

# An International Consumer's Perception and Attitude towards the Purchase Intentions of OTOP Snack Food Products

Mahamat Abdourrahmane

*Department of Business Administration, Prince of Songkla University,  
15 Karnjanavanich Road, Hat Yai, Songkhla, 90112, Thailand  
mahamatabdourrahmane@yahoo.com*

Sasiwemon Sukhabot

*Department of Business Administration, Prince of Songkla University,  
15 Karnjanavanich Road, Hat Yai, Songkhla, 90112, Thailand  
sasiwemon.s@psu.ac.th*

## *Abstract*

The demand of organic food in Thailand has risen consistently with the increase in awareness of health and environmental issues as the global organic food market has grown tremendously over the past decade. Such trend is reflected in consumers' perceptions and attitudes towards organic food products. The current study examines the factors that predict the intention to purchase OTOP snack food products among international consumers in a Thai province (Phuket), using a questionnaire survey distributed to four hundred (400) respondents. The Theory of Planned Behavior shaped the research framework and hypotheses development.

Using a linear regression equation, subjective norms, behavioral control, and attitude factors namely health and environment consciousness, product trust and product attributes were modeled to impact the purchase intention of OTOP snack food products. The results of the multiple regression revealed that subjective norms and behavioral control exerted significant positive effects on the purchase intention of OTOP snack food products. However, only two factors of attitude (product trust and product attributes) were statistically significant with the purchase intention but health & environment consciousness were found to be statistically insignificant. Hence, the conclusions of the research indicated that more efforts need to be exerted to promote consumption growth and should focus on international consumers' awareness of health and environment consciousness.

*Keywords:* TPB, subjective norms, behavioral control, attitude factors, OTOP, Thailand.

## INTRODUCTION

Today's world is more cognizant about people whenever they make a purchase decision. The ethical, religious, moral and environmental degradations have constrained both men and women to think of it seriously as no more deterioration is affordable for the universe. Currently, in North America and Western Europe, researches examining consumers' awareness of organic food have been well developed [1]. For instance,

organic foods are perceived to be more nutritious, healthier, safer and environmentally friendly.

In Thailand, the government has established the OTOP "One Tambon One Product" project in 2001 with the aims of reducing poverty, creating job and improving the population' income at the masses level. OTOP products are officially classified into five categories – foods fresh products from agriculture and processed foods, drinks (alcoholic or non-alcoholic beverage), garments and clothing, utensils and ornaments/souvenirs, and herbal products (products made from herbs or have herb as an ingredient). Hence, one of the main food products to be studied in this paper is about OTOP snacks food products as much of these have now reached not only Thai urban people but rural residents as well.

Reference [2] emphasized that snack food in Thailand represents about 15-20% of the food market and their target is mainly the younger age population. Snack food availability can compromise children's consumption behavior. The study of consumers' perception and attitudes towards the purchase intention of food products is not of any novelty. In the last two decades, there has been a significant increase in the interest in foods in the western world (especially USA, UK and France) and Asia (China, India, Malaysia and Thailand) as well. However, the unfavorable economic condition and the rise of living cost were the most worrying problems in Thailand. This scenario occurred because of the slowdown of global economy and inception of inflation. As a result of the economic downturn, there is an inequality between the income level and the increase of living cost. Therefore, most of the consumer started to change their shopping habits and being more sensitive to the price of the products [3].

When visiting Thailand, international consumers more often buy OTOP food products for their daily consumption or to bring home as being one of Thai government policies to

promote OTOP food products (through tourism industry). Thus, all OTOP food products around the country were able to be promoted as a tourism element [4]. By promoting OTOP food products into the global market, Thai OTOP program exports reached a value of US \$102.5 million in 2003 and it was just US\$ 2 million a year earlier when OTOP was newly established (i.e., both OTOP food producers and Thai government generate profit from its sales). Therefore, the Thai government has been promoting its local industry through the manufacturing of attractive products based on the abundant native culture, tradition and nature [3].

