

# Marketing Factors Influencing Consumer Behavior for CP Brand Chicken Parts

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**Abstract-** The research on marketing factors influencing consumer behavior for CP brand chicken part attempts to study consumer buying behavior for CP brand chicken parts, marketing mix factors affecting the buying behavior, and relationship between marketing mix factors and the consumer buying behavior for CP brand chicken parts. Instrument used in the research is questionnaires which were distributed to 400 samples who are buyers of CP brand chicken parts. Statistics used in the research are percentage, mean, Chi-square for data in the form of frequency, and Pearson Product Moment Correlation. The study indicated that most of the respondents are female aged 36 years up, Muslim, single, and graduated lower than Bachelor's degree, earning maximum average monthly income of 20,000 Baht, and having 2-3 family members. For consumer behavior in buying CP brand chicken parts, it was found that most of them buy breast part at 2-3 times per week frequency. Perceived advantage of chicken parts is that they can be used variously in cooking. Each purchase was found to have an average value of 101-300 Baht and supermarket is the most preferable choice because of its variety of choices. Family member was shown to have influence on the purchase of chicken parts, and packaging has significant impact on the buying decision. Most of the consumers paid attention to marketing mix factors such as price, product, place, and promotion which were at the high level of significance respectively. Test result of relationship between marketing mix and buying behavior of CP brand chicken parts proved that product and price have relationship with consumer behavior in CP brand chicken parts. The research recommended a focus on promotion by applying new marketing communication techniques, distribution channel should be made convenient to customers, price setting should be standardized, and values of the products should be added.

## I. INTRODUCTION

Meat chicken is a tremendously important agricultural product of Thailand. Production of meat chicken had expanded every year i.e. from 2011-2012 domestic production of the chicken increased from 994,319,478 birds in 2011 to become 1,055,934,706 in 2012 which was counted as 6.20% increase (Journal of Thai agriculture forecast) [1]. In 2013, meat chicken production was expected to grow more since farmers gain better knowledge of farm management and technology in raising the chicken. In addition,

weather condition in farming zones facilitate better growth rate of the chicken. Central region is the best production source for meat chicken followed by the northeast, north, and south respectively. The strategic provinces for raising meat chicken are Chon Buri, Chachoengsao, Nakhonnayok, Prachin Buri, and Ubon Ratchathani respectively. Countrywide number of households raising meat chicken as business was 7,484 households in total [4-5].

Charoen Pokphand Food Public Company Limited and affiliates or CPF is a company that has complete chain of chicken production including animal feed factories, hatcheries, chicken farms with evaporative cooling system, and poultry slaughtering & processing plants which is the most sophisticated plants in Asia. With the requirement to increase value of chicken products and to seek for more profitable markets than domestic poultry market which was facing high competition, CPF who used to be the leading exporter of frozen chicken changed its production and export further processed chicken and reduced the production of frozen chicken where it used to be number one producer in Thailand [2].

CPF builds confidence to consumers with new standard products with the policy to promote the brand for food safety as well as applying marketing mix to gain more confidence in consuming chicken products. For this reason, researcher became interested to study factors influencing Bangkok consumer behavior in further processed chicken CP brand. The results shall be beneficial to the company to form marketing plan and improve product quality to match consumers' needs and shall be a source of useful information for interested people.

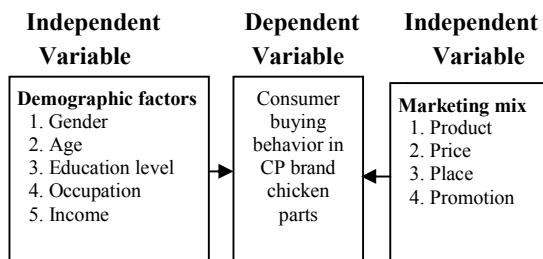
### A. Research Objectives

1. To study consumer buying behavior in CP brand chicken parts.
2. To study marketing mix that affect consumer buying behavior in CP brand chicken parts.

### B. Conceptual Framework

In the study, researcher has applied marketing mix theory to form conceptual framework as a

guideline to study marketing mix factors that affect consumer buying behavior for CP brand chicken parts as shown below.



**Figure 1. Conceptual Framework**

### C. Research Methodology

Data collection was accomplished by distribution of questionnaires to 400 samples who bought CP brand chicken products. The questionnaire could be categorized into 4 parts. Part1 contains 7 personal questions about gender, age, education, occupation, average monthly income, marital status, and number of family members. Part2 includes 8 multiple choice questions regarding consumer behavior in buying CP brand chicken parts. Part3 represents marketing mix that has influences on consumer buying behavior for CP brand chicken parts. This part contains 21 ranking questions with the content about product, price, place, and promotion. The last part consists of open-ended questions asking for suggestions and opinions of the respondents [6].

