.5292	0.272	-2.513	0.401
	Calories Concern Consumer	Fact Concern Consumer	1.5399*	0.2386	0.000	0.883	2.197
		Price and Package Concern Consumer	.7065*	0.2386	0.028	0.049	1.364
		Health benefit Concern Consumer	1.1014*	0.2363	0.000	0.451	1.752
		Healthy lifestyle Consumer	-0.3490	0.5069	0.959	-1.745	1.047
	Health benefit Concern Consumer	Fact Concern Consumer	0.4384	0.2809	0.524	-0.335	1.212
		Price and Package Concern Consumer	-0.3949	0.2809	0.625	-1.168	0.379
		Calories Concern Consumer	-1.1014*	0.2363	0.000	-1.752	-0.451
		Healthy lifestyle Consumer	-1.4505	0.5281	0.051	-2.905	0.004
	Healthy lifestyle Consumer	Fact Concern Consumer	1.8889*	0.5292	0.004	0.432	3.346
		Price and Package Concern Consumer	1.0556	0.5292	0.272	-0.401	2.513
		Calories Concern Consumer	0.3490	0.5069	0.959	-1.047	1.745
		Health benefit Concern Consumer	1.4505	0.5281	0.051	-0.004	2.905

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I think dark chocolate does not contain milk	Fact Concern Consumer	Price and Package Concern Consumer	1.5000*	0.2891	0.000	0.704	2.296
		Calories Concern Consumer	0.0150	0.2439	1.000	-0.657	0.687
		Health benefit Concern Consumer	0.7553	0.2871	0.069	-0.035	1.546
		Healthy lifestyle Consumer	0.6111	0.5409	0.791	-0.878	2.100
	Price and Package Concern Consumer	Fact Concern Consumer	-1.5000*	0.2891	0.000	-2.296	-0.704
		Calories Concern Consumer	-1.4850*	0.2439	0.000	-2.157	-0.813
		Health benefit Concern Consumer	-0.7447	0.2871	0.075	-1.535	0.046
		Healthy lifestyle Consumer	-0.8889	0.5409	0.472	-2.378	0.600
	Calories Concern Consumer	Fact Concern Consumer	-0.0150	0.2439	1.000	-0.687	0.657
		Price and Package Concern Consumer	1.4850*	0.2439	0.000	0.813	2.157
		Health benefit Concern Consumer	.7402*	0.2416	0.021	0.075	1.405
		Healthy lifestyle Consumer	0.5961	0.5181	0.779	-0.831	2.023
	Health benefit Concern Consumer	Fact Concern Consumer	-0.7553	0.2871	0.069	-1.546	0.035
		Price and Package Concern Consumer	0.7447	0.2871	0.075	-0.046	1.535
		Calories Concern Consumer	-.7402*	0.2416	0.021	-1.405	-0.075
		Healthy lifestyle Consumer	-0.1441	0.5398	0.999	-1.631	1.342
	Healthy lifestyle Consumer	Fact Concern Consumer	-0.6111	0.5409	0.791	-2.100	0.878
		Price and Package Concern Consumer	0.8889	0.5409	0.472	-0.600	2.378
		Calories Concern Consumer	-0.5961	0.5181	0.779	-2.023	0.831
		Health benefit Concern Consumer	0.1441	0.5398	0.999	-1.342	1.631
I believe that dark chocolate makes me feel good	Fact Concern Consumer	Price and Package Concern Consumer	-0.0278	0.1732	1.000	-0.505	0.449
		Calories Concern Consumer	-.5846*	0.1461	0.001	-0.987	-0.182
		Health benefit Concern Consumer	-.9557*	0.1720	0.000	-1.429	-0.482
		Healthy lifestyle Consumer	-1.0278*	0.3241	0.015	-1.920	-0.136
	Price and Package Concern Consumer	Fact Concern Consumer	0.0278	0.1732	1.000	-0.449	0.505
		Calories Concern Consumer	-.5569*	0.1461	0.002	-0.959	-0.154
		Health benefit Concern Consumer	-.9279*	0.1720	0.000	-1.402	-0.454