The purchase intention is something that most organic food manufacturers focused on as it helps them to identify the behavior of customers and their perceptions of the products [5]. In any given business, two of the golden goals most sellers want to achieve are “profit” and customer “loyalty”. In view of the fact that attitudes toward the products play an essential role in the buying decision of customers, sellers need to be flexible and also respond to the customers’ needs with the right products.

The importance of purchase intention cannot be fully appreciated if the formation of the intention is not fully understood. It is important to understand all variables related to consumer purchase intention and how those variables affect their decision making and understands the factors affecting the latter. For this study, subjective norms, behavioral control, and attitudes factors (health and environmental consciousness, product trust, and product attributes) were chosen to make better predictions about international consumers’ purchase intentions of OTOP snacks food products.

## LITERATURE REVIEW

### International Consumers

An international consumer is a person who purchases goods or services issued from a country which is not his/her and the purchase relies on the good or service uses. According to 40<sup>th</sup> APEC tourism working group meeting [6] and in regards to the tourism performance in Thailand during the year 2010-2011, there was an increase of almost 3.2 million visitors who arrived in Thailand (15,936,400-19,098,323).

The 19 million visitors are subdivided into East-Asians (54.12%), Europeans (25.91%), South-Asians (6.07%), Oceania’s residents such as Australians and New Zealanders (5.03%), Americans (4.99%), Middle-Eastern (3.16%) and Africans (0.71%). The majority of these tourists came to Thailand either for leisure, pleasure, sight-seeing, discovery or business [6]. It can be added that this particular year (2010-2011) was the year where the Thai tourism industry has seen its peak. In other words, from 2007 to 2009, the total population of tourists in Thailand was respectively 14.46 million in 2007, 14.58 million in 2008 and 14.14 million in 2009 [6].

### Theory and Hypotheses

The theory of planned behavior (TPB) developed by Ajzen was an extension of the TRA (Theory of Reasoned Action) to

improve the predicting power of the model and to better explain human intentions and behavior. The theory of planned behavior resolves the original model’s limitations when considering behaviors over which people have *incomplete volitional controls* (Ajzen, 1991). As an extension of the TRA, the TPB still contains all the components from the TRA, but it incorporates two elements that were lacking in the TRA which are “control beliefs” and “Perceived Behavioral Control” (PBC). By considering these elements, the TPB surpasses the limitations of the TRA by not only allowing the prediction of behaviors that are under complete volitional control, but also those behaviors that are not under complete volitional control [7].

The choice of the TPB in this paper is due to the fact that the theory seemed to be the most appropriate for the study as this latter is interested in shaping the relationship between perceptions, attitudes and purchase intentions and to identify the strongest predictors of intention to purchase OTOP snack food products. Under the TPB, PBC (Perceived Behavioral Control) also known as behavioral control is included and the study is not restricted to researching behaviors only under volitional control. Purchasing OTOP snacks food products may seem like a behavior at first glance, that is relatively straightforward and would not present any significant obstacles.

However, this may not be the case, and that there may be significant obstacles to purchasing OTOP snacks food products for international consumers in Phuket (excluding Thais) that may prevent them from engaging in this behavior. However, because the research is interested in the determinants of purchase intentions for OTOP snacks food products rather than the actual behavior of buying them, the TPB is only utilized up to the “intention” component.

### Subjective Norms

Subjective norm is defined as an individual’s perception of social normative pressures; it is referred to the behavior which is engaged or not [8]. In other words, subjective norms are generally known as the effects of external factors on customer intention; whereby the beliefs play important roles in forming the intention of customers.

Subjective norms can be construed as the “perceived social force” to carry out a particular behavior [7] According to [9], subjective norms are said to be a category of belief that individuals approve or disapprove certain behavior when assuming and performing the same. That is said, people not only perform behavior under social pressure; rather subjective norms provide them information of the suitability of behavior under consideration [10]. Subjective norms apparently affect the purchase intention independently [11].

Reference [7] claimed that the role of subjective norms was not lucid, particularly with regard to their outcome in forming the behavior in multiple previous studies of buying intention and behavior toward organic food. Despite, [12]; and [13]

obtained a considerable causes and effect relation from subjective norms to attitudes (not found in previous studies). Moreover, the relationship between subjective norms and attitudes typically share to the ethics, morality and human's benefits.

