

Factors Influencing Online Pork Purchase Decisions in Bangkok: An Integration of Quantitative and Qualitative Analysis

¹Arinrada Chankasem, ²Siriporn Sajjanand

³Supatra Chantanasiri, and ⁴Thananwarin Kositkanin

Faculty of Business Administration, Bangkokthonburi University, Thailand

E-mail: arinrada.c@hotmail.co.uk, ²ssajjanand@gmail.com

³2406651@gmail.com, ⁴chonkanok_ple@hotmail.com

Received September 15, 2025; **Revised** October 20, 2025; **Accepted** November 11, 2025

Abstract

This article aimed to (1) study and analyze factors influencing online pork purchasing decisions in Bangkok and (2) demonstrate guidelines for developing marketing strategies that focus on factors influencing online pork purchasing decisions. The study methodology utilized a mixed-method, quantitative survey with a sample of 400 individuals from all districts of Bangkok using quota sampling. Exploratory factor analysis was conducted using principal component analysis to explore the relationship structure of the variables and multiple regression analysis to analyze the influence of independent variables on the dependent variables to support objectives 1 and 2. Qualitative research utilized in-depth interviews with academics, entrepreneurs, and consumers to address objective 3.

The research results were as follows: 1) The variables within the conceptual framework included perceived risk, brand equity, innovation, and trust. This relationship was consistent with empirical data; 2) The factors that significantly influence online pork purchase intention in Bangkok were brand equity at the .01 level and innovation at the .05 level; 3) Strategic development approaches included reducing consumer risk perception, promoting brand equity and customer trust, innovating to enhance brand image, and creating a customer experience. The research findings suggested strengthening financial security, developing quality standards and cold chain logistics, building brand value through communication and innovation, and leveraging trust to support sustainable purchasing decisions.

Keywords: Perceived Risk; Brand Equity; Innovation; Trust; Online Pork Purchase Decisions

Introduction

In the 21st century, globalization has integrated economies under shared frameworks such as WTO agreements, influencing Thai trade and production standards. Thai industries must adapt from scale-based to speed-based competition while maintaining quality and global compliance. Digital technology and social media have transformed consumer lifestyles, especially after COVID-19 accelerated online communication and shopping. Despite rapid e-commerce growth, issues of perceived risk and trust continue to affect online purchasing behavior (Woong Park et al., 2011; Zhang & Kim, 2013). Positive online experiences increase purchase intention (Di Pietro et al., 2012), while website efficiency in speed, security, and clarity is also crucial (Premasawat, 2019). In Thailand's fast-paced society, working-age consumers increasingly purchase pork, while health awareness drives demand for safer, high-quality products (Suppavorasatit, 2013). By 2022, chilled and frozen meat products accounted for 90% of the market and processed products 10%, with chicken representing 74%, seafood 23%, and pork 3% (Pantaweesak, 2024).

The Thai pork market is valued at approximately 172 billion baht, with pork and chicken contributing nearly equal shares. However, the industry faces challenges such as rising costs of imported feed, the ASF epidemic, and price fluctuations. Between 2020 and 2023, pork consumption declined by an average of 4.1% annually but rebounded by 16.8% to 1.32 million tons in 2023 and is expected to rise further by 4.6% to 1.38 million tons in 2024. Despite this recovery, consumer behavior has shifted, with many urban consumers especially in Bangkok adopting online channels to purchase food products. Yet, offline purchases still dominate due to lingering concerns about product freshness, safety, and reliability in online transactions. As a result, online pork sellers must build consumer trust through freshness guarantees, return policies, and reliable delivery services (Sophonkeereerat, 2018).

However, previous research on online meat purchasing behavior in Thailand remains limited, often focusing on general e-commerce or consumer trust rather than pork-specific contexts. Few studies have employed a mixed-methods approach that integrates quantitative and qualitative evidence to explore how factors such as brand equity, innovation, perceived risk, and trust jointly influence online pork purchase intention in Bangkok.