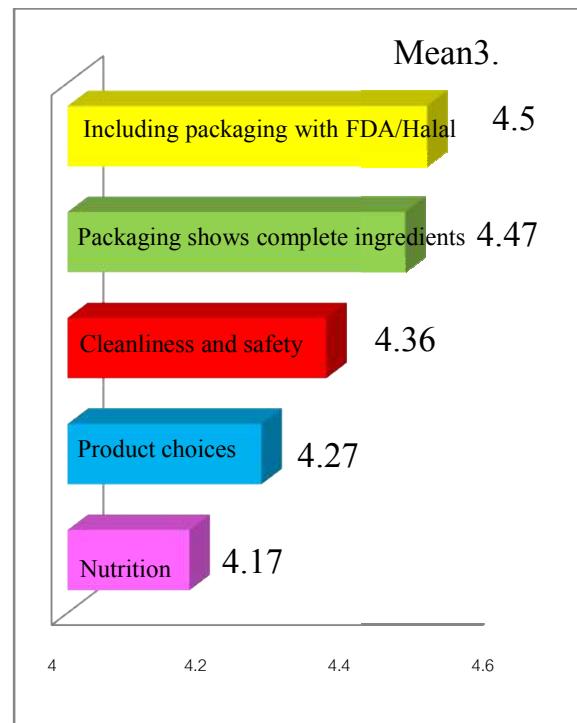
## II. FINDINGS

Most of respondents were female with age of 36 years and above, Muslim, married, graduated lower than Bachelor's degree, pursuing own business/vendors, having maximum average monthly income of 20,000 Baht, and having 2-3 family members.

### *Data on marketing mix that has influences on buying decision for CP brand chicken parts*

#### A. Product

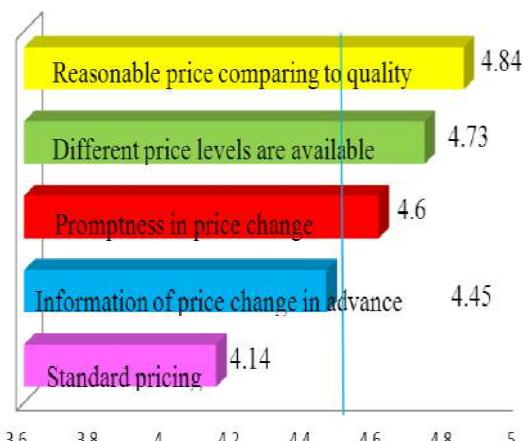
The study indicated that product factor has the highest level of effects on buying behavior in 4 dimensions including packaging with FDA/Halal signs (mean = 4.50); packaging shows complete ingredients (mean = 4.47); cleanliness and safety (mean = 4.36); and product choices (mean=4.27). The product factor that has high level of effects on the buying behavior was nutrition with the mean of 4.17. Overall mean of product significance is in the highest level (mean = 3.35)



**Figure 2. Significance of product factor**

#### B. Price

From the study, price factor that has the highest level of influences on consumer buying behavior for CP brand chicken parts in 4 aspects including reasonable price comparing to quality (mean=4.84); different price levels are available (mean=4.73); promptness in price change (mean=4.60); and information of price change in advance by mode of quotation/price labels (mean=4.45).



**Figure 3. Significance of price factor**

The price factor that was found to be in high level of significance was standard pricing with the mean of 4.14. Overall mean of price significance is in the highest level (mean=4.55)

#### **C. Place**

The study showed that distribution channel factor was found to have high level of significance in 5

dimensions including uniqueness of the shop (mean=4.03); advance purchase is available (mean=3.98); parking area is convenient and safe (mean=3.93); products can be easily found on the shelf (mean=3.88); and the location is easy for traveling (mean=3.86) respectively. Overall mean of place factor is in the highest level with the mean of 3.94.