Reference [13] examined the relationship between subjective norms and attitudes. Based on his study, this assumption was significant and positive. In addition, the researcher postulated that a relationship might be defined by the impact of social environment on a person's attitudes. Reference [13] in his paper also concluded that if a relationship between subjective norms and other root factors existed, it could not be ignored.

Reference [14]'s theory of needs suggested that individuals tend to perform behaviors that are supposed to be desirable by loved ones or referent group, due to their need for affiliation and group identification. In this vein, individuals' intention to consume organic food are likely to be reinforced if they believe that their loved ones expect them to do so, or they wish to be identified with other individuals who are consuming organic food [15]. References [15]-[16] figured out a positive and significant correlation between intention of users to purchase organic goods and subjective norms. It is therefore hypothesized that:

*H1: Subjective norms positively influence the purchase intention of OTOP snacks food products.*

### **Behavioral Control**

Behavioral control also known as Perceived Behavioral Control (PBC) relates to individuals' perceptions on the extent they are able to perform a given behavior [7]. Acknowledging such perceptions is their beliefs about the relative ease or difficulty in performing the behaviour and the extent that performance is up to them [17].

Reference [7] specified that behavioral control can be viewed as the combined influence of two components: self-efficacy (ease or difficulty of adopting a behavior) and controllability (the extent to which the behavioral performance is up to the actor). Within the TPB, perceived behavioral control plays different roles in predicting the behavior [7]. For instance, it is emphasized that from both the social cognitive theory [18] and modified learning theory [19] that even though a person thinks that a behavior will produce positively valued outcomes, they will only be motivated to (try to) perform the behavior to the extent that they are confident in their ability to perform it successfully.

Previous studies have considered "affordability" as a subset of behavioral control, in influencing the behavioral intention [20]-[22]. Affordability by conventional definition is about the ability to bear the cost without serious detriment to the capacity for action. For consumers, affordability is intimately associated with monetary and search (convenience) costs.

Reference [23] reported that higher monetary cost was the main barrier to organic food consumption for one-third of respondents in Asia Pacific and over forty (40%) percent of European and North-American consumers. Likewise, limitations in supplies and distribution channels were seen as factors that increase the cost of sourcing for organic food. Thus, the hypothesis developed would be:

*H2: Behavioral control positively impacts the purchase intention of OTOP snacks food products.*

### **Attitude Factors**

Attitude is defined as a mental and neural state of readiness to respond organized through experience and exerts a directive and/or dynamic influence on behavior [24]. Reference [25] defined attitudes by taking into account the attitude towards environmental concerns as being the deep-rooted concept in a person's self with a perception of the degree of relationship between the self and the environment.

However, attitudes are always held with respect to a particular object whether the object is a person, place, event, or idea and indicate one's feeling or affect toward that object. Thus, attitudes also tend to be stable over time and are difficult to change. Attitude makes a huge difference in terms of when and where a person goes for vacations, what he/she eats and drinks [26].

The structural model of attitude has three components: Cognitive, behavioral, and affective [27]. The cognitive component concerns one's beliefs, the affective component concerns the feelings and evaluations, and the behavioral component is the way of acting towards the attitude object. The cognitive aspect of positive attitude is generally measured by surveys, interview and other reporting methods, while the affective components are more easily evaluated by monitoring physiological signs such as heart rates. Attitude was found to be a significant element while eating organic foods as an intention factor. The TRA (theory of reasoned action) developed by [28] enlightened that attitude is a vital factor of behavioural intention and this is found in many researches. Beside, in terms of organic food usage, TRA and TPB (theory of planned behaviour) were assumed to be stable.

For instance, researches related to consumer attitude and preferences for organic products are very unnoticeable [29]. Consumer attitude to foods is principally impacted by quality attributes. Ethical factors are sometimes overstated [30]. Many authors pledged to the notation that a considerable growth in production and demand for organic products is very obvious. Major reasons alluded in favor of this trend are amongst safety of consumers, nutritional value of organic food products and the environmental friendly component associated with organic production [31].