Therefore, this study aims to examine the factors affecting consumers' intention to purchase pork online in Bangkok. The findings will provide practical insights for entrepreneurs and policymakers to develop effective online marketing strategies and consumer protection measures

that align with digital consumption trends, while also contributing to the academic understanding of online food purchasing behavior in the digital economy.

Research Objectives

1. To study and analyze factors influencing online pork purchasing decisions in Bangkok.
- 2 . To demonstrate guidelines for developing marketing strategies that focus on factors influencing online pork purchasing decisions.

Literature Review

Concepts and Theories Regarding Risk Perception

Perceived risk refers to the understanding and acceptance of uncertainty that may negatively impact users, such as the risk of personal data being disclosed or lost due to system failures (Rungruangsak, 2014). This includes the assessment of factors that influence service use decisions, such as internet banking, where the risk value may vary depending on user behavior (Jindawan, 2016). It also encompasses the likelihood and impact of potential adverse events, including financial, security, and data risks. Meanwhile, trust is a key foundation for building strong relationships in personal life, business, and technology. Trust stems from confidence in another's abilities and intentions, with the expectation that the other party will not cause harm. Key factors that build trust include credibility, honesty, competence, and good intentions. When these elements work together, people can make decisions and conduct various activities with confidence and efficiency.

Concepts and Theories Regarding Brand Equity

Brand Equity refers to the value or strength a brand holds in the minds of consumers. This influences marketing perception and response. Meanwhile, Rungruangphon (2009) added that credible brand equity is marketing capital that creates added value from regular customer experiences and satisfaction. Concepts and Theories Regarding Innovation Factors Innovation refers to the creation or improvement of new things to create economic, social, or business value and benefits. Innovation is defined as the development of inventions into products or processes that are accepted by the market and generate economic benefits. Schumpeter (1975) view innovation as new elements or products that are commercially viable for the first time. Herkema (2003) points out that innovation is something new that is accepted and used within an organization. It can occur gradually or dramatically. Schilling (2008) describes innovation as the application of new

knowledge or ideas to develop practical products or processes. In summary, innovation is the transformation of creative ideas into tangible and valuable objects, enhancing an organization's competitiveness and contributing to broader social benefits.

Concepts and Theories on Trust Factors

Trust is a key factor influencing consumer behavior and business relationships. Moorman et al. (1992) added that trust is the willingness and confidence to exchange with a business partner. Consumers will trust service providers who are reliable and honest, and it is the foundation of customer relationships and communication. Morgan and Hunt (1994) emphasized that satisfaction alone is not sufficient to retain customers. Trust is a key factor in building long-term relationships and loyalty to an organization.

Concepts and Theories on Purchasing Decisions

The purchase decision is a crucial process that occurs in the minds of consumers. Klongkamrai and Boriraj (2019) agreed that the purchase decision is the selection of appropriate procedures to purchase the desired or necessary products or services. Therefore, the purchase decision is the process of selecting the best alternative to provide consumers with products or services that effectively meet their needs or wants.