		Healthy lifestyle Consumer	-1.0000*	0.3241	0.019	-1.892	-0.108
	Calories Concern Consumer	Fact Concern Consumer	.5846*	0.1461	0.001	0.182	0.987
		Price and Package Concern Consumer	.5569*	0.1461	0.002	0.154	0.959
		Health benefit Concern Consumer	-0.3711	0.1447	0.081	-0.770	0.027
		Healthy lifestyle Consumer	-0.4431	0.3104	0.611	-1.298	0.412
	Health benefit Concern Consumer	Fact Concern Consumer	.9557*	0.1720	0.000	0.482	1.429
		Price and Package Concern Consumer	.9279*	0.1720	0.000	0.454	1.402
		Calories Concern Consumer	0.3711	0.1447	0.081	-0.027	0.770
		Healthy lifestyle Consumer	-0.0721	0.3234	0.999	-0.963	0.818
	Healthy lifestyle Consumer	Fact Concern Consumer	1.0278*	0.3241	0.015	0.136	1.920
		Price and Package Concern Consumer	1.0000*	0.3241	0.019	0.108	1.892
		Calories Concern Consumer	0.4431	0.3104	0.611	-0.412	1.298
		Health benefit Concern Consumer	0.0721	0.3234	0.999	-0.818	0.963

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I believe that dark chocolate makes me fresh	Fact Concern Consumer	Price and Package Concern Consumer	0.0000	0.1941	1.000	-0.535	0.535
		Calories Concern Consumer	-.9725*	0.1638	0.000	-1.424	-0.522
		Health benefit Concern Consumer	-1.2613*	0.1928	0.000	-1.792	-0.730
		Healthy lifestyle Consumer	-0.3333	0.3632	0.890	-1.333	0.667
	Price and Package Concern Consumer	Fact Concern Consumer	0.0000	0.1941	1.000	-0.535	0.535
		Calories Concern Consumer	-.9725*	0.1638	0.000	-1.424	-0.522
		Health benefit Concern Consumer	-1.2613*	0.1928	0.000	-1.792	-0.730
		Healthy lifestyle Consumer	-0.3333	0.3632	0.890	-1.333	0.667
	Calories Concern Consumer	Fact Concern Consumer	.9725*	0.1638	0.000	0.522	1.424
		Price and Package Concern Consumer	.9725*	0.1638	0.000	0.522	1.424
		Health benefit Concern Consumer	-0.2887	0.1622	0.388	-0.735	0.158
		Healthy lifestyle Consumer	0.6392	0.3479	0.355	-0.319	1.597
	Health benefit Concern Consumer	Fact Concern Consumer	1.2613*	0.1928	0.000	0.730	1.792
		Price and Package Concern Consumer	1.2613*	0.1928	0.000	0.730	1.792
		Calories Concern Consumer	0.2887	0.1622	0.388	-0.158	0.735
		Healthy lifestyle Consumer	0.9279	0.3625	0.082	-0.070	1.926
	Healthy lifestyle Consumer	Fact Concern Consumer	0.3333	0.3632	0.890	-0.667	1.333
		Price and Package Concern Consumer	0.3333	0.3632	0.890	-0.667	1.333
		Calories Concern Consumer	-0.6392	0.3479	0.355	-1.597	0.319
		Health benefit Concern Consumer	-0.9279	0.3625	0.082	-1.926	0.070
I believe that dark chocolate can reduce heart disease risk	Fact Concern Consumer	Price and Package Concern Consumer	-0.1111	0.2276	0.988	-0.738	0.516
		Calories Concern Consumer	-.6752*	0.1921	0.005	-1.204	-0.146
		Health benefit Concern Consumer	-.7492*	0.2261	0.010	-1.372	-0.127
		Healthy lifestyle Consumer	-0.0556	0.4259	1.000	-1.228	1.117
	Price and Package Concern Consumer	Fact Concern Consumer	0.1111	0.2276	0.988	-0.516	0.738
		Calories Concern Consumer	-.5641*	0.1921	0.030	-1.093	-0.035
		Health benefit Concern Consumer	-.6381*	0.2261	0.042	-1.261	-0.016
