ATTITUDES AND FACTORS AFFECTING ON THE DECISION MAKING ON BEEF CONSUMPTION AT SAKON NAKHON PROVINCE THAILAND.

Raschapruek Buntawtook* , Premruedee Jitkuakul*
Graduate Student of Kasetsart University, Thailand
E-mail Address: poonkab@hotmail.com
***Department of Business Management, Faculty of Liberal Arts and Management Science,*
Kasetsart University, Thailand
E-mail Address: premruedee.ch@ku.th

ABSTRACT

This research is aimed at studying the attitudes toward and factors Influencing decision making in the consumption of beef in Sakon Nakhon Province, Thailand. It is a quantitative research using a quota sampling of an infinite population who were the consumers of beef. Data collection was performed using questionnaires. Cronbach's alpha coefficients on the consumer attitudes, the consumer decision-making, and the marketing mix were 0.86, 0.93, and 0.94, respectively. Data analysis was performed using descriptive statistics including the percentage, the mean, the standard deviation, inferential statistics, Pearson's correlation, and multiple linear regression.

The research found that most of the sample were male and aged between 31 and 40 with a bachelor's degree. They worked for the government and government enterprises with a salary of 20,000-30,000 baht. They were single. The means of the consumer attitudes, the consumer decision-making, and the marketing mix were 3.73, 3.62, and 4.07, respectively. The hypothesis was tested and it was found that the consumer attitudes and the marketing mix were correlated to the consumer decision-making with a coefficient of 0.52 and 0.30, respectively. It can be concluded that the consumers have a positive attitude toward the consumption of beef and will continue consuming it. In addition, a good marketing mix contributes to the consumption of beef.

Keywords: Beef Consumer, The Decision of Consumption, Good Attitude

INTRODUCTION

In the past, Thai consumer behaviors regarding animal product consumption have changed from pork, chicken, and fish, which its price is accessible, to be beef. The changes according to foreign food culture is coming that affects on increasing the number of food processing styles (Taweethong Hongwiwat,) [1]. Also, the consumption habits on pork or chicken change to beef as well as foreign menu i.e. steak, Korean grill, and Japanese hotpot that encourage widely consumption. Moreover, Thailand has developed new cattle breed which adapted to the local *climate*, and going to be good quality beef such as Pon Yang Kham cattle and Kamphaeng Saen cattle. Hence, the widely beef consumption that increases demand of cattle.

The beef consumption is affected by many factors, for example, safety, nutrition content, attitude of beef consumption, high quality beef, packaging, and advertisement which presents the foreign food culture. These factors influence on beef decision making in Sakon Nakhon Province, so this study aims to investigate the consumer behaviors, attitudes, decision making, and marketing mix (4P).

The consumer expectations from the study of attitude and factors affecting on the decision making on beef consumption in Sakon Nakhon Province, that should be used to develop marketing strategies. If each sample group mention difference factors, the results would provide an outline of its results on product developing and marketing planning that reach the target consumers.

LITERATURE REVIEW

Attitude

Newstrom and Devis [2] gives meaning of attitude as a feeling or beliefs that is caused of how the consumers recognize, how it relates to their behaviors, what is a trend of their behaviors, and how they act.

Schiffman and Kanuk [3] summarizes that attitude is beliefs to present emotion or feeling which composed to be acting to support or discourage something or some situation. In other word, the attitude means personal behavior and thinking of some situation or somewhere. The attitude can be expressed as three parts:

1. Cognitive Component
2. Affective Component
3. Conative Component or Behavior or Doing

Theory of Consumer Decision Making

Consumer behavior model study of what a cause of consumer decision to buy a product. That started with a stimulus that causes need, when there is stimulus in the consumer's thought or the buying's black box which the producer or buyer cannot predictable. The feelings or thinking would be affected from consumers' mind and then consumer would decide to buy or not buy according to the buyer's response or buyer's purchase decision. In summary, this model starts by stimulus to have needs and then response, to call S-R Theory (Kotler) [4] which depends on three factors as followings:

1. Stimulus, S
2. Buyer's Characteristics
3. Buyer's decision process

Theory of Marketing Mix Factors (4P)

Kotler and Keller [5] explained the meaning of the marketing mix is a set of actions or tactics that a company uses to promote something to serve consumer's needs. Which the company can reach their objectives and be competitiveness. The marketing mix are included:

1. Product is either a tangible or an intangible product that is seem to meet a specific customer need or demand. The product includes good, service, place, organization, thought, or person.