Conceptual Framework

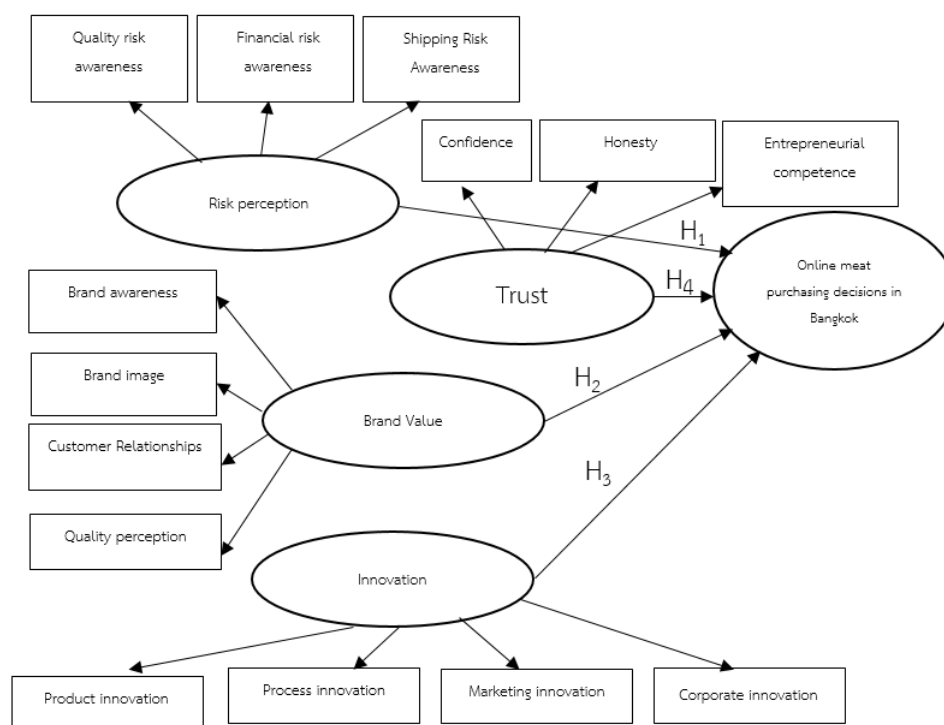


Figure 1 Conceptual Framework

Research Methodology

Population

Consumers with experience in purchasing pork online in Bangkok. The common characteristic is having ordered pork at least once via online platforms such as vendor websites, food delivery apps, or online fresh market apps (e.g., LINE MAN, GrabMart, HappyFresh, or various social media channels) within a period of no more than six months from the initial data collection date. The exact number is unknown.

Sample

The sample for this research consisted of 400 consumers who had purchased pork products online in Bangkok. This research utilized Exploratory Factor Analysis (EFA), a technique that requires a relatively large sample size. Bentler and Chou (1987; cited in Schumacker & Lomax, 1996) suggested that the optimal sample size should be no less than 10 respondents per observed variable. In this study, the structural model included 19 observable variables. Therefore, the researchers required at least 20 respondents per variable to enhance data reliability and reduce analytical errors. This resulted in a minimum sample size of 380. An additional 20 respondents (approximately 5% of the total sample) were added to account for data collection errors, resulting in a total sample size of 400. Quota sampling was used, a non-probability sampling method. (Non-probability Sampling) by determining the sample proportions according to the areas in Bangkok in order to ensure that the sample is appropriately distributed and reflects the characteristics of the population in the study area.

Key Informants

For this study, the researcher selected three key informants: 1) entrepreneurs (3 participants), 2) academics (2 participants), and 3) consumers (3 participants), totaling eight participants. The purposive sampling method was used.

Data Collection Instruments

1. Questionnaire

The data collection instrument for this research was a researcher-designed questionnaire. The questionnaire was developed from relevant concepts and theories. It was divided into five sections: Section 1: Respondent General Information; Section 2: Perception of Risk; Section 3: Brand Equity; Section 4: Innovation; Section 5: Trust; and Section 6: Decision to Buy Pork Online in Bangkok. The Index of Item Objective Congruence (IOC) was greater than 0.5 for all questions,

allowing for the instrument to be tested and the overall reliability of the form. (Reliability) equal to 0.875

2. Interview Form

For this study, the researcher developed a semi-structured interview form to collect qualitative data from three key informants: entrepreneurs, academics, and consumers. The semi-structured interview form provided a core set of questions to serve as a discussion framework, allowing respondents to elaborate on their experiences and perspectives. The researcher employed triangulation comparing data from multiple sources and inter coder agreement to confirm the consistency and credibility of data interpretation.

Data Analysis and Statistics Used in Data Analysis

1) Descriptive statistics analyze general characteristics of data collected from a sample of respondents and present details of the data to explain their values. These data are presented in percentages, frequency distributions, and mean and standard deviation.