		Healthy lifestyle Consumer	0.0556	0.4259	1.000	-1.117	1.228
	Calories Concern Consumer	Fact Concern Consumer	.6752*	0.1921	0.005	0.146	1.204
		Price and Package Concern Consumer	.5641*	0.1921	0.030	0.035	1.093
		Health benefit Concern Consumer	-0.0741	0.1902	0.995	-0.598	0.450
		Healthy lifestyle Consumer	0.6196	0.4080	0.552	-0.504	1.743
	Health benefit Concern Consumer	Fact Concern Consumer	.7492*	0.2261	0.010	0.127	1.372
		Price and Package Concern Consumer	.6381*	0.2261	0.042	0.016	1.261
		Calories Concern Consumer	0.0741	0.1902	0.995	-0.450	0.598
		Healthy lifestyle Consumer	0.6937	0.4251	0.479	-0.477	1.864
	Healthy lifestyle Consumer	Fact Concern Consumer	0.0556	0.4259	1.000	-1.117	1.228
		Price and Package Concern Consumer	-0.0556	0.4259	1.000	-1.228	1.117
		Calories Concern Consumer	-0.6196	0.4080	0.552	-1.743	0.504
		Health benefit Concern Consumer	-0.6937	0.4251	0.479	-1.864	0.477

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I believe that dark chocolate has a powerful source of antioxidants	Fact Concern Consumer	Price and Package Concern Consumer	.7778*	0.2234	0.005	0.163	1.393
		Calories Concern Consumer	0.0654	0.1884	0.997	-0.454	0.584
		Health benefit Concern Consumer	-0.2462	0.2219	0.801	-0.857	0.365
		Healthy lifestyle Consumer	0.2222	0.4179	0.984	-0.928	1.373
	Price and Package Concern Consumer	Fact Concern Consumer	-.7778*	0.2234	0.005	-1.393	-0.163
		Calories Concern Consumer	-.7124*	0.1884	0.002	-1.231	-0.194
		Health benefit Concern Consumer	-1.0240*	0.2219	0.000	-1.635	-0.413
		Healthy lifestyle Consumer	-0.5556	0.4179	0.673	-1.706	0.595
	Calories Concern Consumer	Fact Concern Consumer	-0.0654	0.1884	0.997	-0.584	0.454
		Price and Package Concern Consumer	.7124*	0.1884	0.002	0.194	1.231
		Health benefit Concern Consumer	-0.3116	0.1866	0.455	-0.826	0.202
		Healthy lifestyle Consumer	0.1569	0.4003	0.995	-0.945	1.259
	Health benefit Concern Consumer	Fact Concern Consumer	0.2462	0.2219	0.801	-0.365	0.857
		Price and Package Concern Consumer	1.0240*	0.2219	0.000	0.413	1.635
		Calories Concern Consumer	0.3116	0.1866	0.455	-0.202	0.826
		Healthy lifestyle Consumer	0.4685	0.4171	0.794	-0.680	1.617
Healthy lifestyle Consumer	Fact Concern Consumer	-0.2222	0.4179	0.984	-1.373	0.928	
	Price and Package Concern Consumer	0.5556	0.4179	0.673	-0.595	1.706	
	Calories Concern Consumer	-0.1569	0.4003	0.995	-1.259	0.945	
	Health benefit Concern Consumer	-0.4685	0.4171	0.794	-1.617	0.680	
I believe that dark chocolate can improve brain function	Fact Concern Consumer	Price and Package Concern Consumer	-0.0833	0.2256	0.996	-0.705	0.538
		Calories Concern Consumer	-.5722*	0.1904	0.025	-1.096	-0.048
		Health benefit Concern Consumer	-.6209*	0.2241	0.048	-1.238	-0.004
		Healthy lifestyle Consumer	0.3611	0.4221	0.913	-0.801	1.523
	Price and Package Concern Consumer	Fact Concern Consumer	0.0833	0.2256	0.996	-0.538	0.705
		Calories Concern Consumer	-0.4889	0.1904	0.080	-1.013	0.035
		Health benefit Concern Consumer	-0.5375	0.2241	0.120	-1.155	0.080