2. Price is the second P, comes after Product. This price is customer cost, which they use to compare between the perceived value and the costing.

3. Place or Distribution that means how the product will provided to the customer.

4. Promotion is the marketing communication between consumer and buyer or personal selling.

CONCEPTUAL MODEL AND HYPOTHESES

The Study of attitude and factors affecting on decision making of beef consumers in Sakon Nakhon Province, there is conceptual framework relationship between independent variables and dependent variables as following:

Objectives

1. To investigate attitude of beef consumption, marketing mix, and decision making of beef consumer in Sakon Nakhon Province.

2. To investigate relationship between attitude and decision making of beef consumer in Sakon Nakhon Province.

3. To investigate relationship between marketing mix (4P) and decision making of beef consumer in Sakon Nakhon Province.

Hypothesis

H1: Attitude of beef consumption relative to decision making of beef consumer in Sakon Nakhon Province

H2: Marketing mix factors (4P) relative to decisions making of beef consumption in Sakon Nakhon Province

Figure 1
Research Conceptual Framework
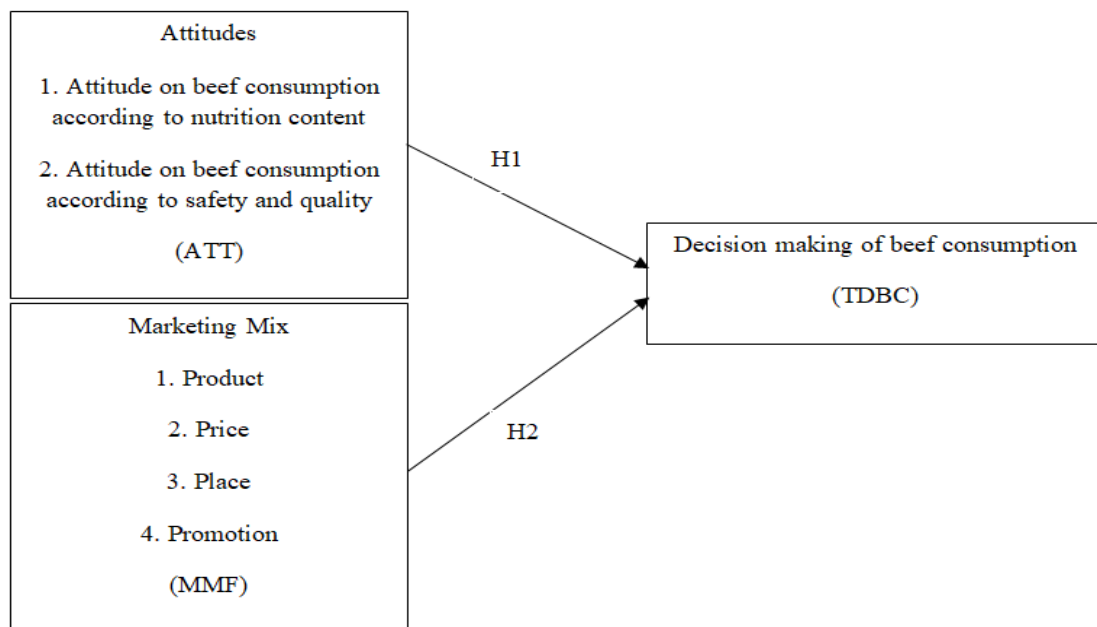
RESEARCH METHODOLOGY

The data used in the study were taken from a survey of beef consumption in the municipality of Sakon Nakhon Province. The number of sampling as W.G. Cochran [6] sampling techniques is 384 samples, however to avoid the mistake 400 samples are surveyed.

The calculation formula in this research:

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

Where,   n = number of people who purchased the product sample

P = probability of people who purchased the product sample. The researcher surveyed the probability of 100 samples and found that 85 samples used to consume beef, the probability is 0.85

q = chance to not occur that equals to 1-p of the sample

e = acceptance error is 5% or 0.05

Z = confidence level at 95%, Z is 1.96

From this calculation, in case that number of sample is unknown, at the 95% confidence level, the number of sampling is 385. To avoid the mistake in the study, the researcher set the number of sampling is 400.