2) Inferential statistics analyze relationships between independent and dependent variables by connecting direct and indirect relationships between latent variables to gain a clearer understanding of the relationship between the variables. Inferential analysis can be divided into two formats: (1) Exploratory Factor Analysis (EFA) and (2) Data analysis using inferential statistics using multiple regression analysis.

3) Content analysis is an important process in interpreting and managing qualitative data obtained from interviews to extract key points and present findings systematically.

Research Results

1. Factors Influencing Online Pork Purchase Decisions in Bangkok

To analyze the factors influencing online pork purchase decisions in Bangkok, the researcher utilized multiple linear regression analysis (MLR). This method analyzes the relationship between dependent variables and multiple independent variables. The results of the multiple regression analysis can be summarized as follows:

Table 1 Multiple regression analysis testing factors influencing online pork purchasing decision in Bangkok.

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	3.773	.772		4.888	.000**
Risk Perception Factor	-.062	.187	-.021	-.331	.741
Brand Equity Factor	.992	.213	.308	4.656	.000**
Innovation Factor	.528	.216	.164	2.442	.015*
Trust Factor	.318	.176	.106	1.803	.072

R = 0.748 R Square=0.559, Adjusted R² Square=0.554, F=506.315, Sig.= 0.000**

Note: ** Statistically significant at the 0.01 level., * Statistically significant at the 0.05 level.

The multiple regression analysis results showed that the Adjusted R² Square value was 0.559 and the Sig. value was 0.000**, which were lower than the statistical significance level of 0.01. This indicates that risk perception, brand equity, innovation, and trust factors can explain 55.90% of the variance in online pork purchasing decisions in Bangkok. The remaining 53.10% is influenced by other factors that were not studied. Brand equity has the highest linear effect on online pork purchasing decisions in Bangkok at the 0.01 statistical significance level. Innovation factor has the highest linear effect on online pork purchasing decisions in Bangkok at the 0.05 statistical significance level. Risk perception and trust factors have an effect on online pork purchasing decisions in Bangkok, but are not statistically significant. The regression coefficients of the predictors can be used to present the multivariate linear equation of online pork purchasing decisions in Bangkok, as shown in the equation.

$$\hat{Y} = 3.773 - 0.062X_1 + 0.992X_2 + 0.528X_3 + 0.318X_4$$

From the above, the research hypotheses can be summarized as follows:

Results of testing Hypothesis 1: Risk Perception Affecting Online Pork Purchase Decisions in Bangkok It was found that the risk perception factor did not affect online pork purchase decisions in Bangkok at a statistically significant level of 0.01, which is inconsistent with the hypothesis.

Results of testing Hypothesis 2: Brand Equity Affects Online Pork Purchase Decisions in Bangkok It was found that the brand equity factor affected online pork purchase decisions in Bangkok at a statistically significant level of 0.01, which is consistent with the hypothesis.

Results of testing Hypothesis 3 : Innovation Factors Affecting Online Pork Purchase Decisions in Bangkok It was found that innovation factors affected online pork purchase decisions in Bangkok at a statistically significant level of 0.05, which is consistent with the hypothesis.

Results of testing Hypothesis 4: Trust Factors Affecting Online Pork Purchase Decisions in Bangkok It was found that the trust factor did not affect online pork purchase decisions in Bangkok at a statistically significant level of 0.05, which is inconsistent with the hypothesis.

2 . Guidelines for Developing Marketing Strategies Focusing on Factors Influencing Online Pork Purchase Decisions

The results of the six hypothesis testing summarized can be analyzed to develop marketing strategies focusing on factors influencing online pork purchase decisions in Bangkok, as follows:

2.1 Strategies to Reduce Consumer Perceptions of Risk.

Business operators should prioritize strategies that directly reduce customer perceptions of risk, such as transparent product information, including source, production date, expiration date, and safe packaging and shipping methods. Furthermore, implementing a traceability system, such as allowing customers to scan a QR code to view product details from the farm to the consumer, will significantly increase confidence. Using real customer reviews and a star rating system will alleviate concerns for inexperienced buyers. Product guarantees, such as refunds if the product is not fresh, or free replacements, will also be implemented. This will help maximize confidence and effectively reduce the risk of online purchases.