		Healthy lifestyle Consumer	0.4444	0.4221	0.830	-0.718	1.607
	Calories Concern Consumer	Fact Concern Consumer	.5722*	0.1904	0.025	0.048	1.096
		Price and Package Concern Consumer	0.4889	0.1904	0.080	-0.035	1.013
		Health benefit Concern Consumer	-0.0486	0.1885	0.999	-0.568	0.470
		Healthy lifestyle Consumer	0.9333	0.4044	0.147	-0.180	2.047
	Health benefit Concern Consumer	Fact Concern Consumer	.6209*	0.2241	0.048	0.004	1.238
		Price and Package Concern Consumer	0.5375	0.2241	0.120	-0.080	1.155
		Calories Concern Consumer	0.0486	0.1885	0.999	-0.470	0.568
		Healthy lifestyle Consumer	0.9820	0.4213	0.140	-0.178	2.142
	Healthy lifestyle Consumer	Fact Concern Consumer	-0.3611	0.4221	0.913	-1.523	0.801
		Price and Package Concern Consumer	-0.4444	0.4221	0.830	-1.607	0.718
		Calories Concern Consumer	-0.9333	0.4044	0.147	-2.047	0.180
		Health benefit Concern Consumer	-0.9820	0.4213	0.140	-2.142	0.178

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I believe that dark chocolate has lower calories than other chocolate	Fact Concern Consumer	Price and Package Concern Consumer	0.2222	0.2384	0.884	-0.434	0.879
		Calories Concern Consumer	-.7418*	0.2011	0.003	-1.296	-0.188
		Health benefit Concern Consumer	0.0165	0.2368	1.000	-0.635	0.668
		Healthy lifestyle Consumer	-1.3889*	0.4460	0.018	-2.617	-0.161
	Price and Package Concern Consumer	Fact Concern Consumer	-0.22222	0.2384	0.884	-0.879	0.434
		Calories Concern Consumer	-.9641*	0.2011	0.000	-1.518	-0.410
		Health benefit Concern Consumer	-0.2057	0.2368	0.908	-0.858	0.446
		Healthy lifestyle Consumer	-1.6111*	0.4460	0.004	-2.839	-0.383
	Calories Concern Consumer	Fact Concern Consumer	.7418*	0.2011	0.003	0.188	1.296
		Price and Package Concern Consumer	.9641*	0.2011	0.000	0.410	1.518
		Health benefit Concern Consumer	.7583*	0.1992	0.002	0.210	1.307
		Healthy lifestyle Consumer	-0.6471	0.4272	0.554	-1.823	0.529
	Health benefit Concern Consumer	Fact Concern Consumer	-0.0165	0.2368	1.000	-0.668	0.635
		Price and Package Concern Consumer	0.2057	0.2368	0.908	-0.446	0.858
		Calories Concern Consumer	-.7583*	0.1992	0.002	-1.307	-0.210
		Healthy lifestyle Consumer	-1.4054*	0.4451	0.016	-2.631	-0.180
	Healthy lifestyle Consumer	Fact Concern Consumer	1.3889*	0.4460	0.018	0.161	2.617
		Price and Package Concern Consumer	1.6111*	0.4460	0.004	0.383	2.839
		Calories Concern Consumer	0.6471	0.4272	0.554	-0.529	1.823
		Health benefit Concern Consumer	1.4054*	0.4451	0.016	0.180	2.631
I believe that dark chocolate causes pimples	Fact Concern Consumer	Price and Package Concern Consumer	0.5833	0.2771	0.222	-0.180	1.346
		Calories Concern Consumer	0.1892	0.2338	0.928	-0.455	0.833
		Health benefit Concern Consumer	0.3806	0.2752	0.639	-0.377	1.138
		Healthy lifestyle Consumer	1.0833	0.5184	0.229	-0.344	2.511
	Price and Package Concern Consumer	Fact Concern Consumer	-0.5833	0.2771	0.222	-1.346	0.180
		Calories Concern Consumer	-0.3941	0.2338	0.445	-1.038	0.250
		Health benefit Concern Consumer	-0.2027	0.2752	0.948	-0.961	0.555
