THE ANALYSIS OF PERCEIVED VALUE FACTORS AFFECTING PARENTS' TO PURCHASE PACKAGED BABY FOOD PRODUCTS IN THAILAND

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Abstract

Purpose: The purpose of this study seeks to explore parents' perceived product value to purchase packaged baby food products. The study utilized exploratory factor analysis to identify appropriate factors that influence parents' decision making to purchase of packaged baby food products in Thailand.

Methodology: Data were obtained by a preliminary quantitative study carried out in Bangkok, Thailand conducted with 400 parents who are aware of packaged baby food products and used to purchase the products for their children who aged between 6 months to 5 years old. This study used a constructed model of consumers 'choices that uses factors in the combined models to understand the consumers' decision. The questionnaire included 41 dimensions of factors were utilized by exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

Main Findings: A Varimax rotated factor structure comprising 41 items with 11 major dimensions of consumers' choice to purchase packaged baby food products, which has demonstrated good psychometric properties with Kaiser-Meyer-Olkin Measure of Sampling Adequacy value equal to 0.826. A factor structure was generated, which explain 63.61% of the total variance from EFA. Factor 1, comprising 6 items, was designated as "brand name value"; factor 2, comprising 6 items, was designated as "distribution factors"; factor 3, comprising 6 items, was designated as "healthy and safety factors"; factor 4, comprising 3 items, was designated as "Product design "; factor 5, comprising 3 items, was designated as "proximity"; factor 6, comprising 4 items, was designated as "Influencer factors"; factor 7, comprising 2 items, was designated as "Online promotional factors"; factor 8, comprising 2 items, was designated as "Perceived convenience"; factor 9, comprising 3 items, was designated as "Monetary Value"; factor 10, comprising 4 items, was designated as "Sensory Appeal"; and factor 11, comprising 2 items, was designated as "Traditional promotional factors".

Implications/Applications: As a result of food innovation, packaged baby food products are now able to target a wider range of child consumption that is more diverse and demanding nutritional and health benefits. Packaged baby food products have entered the global markets and have rapidly gained increasingly market shares. The food industry has reacted to packaged baby food products trend by developing a growing variety of new products with health-related claims and images. This research paper, applying factor analysis, elicited consumer behavior toward packaged baby food products. Factor analysis highlighted the key factors by the perception of nutritional value in determining parents' purchase intention toward packaged baby food products. This research attempts to bring together the results of fundamental and applied research into packaged baby food products and their development and commercialization in food products. This study aims to gains firstly to promote parents to take into consideration while purchasing packaged baby food products and secondly, to establish implications for achievement among food companies and retailing opportunities.

Keywords: EFA, customers' purchase intention, packaged baby food products.

INTRODUCTION

Children are becoming increasingly valuable to marketers especially for their strength in parental purchase decisions in the immense market. Baby food products are frequently used products and shopping is routine, with small consumer involvement. This research analyzes perceived value factors affecting Parents to purchase Packaged Baby Food Products in the Thai context. It investigates parents purchase decisions for packaged baby food. The baby food industry has been segmented into two major categories- Baby food (dry, ready-to-feed and others) and formula milk (infants and toddlers) (Business Wire, 2012). This study highlighted major segments of the baby food industry and product categories such as packaged baby food cereals, juices, and more.

The need to produce high quality hygienic processed foods free from hazardous chemicals and their residues has gained utmost importance in recent times. Customers are willing to pay more for safer food with a longer shelf life, increased nutritional value, appealing with improved texture and taste (Intan, 2016). Baby food manufacturers are expected to intensify their new product launches with the injection of premium ingredients which can boost child development. The study of the factors affecting purchasing baby food products are also likely to gain parents' interest and, in turn, increase their willingness to invest in them to enhance their children's wellbeing. Improved disposable incomes among consumers will further enhance their willingness to purchase packaged baby food, thus creating growth opportunities for baby food industry.