2.2 Brand Value Strategy.

Entrepreneurs should therefore focus on creating unique selling points (USPs), such as direct delivery from the farm within 12 hours or using ingredients from certified organic farms. Furthermore, brand storytelling, particularly stories that reflect the intention and care for product quality, such as being a family farm passed down through generations or a farm that prioritizes animal welfare, can help create emotional connections with customers and promote brand awareness. Certification from government agencies such as the FDA or GMP/HACCP standards also boost brand trust. When combined with emotional advertising, such as linking family love or customer health concerns, this can significantly enhance brand equity in the eyes of consumers.

2.3 Customer Trust Strategy.

Building trust systematically is a top priority for entrepreneurs. One important approach is to choose reliable distribution channels, such as Shopee, Lazada, or LINE SHOPPING, which

have robust consumer protection systems and can ensure fair trade practices. Furthermore, clearly identify seller information, such as company addresses, trade licenses, and verifiable contact information. This will help customers feel more secure. Excellent after-sales service, such as prompt chat responses, post-purchase follow-up, and attentive problem management, fosters lasting trust. Furthermore, the use of social proof, such as real customer reviews and product recommendations from trusted bloggers or influencers, contributes to enhancing a store's image and fostering long-term trust.

2.4 Innovation Strategy to Enhance Brand Image

For online pork businesses, appropriate innovations, such as developing user-friendly websites or applications, clearly displaying product listings, and using a transparent pricing system, will enhance the shopping experience and provide a convenient and systematic experience. Furthermore, the use of cold chain logistics technology, or temperature-controlled delivery systems, to ensure proper storage and transportation of products throughout the journey, will enhance confidence in product quality. Developing loyalty programs for collecting points, receiving discounts, or other privileges is a customer relationship management (CRM) innovation that promotes repeat purchases and builds long-term loyalty. The use of payment technologies, such as PromptPay, QR codes, or cash on delivery, will reduce purchasing limitations. This also helps customers feel more secure when making transactions.

2.5 Customer Experience Strategy

Customer experience is a key factor influencing customer satisfaction, trust, and loyalty when purchasing pork online. This is especially true for fresh food businesses, where time management, cleanliness, and service accuracy are critical. Platform design and development that emphasizes convenience, speed, and customer satisfaction are therefore key strategies to prioritize.

Discussions

This study aimed to analyze the factors influencing consumers' decisions to purchase pork online in Bangkok. Multiple regression analysis revealed that the model explained 55.9% of the variance in purchasing decisions ($\text{Adjusted } R^2 = 0.559$), indicating that risk perception, brand equity, innovation, and trust collectively shape consumer behavior in the online pork market. The findings revealed that risk perception did not have a significant direct influence on online pork purchasing decisions. This is consistent with the studies of Rattanamanee and Bhanityanakorn

(2022), who found that although consumers are aware of potential risks such as product quality, delivery, and privacy issues, they can manage these risks by seeking information, relying on user reviews, and choosing trusted platforms. Therefore, risk perception may indirectly affect purchase decisions through other factors such as trust and service quality rather than exerting a direct influence. In contrast, brand equity had a statistically significant impact ($p < .01$) on consumers' purchasing decisions, confirming the hypothesis. This finding supports Chalatharn and Charutawephonnukoon (2021), and Kietthanongsak (2020), who emphasized that perceived brand quality, credibility, and consumer benefits foster brand confidence and loyalty. In the context of online pork purchases where freshness and safety are critical brand equity plays a decisive role in enhancing consumer confidence and influencing purchase behavior. Similarly, innovation significantly influenced purchase decisions ($p < .05$), aligning with Kerdingern et al. (2021), and Chunkajorn and Na Thalang (2022). These studies confirm that consumers value technological convenience, efficiency, and transparency in online services. For Bangkok consumers, innovations such as delivery tracking systems, clear product traceability, and multiple payment options enhance perceived convenience and security, reinforcing positive attitudes toward online purchasing. On the other hand, trust did not have a significant direct effect on purchasing decisions, possibly because trust levels among respondents were already high and relatively uniform. This result supports Apithamkitti (2018), who found that trust often influences information-seeking behavior rather than the final purchase decision. In this study, trust may indirectly shape behavior through brand equity and innovation, which are stronger determinants of consumer confidence.