		Healthy lifestyle Consumer	0.5000	0.5184	0.871	-0.927	1.927
	Calories Concern Consumer	Fact Concern Consumer	-0.1892	0.2338	0.928	-0.833	0.455
		Price and Package Concern Consumer	0.3941	0.2338	0.445	-0.250	1.038
		Health benefit Concern Consumer	0.1914	0.2316	0.922	-0.446	0.829
		Healthy lifestyle Consumer	0.8941	0.4966	0.376	-0.473	2.262
	Health benefit Concern Consumer	Fact Concern Consumer	-0.3806	0.2752	0.639	-1.138	0.377
		Price and Package Concern Consumer	0.2027	0.2752	0.948	-0.555	0.961
		Calories Concern Consumer	-0.1914	0.2316	0.922	-0.829	0.446
		Healthy lifestyle Consumer	0.7027	0.5174	0.655	-0.722	2.127
	Healthy lifestyle Consumer	Fact Concern Consumer	-1.0833	0.5184	0.229	-2.511	0.344
		Price and Package Concern Consumer	-0.5000	0.5184	0.871	-1.927	0.927
		Calories Concern Consumer	-0.8941	0.4966	0.376	-2.262	0.473
		Health benefit Concern Consumer	-0.7027	0.5174	0.655	-2.127	0.722

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I believe that dark chocolate has a level of calories higher than acceptable	Fact Concern Consumer	Price and Package Concern Consumer	0.3333	0.2596	0.701	-0.381	1.048
		Calories Concern Consumer	-0.2261	0.2190	0.840	-0.829	0.377
		Health benefit Concern Consumer	-0.2853	0.2578	0.803	-0.995	0.425
		Healthy lifestyle Consumer	1.4444*	0.4856	0.027	0.107	2.782
	Price and Package Concern Consumer	Fact Concern Consumer	-0.3333	0.2596	0.701	-1.048	0.381
		Calories Concern Consumer	-0.5595	0.2190	0.083	-1.162	0.044
		Health benefit Concern Consumer	-0.6186	0.2578	0.120	-1.329	0.091
		Healthy lifestyle Consumer	1.1111	0.4856	0.153	-0.226	2.448
	Calories Concern Consumer	Fact Concern Consumer	0.2261	0.2190	0.840	-0.377	0.829
		Price and Package Concern Consumer	0.5595	0.2190	0.083	-0.044	1.162
		Health benefit Concern Consumer	-0.0591	0.2169	0.999	-0.656	0.538
		Healthy lifestyle Consumer	1.6706*	0.4652	0.004	0.390	2.952
	Health benefit Concern Consumer	Fact Concern Consumer	0.2853	0.2578	0.803	-0.425	0.995
		Price and Package Concern Consumer	0.6186	0.2578	0.120	-0.091	1.329
		Calories Concern Consumer	0.0591	0.2169	0.999	-0.538	0.656
		Healthy lifestyle Consumer	1.7297*	0.4847	0.004	0.395	3.064
	Healthy lifestyle Consumer	Fact Concern Consumer	-1.4444*	0.4856	0.027	-2.782	-0.107
		Price and Package Concern Consumer	-1.1111	0.4856	0.153	-2.448	0.226
		Calories Concern Consumer	-1.6706*	0.4652	0.004	-2.952	-0.390
		Health benefit Concern Consumer	-1.7297*	0.4847	0.004	-3.064	-0.395

*. The mean difference is significant at the 0.05 level

BIOGRAPHY

Name	Miss Tanaporn Chainirunkul
Date of Birth	e.g. March 19,1991
Educational Attainment	2013: Bachelor Degree of Sciences, Faculty of Agro-Industry, Kasetsart University
Work Position	Key Account Executive Gallothai Co., Ltd.
Work Experiences	2019 – Present : Key Account Executive Gallothai Co., Ltd. 2015 – 2020 : Sale Executive Gallothai Co., Ltd. 2013 – 2014 : Purchasing Officer Chao Khun Agro Product Co., Ltd.