Global Trend of Packaged Baby Food

The baby food industry is one of the fastest-growing segments in the global market. In 2016, this market segment is forecasted to reach a value $55 bn in global market. The global baby food market is anticipated to grow 2.5% from 2015 to 2022 (Euromonitor International, 2016). The baby food industry in Asia Pacific is continuously growing. Consumption of ready meals and side dishes for infants has increased. This has been significant growth by the growing number of women in labour force, increased importance placed on convenience in consumers' food choices (Euromonitor International, 2001; Eurostaf, 2003, 2004; Glanz et al., 1998; NIN and CFIC, 2004; Sloan, 2006). Lifestyle choices (Jabs and Devine, 2006), compression of available time (McCullough et. al., 2003; De Boer et.al., 2004), lack of cooking expertise (McCullough et. al., 2003). In addition to the de-structuration of food increasing birth rates in emerging markets lead to high demand for prepared baby food (PR Newswire, 2015). Most new parents shift their demands and preferences of their baby consumption, word of mouth from other parents, advertisements, and social medias influence parents awareness of prepared baby food products. Dietary habits are established during time period, the nutritional quality of diet is known to continue throughout childhood nutritional intervention. Parents search for the most convenient food for their babies based on their nutrition knowledge, parenting style, and the food environment to impact on children's emerging food choices beyond. Above and beyond, cooking for children is inconvenient for ongoing busy lifestyles of working parents, as a consequence, packaged baby foods continue to post positive sale values. Consequently, this has been lead to an increase in consumption of prepared meals for children.

The Packaged Baby Food in Thailand

With a large number of Thai youth denying marriage and preferring to have few numbers of children, the birth rate has declined considerably in Thailand over the last few years. Nevertheless, growth in demand in specialty baby food products, Thai baby food, and pediatric nutrition market reach approximately USD 700 million. The baby food market is further expected to grow with an annual growth rate of 6 percent during 2012 – 2017 (Business Wire, 2012). The market for baby food in Thailand grew by 31% in value terms between 2006 and 2012, to reach approximately Baht 23 billion. Baby food Consumption tends to raise higher prices, economic and political development increased demand for prepared baby food (Business Wire, 2014).

At the present time, modern Thai parents have been shaped by culture to invest more in their children's development and quality of life. Baby food packaging reported slight retail volume growth in 2015. It is due to the fact that more urban lifestyles of Thai parents, baby products for convenience, especially liquid toddler milk formula or prepared baby food which suffices for single servings or small consumption occasions, are becoming more popular. Baby food manufacturers are expected to intensify their new product launches with the injection of premium ingredients which can boost child development. These products are also likely to gain parents' interest and, in turn, increase their willingness to invest in them to enhance their children's wellbeing. Improved disposable incomes among consumers will further enhance their ability to afford those baby products (Euromonitor International, 2016). Thus creating growth opportunities for the baby food industry, Thai food companies need to keep ahead of the trends and competition.

Packaged Baby Food Research

While customer behavior has been studied extensively, the children's product market is still not well explored in spite of the fact that the interest in the topic of children's influence on parental purchase decision has been growing. Child consumption is very important for country development, Research interest in documenting and understanding of family purchases of children's food has grown tremendously over recent years. Still, with a few exceptions, most empirical studies were conducted in the developed countries, for example, The United States and Europe. In Thailand, there is a paucity of studies on parental decision making of food products for their children. Moreover, the perceptions of prepared baby food have rarely been studied both in the industry and in academic research. Given that the basics for youngsters' development including guardians' time pressure and present-day parental way of life are escalating. While the baby food industry has tried to improve the wholesome nature of infant sustenance and arrangement arranged dinners over the most recent couple of years, little data exists on the view of medical advantages of infant suppers and arrangement suppers (Chan, Prendergast, Grønhøj, & Bech-Larsen, 2010).

Children are becoming increasingly valuable to marketers especially for their strength in influencing parental purchase decisions. Accordingly, understanding trends and factors that influence packaged baby food purchases can provide researchers to further customer knowledge and industry players with strategies to better position their company within the market.

Perceived Product Value

Starting from the premise of customer perception, customer value" is used, for simplification in this article as Value from a customer perspective approach led to the consecration of the terms of the perceived value of the product or the customer perception of the product value. The Perceived product value is important as it relates the marketing concept that points out that success of a product based on whether customers believe it can satisfy their needs. Many marketing researchers point out that creating superior customer value for consumers represents the key element in ensuring company's market success (Abdurrahaman & Osman, 2017; Saputra & Dewi, 2016; Madiawati & Pradana, 2016). It is important to identify which key factors determine the level of perceived value of its current and potential consumers. As a consequence, firms can offer

their product value in customer's perspective and leads to customer loyalty, which is the key element to secure company success.