Overall, the results highlight that Bangkok consumers prioritize convenience, reliability, and brand credibility over perceived risk when purchasing pork online. Transparency in product information such as traceability, freshness guarantees, and clear communication serves as a critical trust-building mechanism. Effective brand storytelling and emotional engagement can also strengthen customer loyalty and differentiate online pork businesses in a competitive market. From a practical standpoint, entrepreneurs should adopt integrated marketing strategies that combine strong brand positioning, technological innovation, and transparent communication. Investing in efficient cold-chain logistics, user-friendly ordering systems, and loyalty programs can encourage repeat purchases and enhance customer relationships. For policymakers, establishing digital trust frameworks and online product safety certifications would help standardize quality, protect consumers, and promote confidence in online meat commerce. Finally, future research should

explore the indirect effects among risk, trust, and brand-related factors using mixed-methods approaches. Comparative studies across different types of meat or protein substitutes could provide broader insights into Thai consumers' digital purchasing behavior.

In conclusion, this study demonstrates that brand equity and innovation are the key drivers of online pork purchasing decisions in Bangkok. Building trustworthy, transparent, and technologically advanced brands is essential for businesses aiming to achieve sustainable growth in Thailand's rapidly evolving digital economy.

New Knowledge from Research

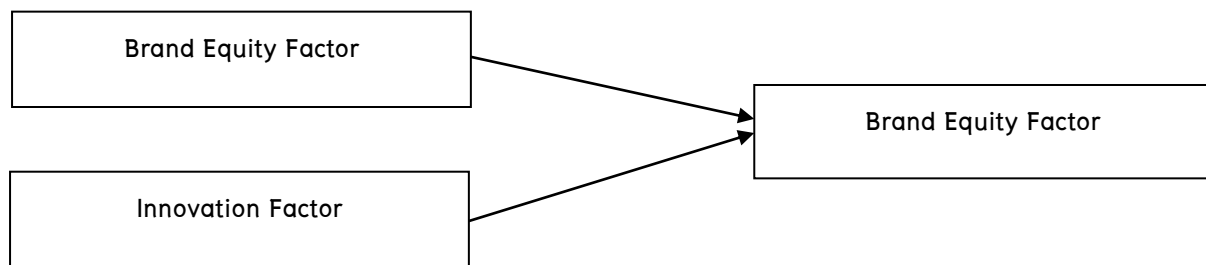


Figure 2 Knowledge from Research

This figure presents the knowledge structure derived from the research, illustrating the conceptual relationships among key influencing factors. The diagram highlights Brand Equity and Innovation as independent variables that drive and enhance Brand Equity in the online marketplace. The knowledge gained from this study is both theoretical and practical. Theoretically, it reinforces and extends existing models of consumer behavior by confirming that brand equity can function not only as an outcome of marketing activities but also as a mediating construct strengthened by innovation. This contributes to the academic understanding of how technological innovation supports brand development and consumer trust in digital commerce. Practically, the findings offer insights for online meat businesses by identifying innovation and brand equity as strategic levers for enhancing brand image, credibility, and long term competitiveness. These insights guide entrepreneurs and policymakers in formulating effective digital marketing strategies and quality assurance systems that align with the evolving expectations of Thai consumers in the online food sector.