Measurement Tools Monitoring

The measurement tools monitoring, the researcher tested for the validity and reliability of the tool by using the Cronbach's alpha coefficient, α. This measure how well a questionnaire, the α must higher than 0.7 (Hair et al, 2006) [7] as shown in Table 1.

Table 1
Reliability Analysis Results

Variables	Cronbach's alpha
1. Attitude	0.86
2. Marketing mix	0.94
3. Decision	0.93

RESULTS

Part 1, personal data questions. The survey was done in the municipality of Sakon Nakhon Province, almost 65.5% of total samples are male. The 32.5% of total samples age between 31 to 40 years old and almost 66.5% of total samples are graduated in bachelor degree. The 32.3% of total samples are government official and the 38.8% of total samples have monthly income is between 20,000 to 30,000 baht, while the 75% of total samples are single.

Part 2, descriptive statistics are brief descriptive coefficients, mean and standard deviation. The results show the mean of the customer opinion about attitude, marketing mix, and decision making of beef consumption are 3.73, 3.62, and 4.07, respectively.

Pearson correlation coefficient is a measure of the linear correlation between two independence variables. Structural equation modeling analysis, and correlation analysis are significant relatively by using factor analysis to conclude the validity. The researcher tested the factor loading of variables by Varimax techniques and found that all variables have load as 1 component, which concludes all variables are construct validity.

The hypothesis could presents as structural equation modelling to explain the relationship between variables and predict the dependence variables. For the hypothesis testing, the abbreviation of variables are as bellowing:

ATT   represents consumers' attitude

MMF   represents marketing mix factors

TDBC represents decision making of beef consumption

Table 2
Correlation Analysis of Independent Variables

	ATT	TDBC	MMF
MEAN	3.73	3.62	4.07
S.D.	0.92	0.13	0.88
ATT	1		
TDBC	0.524**	1	
MMF	0.121**	0.301**	1

** $P<0.05$

Table 2 presents the correlation of two variables which a correlation coefficient must below 0.80 (Haire et al.) [8] The correlation coefficient of ATT and TDBC is 0.524 that means no multicollinearity. According to these two independence variables are not strength association, so it can be analyzed by linear regression.

Table 3
Simple Linear Regression Analysis Results

Hypothesis (Independent → Dependent)	Unstandardized Coefficients Beta	Std. Error	Standardized Coefficients Beta (β)	Adjusted R2	S.E.E	F	t	Sig.
H1: ATT → TDBC	0.770	0.201	0.524	0.256	0.737	14.396	3.794	0.000
H2: MMF → TDBC	0.426	0.237	0.301	0.067	0.825	3.796	1.948	0.000
** P<0.05								

Simple linear regression analysis results (Table 3) explain the attitude of beef consumers and the marketing mix relative to the decision making of beef consumption with beta (β) of 0.770 and 0.426, respectively. That concludes the attitude of beef consumers and the marketing mix effect on the decision making of beef consumption with a positive statistical significance.

Table 4
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients Beta	Std. Error	Standardized Coefficients Beta (β)	t	Sig.
Attitude	0.722	0.197	0.495	3.657	0.000
Marketing Mix Factors	0.370	0.208	0.242	1.785	0.000
Adjusted R^2 = 57.6	S.E.E = 0.717			F = 9.024	
Dependent: Decision					
**statistical significant of 0.05					

Table 4, multiple linear regression results, shows that two variables relative to the decision making on beef consumption with a statistically significant. These are the attitude of beef consumers and the marketing mix with beta (β) of 0.722 and 0.370, respectively.

CONCLUSIONS

From the research results, the attitude and factors affecting the decision making on beef consumption, which found the attitude and the marketing mix have a significantly positive influence on the decision making on beef consumption. So, the research outcomes would be information for product developing or marketing planning to response for specific consumers and for the beef processing company, especially for a new company. However, there are more influence factors on consumers' decision making to be studied. Therefore, this study would support beef business: farmer, processing company, and also government organization to advice and promote farmer to grow the cattle. Which is the sustainable choice of farmer.

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