The idea of saw worth starts to develop during the 1990s and acquired the expanding premium the business world and particularly in promoting viewpoint. This idea was perceived as one of the most noteworthy factors in the achievement of an association and as a significant wellspring of upper hands for the firm. Client worth was viewed as base for each advertising action infirm (Polcharoensuk & Yousapornpaiboon, 2017; Sanchez-Fernandez & Iniesta-Bonillo, 2006; Widyawati & Ariyanti, 2017) what's more, perceived as significant "weapon" for pulling in and keeping clients. Firms should strive to maintain long term relationships with their customers in order to obtain customer loyal to the firm. Therefore, it is important that firm take a shot at worth enhancements which lead to making, keeping up and developing long haul associations with customers (Roig et al, 2006).

The customary methodology characterizes apparent incentive as a develop arranged by two sections, one of the advantages got (financial aspects, social, social) and another of penances (value, time, exertion, hazard, comfort), which is critical to underline that all creators concurred that worth is characterized by client recognition. For the initial segment, the advantages part, or what a shopper gets from the buy, would incorporate the apparent quality and other mental advantages. For the subsequent part, the penances segment is shaped by fiscal and non-financial costs including time, vitality, and exertion (Zeithaml, 1988; Cronin et al. 2000).

Perceived benefits refer to monetary benefits, respectively the economy that the customer perceives following the transaction, and non-monetary benefits that may be social and psycho-logical (Trevisani, 2007). Social benefits refer to the association of a product with a certain social status, prestige suggestion for the client, while the psychological benefits relate to the image that the product transfers to the customer to its individualization. Perceived benefits include the perceived quality of what the customer receives in exchange for the sacrifices made to get into the possession of the product and to consume it.

Perceived quality is judged either in terms of intrinsic product attributes, referring to the technical characteristics of the product, size, composition, etc., or by extrinsic attributes, by reference to the retail price, product origin, name brand, product design (Schifman & Kanuk, 2004). The perceived quality product includes the technical quality of the product, the relational quality and the experience quality provided by the space or environment in which the product or service is offered.

Sacrifices are either monetary, reflected in the amount of money that the consumer must give up from its budget to get the product or non-monetary time, energy, social and psychological sacrifices. Judging the value of such brands requires mental effort, intellectual consumption, consumers engaging in such an effort if the expected benefits are equal to, or greater than the sacrifices. In food industry, there are several studies explain factors affecting customer's perceived product value on food products.

Recent research identified five factors that influence consumers' purchase decision of processed food brands are brand, brand-related activities (advertisement and word of mouth), perception, attitude, and purchase intention (Thu Ha and Ayda, 2014). Likewise, previous studies have also found that social agents in close proximity such as peers and parents may be considered idols for observational learning and also be viewed as a credible source of information regarding sustainable products (Lee, 2014; Salazar et al., 2013; Tsarenko et al., 2013). This phenomenon can be explained with the help of consumer socialization theory which suggests that social groups have a greater influence on consumption behavior.

While concerning about the perishable food products, factors Affecting the Consumer Purchasing Decisions of Perishable Foods Explore Events that occur while food is in the distribution system can (Muhammad, Fathelrahman, & Ullah, 2015). Regarding baby's product, Singh, Srivastava, and Kapoor (1995) studied the factors influencing consumer preferences for milk, the results found quality, convenient availability, and supply in quantity desired, flavor, color, freshness, and mode of payment, which showed higher levels of consumer satisfaction. In a more recent study, Amarnath and Vijayudu (2011) listed the factors which affected the attitude of consumers towards branded food products; health, mood, convenience, sensory appeal, natural content, price, familiarity, weight control, brand image, culture, and safety were most factors that influence perception of product value. Moreover, the importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged food products (Pinya and Mark, 2004).

RESEARCH OBJECTIVES

This study attempts to describe how consumers seek perceived benefits and understand how this desire causes customers to evaluate the perceived attributes of packaged baby food products. The primary reason for this examination is to explore the variables influencing client buy expectation relying upon the clients' apparent incentive about the item. The focal point of this exploration is to investigate this conduct in shopper items, bundled infant sustenance items. Past examinations generally centered around direct connection of various components with buy aim, while in this investigation, we analyzed the job of apparent incentive as a needy variable. Furthermore, there are few studies have examined which factors influence purchase intention in packaged baby food products. This issue is important since the phenomenon of shopping for products is increasing popularity and parents are becoming accustomed to shopping on packaged baby food product.