The influence of food habits, attitudes, beliefs and opinions on the food choice and purchase is of particular importance in the acceptance/rejection of food [32]-[34]. The Pan-European

Survey of Consumer Attitudes to Food, Nutrition and Health found that the top five influences on food choice in 15 European member states are quality/freshness (74%), price (43%), taste (38%), trying to eat healthy (32%) and what a family wants to eat (29%). These results obtained by grouping 15 European member states, which differed significantly from one country to another. In the USA the following order of factors affecting food choices has been reported: taste, cost, nutrition, convenience and weight concerns [35].

Reference [26] has mentioned that the reasons of buying organic products could be grouped according to concerns (food safety, human health, environmental impact) and commodity attributes (quality, taste, freshness and packaging). However, consumers of organic food products are changing according to their countries background, level of awareness, product availability and attitude changes. Yet, consumers have positive attitudes towards organic products that are perceived as healthier than conventional ones [29]. Reference [5] made a sum up of organic food buying found to have a significant and positive association with the buying of organic food intention and positive attitudes toward organic foods in terms of health and environmental issues, and a higher degree of knowledge and income. Many researches figured out that the intention to purchase organic foods and behaviour are significantly and positively correlated, based on the beliefs of [37] and [38].

Past researches have associated organic food consumption with behavioral attitudes such as health consciousness, environmental consciousness, trust of organic food claims and desirability of organic food attributes such as taste, texture, freshness [39]-[40]. In other words, a person who has strong health values is likely to accept the importance of exercise, maintain a healthy diet, refrain from smoking and consume moderate amounts of alcohol [41]. Finally, in regards to other factors of attitudes which are product trust and product attributes. Reference [42] defined trust as confidence in a person expectation; where desirable conducts are viewed as certain while the undesirable ones are thrown out of concern. Trust of organic food claims is a strong determinant of intention to consume due to the credence nature of organic food. Therefore, consumers may rely on product labeling, advertisements and certifications as signals of the trustworthiness of product claims.

From the diverse literature reviews, it is hypothesized that:

**H3:** Attitudes factors (health and environment consciousness, product trust and product attributes) positively affect the purchase intention of OTOP snacks food products.

**H3a:** Health, environment consciousness positively influences the intention to purchase OTOP snacks food products.

**H3b:** Product trust positively affects the purchase intention of OTOP snacks food products.

**H3c:** Product attributes positively have an effect on the purchase intention of OTOP snacks food products.

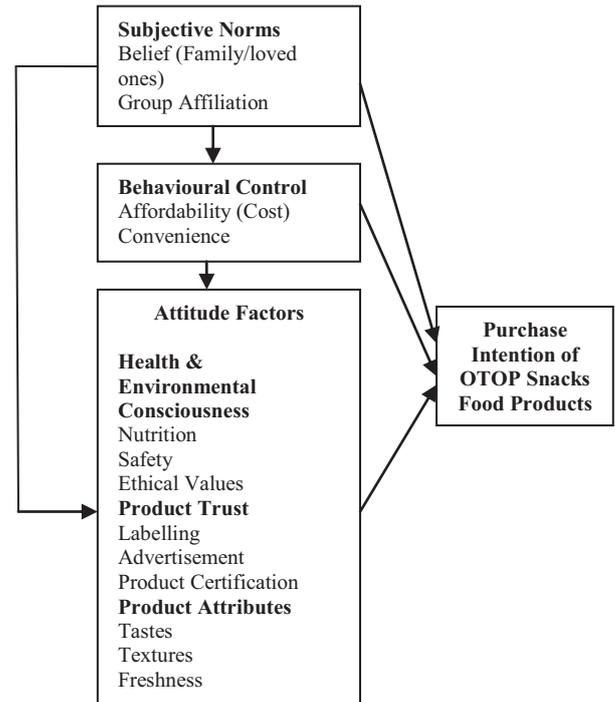


Figure 1: Proposed Conceptual Framework of the Study

RESEARCH METHODOLOGY

The target population of this research study is all international consumers (visitors, tourists, and international students) at the ages of 18 and above 55 years old who visit and stay in Phuket. Convenience sampling method was used as the preferred method in this study in order to distribute the survey-questionnaires to the respondents. A total of 450 questionnaires were distributed, only 404 were returned. For the purpose of the study, only 400 answered questionnaires were retained. Thus, this study presented a response rate of about 88.89%. It is believed that such result is satisfactory and the study is reliable.