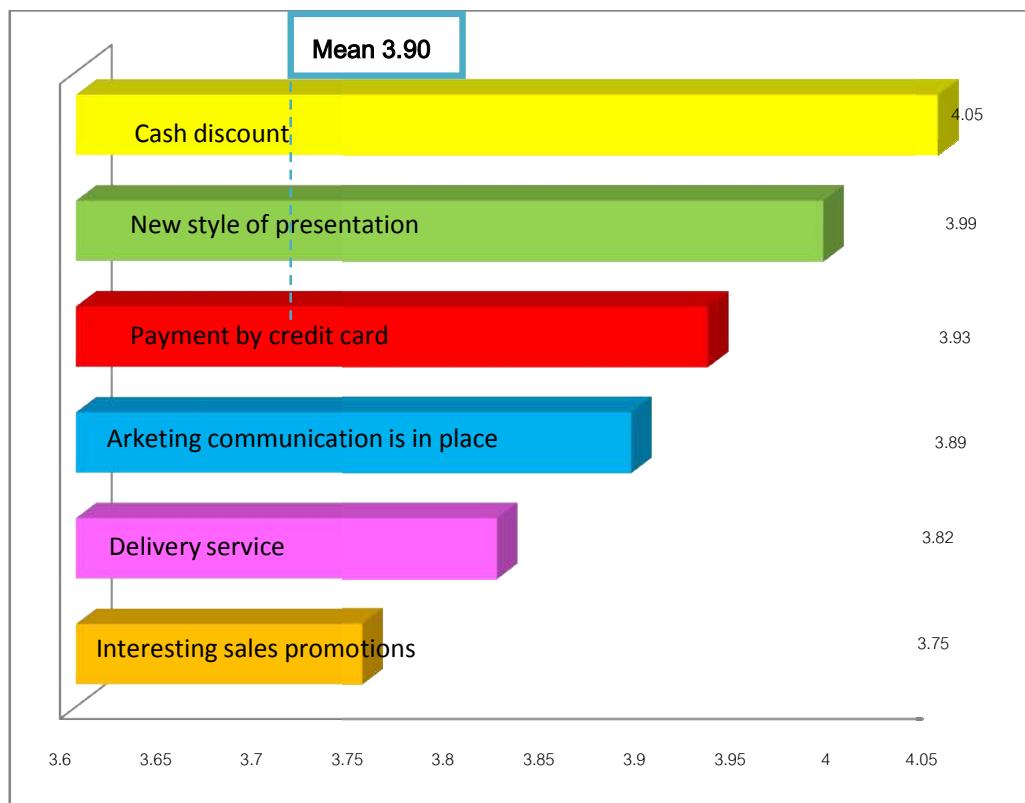


**Figure 4. Significance of Place**

#### **D. Promotion**

The study showed that promotion factor has high level of significance in 5 dimensions including cash discount (mean=4.05); new style of presentation (mean=3.99); acceptance of payment by credit card (mean=3.93); marketing

communication is in place (mean=3.89); delivery service is provided (mean=3.82); and interesting sales promotions are available (mean=3.75) respectively. Overall mean of promotion factor was in the highest level (mean=3.90).



**Figure 5. Significance of promotion factor**

Price factor has relationship with buying behavior of CP brand chicken parts.

TABLE I  
ANALYSIS OF RELATIONSHIP BETWEEN PRODUCT AND THE BUYING BEHAVIOR

Buying behavior in CP brand chicken parts	Price factor		Test result
	Pearson Correlation	Sig. (2-tailed)	
Type of CP chicken parts product	.065	.196	No relation
Buying frequency of CP chicken parts product	-.017**	.728	No relation
Advantage of CP chicken parts product	.075	.135	No relation
Value of purchase for CP chicken parts product	.093	.064	No relation
Location to buy CP chicken parts product	.358	.030*	Negative relationship
Reason for choosing to buy from such location	.079	.114	No relation
Person having influences on buying decision	.080	.109	No relation
Priority in buying CP chicken parts product	.301	.037*	No relation

\*statistical significance at level of .05

\*\*statistical significance at level of .01

Analysis of the relationship between the variables that factor into the marketing mix of product behavior in your products irresistible chicken parts that are associated with a statistically significant

level. 010.05 fee. Correlation coefficient ( $r$ ) is equal to 030, shows that the two are in a relationship, and relatively low in relation to the opposite direction.

TABLE II  
ANALYSIS OF RELATIONSHIP BETWEEN PRICE AND THE BUYING BEHAVIOR

Buying behavior in CP brand chicken parts	Price factor		Test result
	Pearson Correlation	Sig. (2-tailed)	
Type of CP chicken parts product	.079	.113	No relation
Buying frequency of CP chicken parts product	-.091	.070	No relation
Advantage of CP chicken parts product	.054	.281	No relation
Value of purchase for CP chicken parts product	-.017	.729	No relation
Location to buy CP chicken parts product	.172	.001**	Negative relationship
Reason for choosing to buy from such location	.031	.543	No relation
Person having influences on buying decision	-.015	.766	No relation
Priority in buying CP chicken parts product	.074	.142	No relation

\*statistical significance at level of .05    \*\*statistical significance at level of .01

Analysis of relationship between price and buying behavior in CP brand chicken parts indicated that the location to buy CP chicken parts product has relationship with consumer buying behavior at a

statistical significance level of 0.01 with correlation coefficient of 0.172 meaning that the 2 variables have negative relationship.