RESEARCH METHODOLOGY

Sample Population

The survey of suitable writing uncovered that the greater part of bundled infant nourishment purchasing conduct was grown primarily with regards to sustenance retailing (for example general stores and hypermarkets), where countless various kinds of shopper items and brands coincide one next to the other. Accepting that the investigation of purchasing conduct in an alternate domain and including an alternate populace was imperative to expand our preferred present information. Parents shoppers were picked in light of the fact that they are the main gathering of buyers of bundled infant sustenance and they are likewise bound to purchase baby food products. A countrywide stratified sample is used to examine shopping perceived benefits. Structural Equation Modelling (SEM) is a method suitable for samples of more than 200 respondents. According to this, the researchers used a convenience sample of 400 parents who used to purchase packaged baby food product since they are the primary shoppers and mainly responsible for baby products shopping.

Questionnaire Development

With the end goal of the investigation, a survey was created and conveyed to an example of guardians shoppers who had recently purchased a bundled infant sustenance. The survey comprises of three sections. The initial segment asked respondents their demographic profile and whether their purchase intention of packaged baby food. A subsequent part comprised of inquiries identified with general variables they recognize as affecting their child nourishment decision. The third part contained questions related to purchasing intention, which was evaluated using five points Likert-type scales. The developed questionnaire was based on multi-item scale of prior research studies. A questionnaire was first developed in English and was translated into Thai by a bilingual marketing professor. A back-translation method was used. A pre-tested using convenience sample of 40 parents was then conducted.

DATA ANALYSIS AND RESULTS

In this study, respondents' perceived factors were distributed the quantitative survey. Souvenirs to participants were offered as an incentive for participation who completed and returned the questionnaire by a specified date.

To avoid the potential bias owing to the use of non-probability sampling, surveys were conducted at various shopping environment. A total of 400 completed questionnaires were administered, and available for data analysis. The sample consisted of 44 percent of parents with sons and 56 percent of parents with a daughter. Among the participants, 54.8 percent of mothers were between 31-40 years old, including 25.8 percent of 1-2 years old children. 66 percent of participants indicated their education as higher than bachelor's degree. With 30.8 percent of monthly household income more than 70,000 baht, there was 28.5 percent of government officers, 23.3 percent of business owners, and 26.3 percent of public company employees. In terms of time spent on social networking, 32 percent spent less than 1 hour and 36 percent spent between 2 to 4 hours per day. The detailed demographic information of the samples is provided in Table 1.

Table 1: Sample Demographics

Characteristics (n=400)	%	Characteristics (n=400)	%
Gender (Kids)		*Household income*	
Son	44.0	10000-24999 Baht	17.3
Daughter	56.0	25000-39999 Baht	11.8
Age (Kids)		40000-54999 Baht	18.3
less than 1 year old	21.8	55000-70000 Baht	22.0
1-2 years old	25.8	more than 70000 baht	30.8
2-3 years old	19.8	*Occupation*	
3-4 years old	9.0	Student	8.0
4-5 years old	13.8	Government officers	28.5
5-6 years old	10.0	Private company	14.3
Age (Mothers)		Business owner	23.3
less than or equal to 30	15.3	Public company	26.0
31-40 years old	54.8	*Online Browsing Time*	
41-50 years old	21.0	less than 1 hr	32.0
more than 50 years old	9.0	1-2 hrs	10.0
Education		2-4 hrs	36.0
Lower than a bachelor's degree	10.0	4-6 hrs	10.0
Bachelor's degree	24.0	6-8 hrs	12.0
Higher than a bachelor's degree	66.0		

* In case of parents who have more than 1 children, they were asked to choose who they were spending more on social media networking

Factor Analysis

Exploratory factor analysis used in order to identify constructs and investigate key interval scaled questions regarding reasons for choosing packaged baby food from 400 respondents. The relationship grids were figured. It uncovered that there is sufficient relationship to proceed for factor investigation. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) for individual change was contemplated. It found an adequate connection for every one of the factors. To test the inspecting ampleness, Kaiser-Meyer-Olkin (MSA) is processed which is observed to be 0.734. It showed that the example is sufficient for inspecting. The general essentialness of relationship lattices is tried with Barlett Test of Sphericity offered help for the legitimacy of the factor examination of the informational collection.