The survey-questionnaires measured (1) respondents' demographic characteristics; (2) subjective norms; (3) behavioral control; (4) attitude factors towards OTOP snacks food products, and (5) purchase intention of OTOP snack food products. Items were measured on a 5-point Likert scale where 1 is "strongly disagree" and 5 is "strongly agree". A pilot questionnaire was tested on 30 international consumers in Hatyai, after which a final questionnaire consisting of 48 items was developed. The Cronbach alpha values (in pilot test & actual research) for each factor were then computed in sequence to assess the reliability of the items in measuring the factor (Table I in Appendix). Moreover, the reliability was assured as the Cronbach alpha values which ranged from 0.74 to 0.83 were higher than the minimum threshold of 0.70 [43].

All statistical procedures were carried out using Statistical Package for Social Science (SPSS) version 16.0. For instance, the pilot test was performed before the main data collection.

Based on the results of test to examine reliability (by scrutinizing Cronbach's alpha value) and validity of the measurement items (by using correlation analysis) and the respondents' feedback, few modifications were made to the questionnaire. The data obtained from the main data collection were subjected to normality test, descriptive statistics analysis, comparing mean analysis (independent t-test and ANOVA) and other analyses (correlation analysis and both simple and multiple linear regressions).

- Descriptive data is obtained in this research to describe characteristics of the observed data and summary as statistic. They included mean, frequency and standard deviation all reported in this paper.
- Correlation is used to determine the change in the value of the dependent variable (purchase intention of OTOP snacks food products) for one-unit change in the independent variable (subjective norms, behavioural control, and attitude factors).
- Both simple and multiple linear regressions were used to inspect how two or more variables act together to affect the purchase intention of OTOP snacks food products.

## RESULTS

### DEMOGRAPHIC CHARACTERISTICS

A total of 400 respondents participated in this study. Table II in the appendix explained the demographic characteristics of the international consumers.

As depicted in table II, the majority of participants aged between 26-34 years old (48.5%). Male respondents are accounted for 66 percent of the total number of respondents. Most of the respondents were Asians (38.2%) and the highest education for the most respondents is the bachelor degree level (40.2%). The majority of respondents was companies' employees (38%) and earned \$2001-3000 monthly household income (25.8%) with families consisting of only 3 to 4 members (44.2%).

### DESCRIPTIVE STATISTICS OF STUDY VARIABLES

The descriptive data including, mean, and standard deviation of the study variables was shown in the below table.

**TABLE III**  
SUMMARY OF VARIABLES DESCRIPTIVE DATA

Variables (n=400)	Mean	Std. Deviation
Subjective Norms	3.11	.764
Behavioral Control	3.36	.566
Health & Envir. Consc.	3.73	.587
Product Trust	3.67	.631
Product Attributes	3.63	.573
Purchase Intention	3.47	.598

Based on the descriptive data in Table III, health and environment consciousness (M=3.73, S.D. =0.587) was the most important criteria in international consumers' purchase of OTOP snack food products, followed by product trust

(M=3.67, S.D. =0.631), product attributes (M=3.63, S.D. =0.573), and purchase intention (M=3.47, S.D. =0.598). Meanwhile, international consumers' behavioral control (M=3.36, S.D. =0.566) is just average; their subjective norms (M=3.11, S.D. =0.764) is slightly below normal.

### CORRELATION ANALYSIS

The relationship between the variables was established through the correlation analysis (before proceeding to the regression analysis) in order to find out the most influencing factor predicting the purchase intention of OTOP snacks food products. Moreover, the correlation strength was determined by using [44]'s rule (law) illustrated in the below table IV.