Conclusion

The study identified brand equity and innovation as the key determinants of consumers' online pork purchasing decisions in Bangkok. These findings directly address the research objective of understanding the factors that influence consumer decision-making in digital food markets. The results emphasize that a strong brand image, supported by innovative technology, plays a central role in building consumer confidence and driving purchasing behavior. In practice, this means that businesses should move beyond short-term promotions and focus on creating sustainable value through brand credibility and technological advancement. Enhancing transparency such as providing product traceability, safety guarantees, and verified certifications can reduce perceived risk and strengthen trust. Meanwhile, investing in digital innovations like reliable delivery systems, multiple payment options, and personalized customer experiences will improve convenience and engagement. For policymakers, these insights highlight the need to develop national standards and certification frameworks for online meat safety and quality assurance, which can increase consumer confidence and support fair competition in Thailand's growing digital economy.

Suggestions

1) Enhance financial security based on consumer concerns identified in the study. Since perceived financial risk influences online purchase hesitation, government agencies and banks should strengthen authentication systems (OTP, 2FA) and create secure merchant certifications to build consumer confidence in online pork transactions.

2) Promote product quality standards consistent with consumer expectations for freshness and safety. The findings highlight that quality assurance reinforces brand equity and trust. Therefore, the government should establish and certify hygiene standards, provide consultation for GMP/HACCP adoption, and support cold chain efficiency to ensure consumer safety and brand reliability.

3) Develop and strengthen brand value as a key driver of purchase decisions. As brand equity emerged as the most influential factor, businesses should focus on communicating authentic brand strengths, emphasizing traceability, quality, and health-conscious values through effective storytelling and sustainability-driven messaging to deepen consumer engagement.

4) Reconceptualize trust as a mediating factor rather than a direct determinant. Although trust showed no direct effect in this study, it may operate indirectly through brand equity or innovation. Future research should empirically test this mediating or moderating role, while

businesses can strengthen trust via verified reviews, transparent information, warranties, and reliable after-sales service.

References

- Apithamkitti, P. (2018). *Perceived risk and motivation of customers on buying supplementary food via internet*(Unpublished Master's Independent Study). Rajamangala University of Technology Krungthep. Retrieved from https://bu-mba.rmutk.ac.th/wp-content/uploads/2019/12/Pailin_2018.pdf
- Bentler, P.M., & Chou, C. (1987) Practical Issues in Structural Modeling. *Sociological Methods and Research*, 16, 78–117. <http://dx.doi.org/10.1177/0049124187016001004>
- Chalatharn, I., & Charutawephonnukoon, P. (2021). The influence of marketing mix and brand equity on purchasing decisions of Uniqlo casual wears through online channels among consumers in Thailand. *Journal of the Researchers Association*, 26(1), 16–29. Retrieved from <https://so04.tci-thaijo.org/index.php/jar/article/view/248953>
- Chunkajorn, P., & Na Thalang, C. (2022). Gastronomy tourism components and service marketing mix factors of Thai tourists in gastronomy tourism to Thailand Riviera. *Dusit Thani College Journal*, 15(1), 66–82. Retrieved from <https://so01.tci-thaijo.org/index.php/journaldtc/article/view/247426>
- Di Pietro, L., Di Virgilio, F., & Pantano, E. (2012). Social network for the choice of tourist destination: Attitude and behavioral intention. *Journal of Hospitality and Tourism Technology*, 3(1), 60–76. <https://doi.org/10.1108/17579881211206543>
- Herkema, S. (2003). A complex adaptive perspective on learning within innovation projects. *The Learning Organization*, 10(6), 340–346. <https://doi.org/10.1108/09696470310497177>
- Jindawan, N. (2016). *Testing factors influencing internet banking intention: A case study of Krungthai Bank Public Company Limited customers in Phatthalung Province*(Unpublished Master's Independent Study). Prince of Songkla University.
- Kerdngern, N., Kamthornphiphatthanakul, S., & Somthong, N. (2021). Effects of innovation adoption factors on purchase intention in online food delivery in Thailand. *Maejo Business Review*, 3(2), 1–19. <https://doi.org/10.14456/mjba.2021.6>