TABLE III  
ANALYSIS OF RELATIONSHIP BETWEEN PLACE AND THE BUYING BEHAVIOR

Buying behavior in CP brand chicken parts	Place Factor		Test Result
	Pearson Correlation	Sig. (2-tailed)	
Type of CP chicken parts product	-.027	.588	No relation
Buying frequency of CP chicken parts product	-.119	.017*	Negative relationship
Advantage of CP chicken parts product	-.088	.079	No relation
Value of purchase for CP chicken parts product	-.018	.717	No relation
Location to buy CP chicken parts product	.127	.011*	Negative relationship
Reason for choosing to buy from such location	-.097	.054	No relation
Person having influences on buying decision	-.084	.094	No relation
Priority in buying CP chicken parts product	.051	.313	No relation

\*statistical significance at level of .05

\*\*statistical significance at level of .01

Analysis of relationship between place and consumer buying behavior in CP brand chicken parts in the aspects of Buying frequency of CP chicken parts product and Location to buy CP

chicken parts product have relationship at statistical significance level of 0.05 with correlation coefficient of -0.119, 0.127 meaning that both variables have low level of negative relationship.

TABLE IV  
ANALYSIS OF RELATIONSHIP BETWEEN PROMOTION AND THE BUYING BEHAVIOR

Buying behavior in CP brand chicken parts	Promotion Factor		Test Result
	Pearson Correlation	Sig. (2-tailed)	
Type of CP chicken parts product	0.023	0.640	No relation
Buying frequency of CP chicken parts product	-0.025	0.620	No relation
Advantage of CP chicken parts product	-0.172*	0.368	No relation
Value of purchase for CP chicken parts product	-0.005	0.915	No relation
Location to buy CP chicken parts product	0.149*	0.963	No relation
Reason for choosing to buy from such location	-0.039	0.434	No relation
Person having influences on buying decision	0.018	0.718	No relation
Priority in buying CP chicken parts product	0.063	0.207	No relation

\*statistical significance at level of 0.05

\*\*statistical significance at level of 0.01

Analysis of relationship between promotion and consumer buying behavior in CP brand chicken parts in the aspects of Type of CP chicken parts product; Buying frequency of CP chicken parts product; Advantage of CP chicken parts product; Value of purchase for CP chicken parts product;

Location to buy CP chicken parts product; Reason for choosing to buy from such location; Person having influences on buying decision; and Priority in buying CP chicken parts product were found to have the following Sig. (2-tailed) value respectively 0.640, 0.620, 0.368, 0.915, 0.963,

0.434, 0.718, and 0.207 which were higher than 0.05 meaning  $H_0$  was accepted while  $H_1$  was rejected. This indicates that promotion does not have relationship with buying behavior for CP brand chicken parts.

### **III. CONCLUSION AND DISCUSSION**

Demographic data of questionnaire respondents indicated that most of the respondents were female aged 36 years up, Muslim, single, and graduated lower than Bachelor's degree, earning maximum average monthly income of 20,000 Baht, and having 2-3 family members. This data resembles the research of Issaree Kitwattanaboon (2006) who studied consumer behavior and satisfaction in marketing mix of Saha Farm Company Limited, Talad Thai Branch. She found that most of the buyers were 31-40 years of age, had primary level of education, pursuit independent occupation or merchant with monthly income of 10,001-20,000 Baht.

Factors that have influence on buying behavior in CP brand chicken parts were found to be in high level of significance. When considering in details, 2 dimensions were found to be in the highest level of significance i.e. distribution channel and promotion. This result resembles that of Issaree Kitwattanaboon (2006) who studied consumer behavior and satisfaction in marketing mix of Saha Farm Company Limited, Talad Thai Branch and found that most of the samples were highly satisfied with distribution channel and promotion.

The research also found that product and price were the factors that have the highest importance [3]. This finding is in accordance with the study of Chayada Kanabkaew (2005) which investigated Hat Yai consumers' buying behavior in chicken products. The study revealed that the samples gave highest significance to cleanliness, freshness, and honesty of seller when weighing the chicken at the point of sale. For chicken product, it was found that price, promotion, buying convenience, flavor, nutrition, sophistication, and packaging were in a high level of significance. This is in accordance with the research of Suporn Buasri (2004) which studied Hat Yai people's behavior in pork consumption. Her study found that most samples emphasized on cleanliness, freshness, safety from chemical substances and epidemics at the highest level of significance [7].

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