**TABLE IV**  
CORRELATION STRENGTH BASED ON GUILFORD'S LAW

R	Strength of Relationship
< 0.20	Almost negligible relationship
0.20-0.40	Low correlation; definite but small relationship
0.40-0.70	Moderate correlation; substantial relationship
0.70-0.90	High correlation; marked relationship
> 0.90	Very high correlation; very dependable relationship

Moreover, the below table V portrayed the *r* values for the relationship between independent variables (subjective norms (SN), behavioral control (BC), and [i.e. attitude factors (health and environment consciousness (HEC), product trust (PT) and product attributes noted PA]) and dependent variable i.e. purchase intention (PI) of OTOP snacks food products.

**TABLE V**  
CORRELATION BETWEEN INDEPENDENT AND DEPENDENT VARIABLES

	Pearson Correlation Coefficient					
	SN	BC	HEC	PT	PA	PI
SN	1.000					
BC	.070	1.000				
HEC	.342**	.280**	1.000			
PT	.319**	.235**	.418**	1.000		
PA	.419**	.265**	.477**	.651**	1.000	
PI	.353**	.319**	.387**	.526**	.646**	1.000

\*\* Correlation is significant at the 0.01 level (2-tailed)

\*Correlation is significant at the 0.05 level (2-tailed)

The correlation readings pointed out a low to moderate ( $r=0.319$  to  $0.646$ ) correlation between almost all independent variables and the purchase intention of OTOP snacks food products indicating that multicollinearity was not a problem. The table also signified all variables have good association with the intention in purchasing OTOP snacks food products. Both product attributes ( $r=0.646$ ) and product trust ( $r=0.526$ ) were found to be the important determinants of consumers overall attitude towards the purchase intention of OTOP snacks food products. However, the less important factors toward the purchase intention of OTOP snack food products were 'health and environment consciousness' ( $r=0.387$ ), 'subjective norms' ( $r=0.353$ ) and 'behavioral control' ( $r=0.319$ ). In general, the result of correlation analysis showed that all variables significantly influenced the purchase intention of OTOP snacks food products.

In regards to the multicollinearity test and based on the assessment of tolerances of .10 or less (or equivalently VIFs of 10 or higher) may be reason for concern; the below table (VI) exhibited that there is no multicollinearity problem because the VIF for each independent variable is less than 10.

**TABLE VI**  
VARIANCE INFLATION FACTOR

VARIABLES	VIF
Subjective Norms	1.263
Behavioral Control	1.124
Health and Environmental Consciousness	1.415
Product Trust	1.791
Product Attributes	2.046

Dependent Variable: PI.

**REGRESSION ANALYSIS**

The next examination in deciding on the most significant factor influencing the purchase intention of OTOP snacks food products was conducted through multiple linear regression tests. The below table V showed the results of the multiple regression.

**TABLE VII**  
RESULTS OF MULTIPLE REGRESSION ANALYSIS

IVs	Independent Variables on Purchase Intention				
	B	SEB	$\beta$	t	Sig.
Constant	.346	.188		1.839	.067
SN	.072	.032	.092	2.232	.026*
BC	.155	.041	.147	3.764	.000**
HEC	.035	.045	.034	.776	.438
PT	.146	.047	.154	3.117	.002**
PA	.472	.055	.453	8.595	.000**
<b>R<sup>2</sup> Value</b>	<b>.466</b>			<b>F</b>	<b>68.764</b>
Adjusted R <sup>2</sup>	.459			<b>Sig.</b>	<b>.000**</b>

Note: \*\*p < 0.01, \*p < 0.05

In table VII, R<sup>2</sup> value exhibited 46.6% of the total variance for the estimation of international consumers' purchase intention of OTOP snacks food products is explained in the model. As seen in the table, the influence of each independent variable revealed that four independent variables significantly predict the purchase intention of OTOP snacks food products. 'Product attributes' was the strongest predictor ( $\beta=.453$ ,  $t=8.595$ ) followed by 'product trust' ( $\beta=.154$ ,  $t=3.117$ ), then 'behavioral control' ( $\beta=.147$ ,  $t=3.764$ ), and finally 'subjective norms' ( $\beta=.092$ ,  $t=2.232$ ). 'Health and environment consciousness' ( $\beta=.034$ ,  $t=0.776$ ) however, were found to not significantly predict the purchase intention of OTOP snacks food products.