- Kietthanongsak, W. (2020). *Brand equity and social media marketing on the intension to purchase collagen dietary supplement product*(Unpublished Master's Thesis). Mahidol University, Retrieved from <https://archive.cm.mahidol.ac.th/bitstream/123456789/3804/1/TP%20BM.054%202563.pdf>
- Klongkamrai, P., & Boriraj, J. (2019). Factors affecting purchase decision for clothing via Facebook among Generation Y consumers in Bangkok. *Journal of the Graduate School of Management, Khon Kaen University*, 12(1), 132–149. Retrieved from <https://so04.tci-thaijo.org/index.php/mbakkujournal/article/view/192144>
- Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. *Journal of Marketing Research*, 29(3), 314–328. <https://doi.org/10.2307/3172742>
- Morgan, R.M., & Hunt, S.D. (1994) The Commitment–Trust Theory of Relationship Marketing. *Journal of Marketing*, 58, 20–38. <http://dx.doi.org/10.2307/1252308>
- Pantaweesak, N. (2024, March 7). *Restaurant business in eastern tourist provinces (Chonburi, Rayong)*. Retrieved from <https://www.lhbank.co.th/getattachment/78a56560–613a–4641–8534–6687bed8b280/economic–analysis–Industry–Outlook–2024–SME–Restaurant–Chonburi–Rayong>
- Premasawat, P. (2019). *Trust, price perception, and website efficiency affecting online purchase intentions from reputable department stores in Sathorn District, Bangkok*(Master's thesis). Bangkok University.
- Rattanamanee, K., & Bhanityanakorn, K. (2022). Perceived factors and risk management Influencing food purchases through online channels among Bangkok consumers during the COVID–19 epidemic. *Interdisciplinary Social Sciences and Communication Journal*, 5(3), 171–179. Retrieved from <https://so02.tci-thaijo.org/index.php/ISSC/article/view/254869>
- Rungruangphon, W. (2009). *Marketing strategy using a customer database*. Retrieved from http://www.marketeer.co.th/inside_detail.php?inside_id=619
- Rungruangsak, J. (2014). *The impact of technology acceptance and perceived risk on user's trust perception of location-based services in Bangkok*(Unpublished Master's Independent Study). Bangkok University. Retrieved from <http://dspace.bu.ac.th/jspui/handle/123456789/1388>

- Schilling, M. A. (2008). *Strategic Management of Technological Innovation* (2nd ed.). New York: McGraw Hill.
- Schumacker, R. E., & Lomax, R. G. (1996). *A beginner's guide to structural equation modeling*. Lawrence Erlbaum Associates,
- Sophonkeereerat, P. (2018, February 21). *The next step for modern retail*. SCBEIC. Retrieved from <https://www.scbeic.com/th/detail/product/4443>
- Suppavorasatit, I. (2013). The interaction between flavor and protein. *Journal of Food Technology, Siam University*, 9(1), 21–30. Retrieved from <https://li01.tci-thaijo.org/index.php/JFTSU/article/view/38323>
- Woong Park, S., Klotzsche, M., Wilson, D. J., Boshoff, H. I., Eoh, H., Manjunatha, U., Blumenthal, A., Rhee, K., Barry, C. E., 3rd, Aldrich, C. C., Ehrt, S., & Schnappinger, D. (2011). Evaluating the sensitivity of *Mycobacterium tuberculosis* to biotin deprivation using regulated gene expression. *PLoS pathogens*, 7(9), e1002264. <https://doi.org/10.1371/journal.ppat.1002264>
- Zhang, B., & Kim, J. H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intention. *Journal of Retailing and Consumer Services*, 20(1), 68–79. <https://doi.org/10.1016/j.jretconser.2012.10.007>