**DISCUSSIONS & CONCLUSION**

To the above regression outcomes, related findings were obtained and documented in others researches for a better discussion. Reference [45] studied the purchase behavior of customers by determining the prediction of product attributes on their purchase behavior. They found that positive product attributes were the significant predictor of purchase intention within all twenty (20) supermarkets in Glasgow. Similarly, [46] illustrated that product attributes or sensory appeals such

as appearance or color, texture and taste or smell are some of the important influencing factors on the acceptance of food and in eating behavior for South African consumers. The findings also revealed that South African consumers perceived tenderness, juiciness and flavor as primary indicators of the taste of red meat.

Nevertheless, in regards to 'product trust', [47] studied "trust" amongst Belgian Muslims in information sources about *halal* meat and their confidence in key actors and institutions for monitoring and controlling the supply chain. The findings revealed that 'trust' in information sources had a significant effect on consumers' intention to purchase, and Islamic institutions and the Islamic butcher received, in general, most confidence for monitoring and controlling the *halal* status of meat. Reference [48] as well used the modified TPB model that included 'trust' to look into consumers' decision-making processes leading to purchase behavior. The outcomes disclosed that consumers' trust positively affected consumers' intention to purchase.

As far as 'behavioral control' is concerned, researchers like [49] assessed the behavioral intention of consumers towards the purchase of reduced salt sausages in Cataluña adopting the TPB model. Behavioral control was the *weakest* predictor of intention though all components of the TPB model had a significant effect on behavioral intention. Reference [50] also pointed out when a person had a high level of self-confidence in evaluating the purchasing decision of a product, the variable behavioral control will not be a most important issue in influencing his or her behavioral intention.

Subjective norms in the present study were found to be the weakest predictor of the purchase intention of OTOP snacks food products. In a study by [51] examining the predictive function of the TPB (Theory of Planned Behavior) model in the context of ready meal and takeaway food consumption in the UK; it was found that subjective norms contributed to the predictive power of the model for ready meals, but it was a weaker predictor than attitude. Additionally, [15] hypothesized that given that organic foods are perceived as healthier; when Taiwan consumers assumed that the important people surrounding them think organic foods are better than conventional foods, they will have more intention of purchasing organic foods. It was confirmed that 'subjective norms' positively enhanced the consumers' intention to purchase organic foods but it also showed less strong predictive power than attitude.

As the discussion followed and in this research, 'health and environment consciousness' did not significantly predict the purchase intention of OTOP snacks food products. Likewise, [52] in the article, "The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food" found that health consciousness had the least strong influence on purchase intention, seeming to show that health consciousness only has an indirect impact on

intention. Thus, there are clearly divergent views on the importance of health consciousness and its relation to purchase intention. Reference [53] also established that health consciousness and environmental attitudes influenced the consumer's attitude toward organic foods through his/her healthy lifestyle.

In conclusion, 'health and environment consciousness' becomes the most important criteria in international consumers' intention to purchase OTOP snacks food products, followed by other factors (product trust, product attributes and purchase intention). The result of this study also confirmed the association among all independent variables and the purchase intention OTOP snacks food products. Moreover, an extended assessment of the association showed that the most significant factors that influenced international consumers' intention to purchase OTOP snacks food products are product attributes, product trust, international consumers' behavioral control and subjective norms. This result may assist OTOP food products marketers to better recognize the factors that influence international consumers' intention to purchase OTOP food products and to improve the standards of OTOP food products and indirectly develop OTOP brand in the general market. Furthermore, it also adds new knowledge to the international public in Thailand on the acquaintance of OTOP food product brand.

This research however has more rooms for improvement. Further researchers could identify international consumers specifically as being organic food consumers (non-, light-, medium- and heavy users) and are well-aware of OTOP brand. This could also be possible if OTOP food producers launch a campaign to raise awareness about OTOP brand among all their stakeholders, especially overseas consumers.

Though this study has proven that 'health and environment consciousness' did not influence international consumers' purchase intention OTOP snacks food products, several other factors of 'health and environmental consciousness' should be considered to explain the behavioral intention for food choice, and then investigate the relationship between each of the health and environmental consciousness and the international consumers' food choice behavior.

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