Head Components Analysis was utilized for removing the information, which permits deciding the factor hidden the connection between quantities of factors. The level of absolute change, represent over 60% of the all-out difference, is utilized as a list to decide how well the all-out factor arrangement represents what the factors together speak to.The total variable Explained box is suggesting that it extract sum factor accounts for 63.611% of the variance of the relationship between variables. There are eleven factors, each having Eigenvalue exceeding 1 for packaged baby food choice. The Eigenvalues for eleven factors were 8.455, 3.135, 2.649, 2.182, 1.754, 1.654, 1.454, 1.413, 1.277, 1.097 and 1.000 respectively. The level of fluctuation disclosed by factor one to eleven for components affecting in picking bundled infant sustenance is 8.684, 7.755, 7.228, 5.659, 5.624, 5.608, 4.971, 4.745, 4.695, 4.659, and 3.883 respectively. (Table 2)

Table 2: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative %
1	8.455	20.621	20.621	8.455	20.621	20.621	3.560	8.684	8.684
2	3.135	7.647	28.268	3.135	7.647	28.268	3.179	7.755	16.438
3	2.649	6.461	34.729	2.649	6.461	34.729	2.964	7.228	23.667
4	2.182	5.321	40.050	2.182	5.321	40.050	2.320	5.659	29.326
5	1.754	4.279	44.329	1.754	4.279	44.329	2.306	5.624	34.950
6	1.654	4.035	48.363	1.654	4.035	48.363	2.299	5.608	40.558
7	1.464	3.572	51.935	1.464	3.572	51.935	2.038	4.971	45.529
8	1.413	3.446	55.381	1.413	3.446	55.381	1.945	4.745	50.275
9	1.277	3.115	58.496	1.277	3.115	58.496	1.925	4.695	54.969
10	1.097	2.675	61.171	1.097	2.675	61.171	1.910	4.659	59.628
11	1.000	2.440	63.611	1.000	2.440	63.611	1.633	3.983	63.611

RESULTS AND DISCUSSION

Factor 1 loaded on six variables can be labeled as 'Brand name Value' as it comprises dimensions of Brand likeliness, Brand satisfaction, Brand Influence, Brand Image, Brand Quality, and Brand Familiarity. The factor loading for those dimensions were 0.789, 0.751, 0.744, 0.668, 0.659, and 0.641.

Factor 2 can be labeled as distribution factors supporting the study of Muhammad et. al. (2015) who stated that factors affecting the Consumer Purchasing Decisions of Perishable Foods should explore while food is in the distribution system can. Distribution factors comprising of shelf space, availability, accessibility, modern channels, types of distribution channels, and size of distribution. Their factor loadings were 0.739, 0.730, 0.639, 0.613, 0.508 and 0.444, respectively.

Where a majority agreed that health is an important parameter related to the purchase of packaged food (Fotopoulos, Krystallis, Vassallo, Pagiaslis, 2009) factor 3 can be labeled as healthy and safe. It comprises of six variables; food standard concerns, nutritional value concern, cleanness and freshness, Health and Labelling Concern, Health Consciousness, and Environment-friendly concern. The factor loading for this factor were 0.763, 0.666, 0.641, 0.593, 0.586 and 0.428, respectively.

Factor 4 can be labeled as packaging design factors which is important as packaging design is a vehicle for communication and branding in competitive markets for packaged food products (Pinya and Mark, 2004). The variables of packaging design comprising of packing Influence, packaging image and promotional packaging with the factor loading of 0.766, 0.754, and 0.613. Factor 5 can be labeled as 'proximity' because it explains the closeness or attachment of a consumer to the product. It is loaded on five variables which included familiarity, likeliness towards the products, and satisfaction of the products with the factor loading of 0.732, 0.707, and 0.458, respectively.

Thu Ha and Ayda (2014) stated that one of the most important factors that influence consumers' purchase decision of processed food brands are brand and brand-related activities, for example, advertisement and word of mouth. Factor 6 (influencer factors), factor 7 (Online promotional Environment) and factor 11 (Traditional promotional Environment) support the research. Factor 6 loaded on for variables comprising of the variables of Influencer Endorsement, Influencer Recommendation, Influencer Trustiness, and Influencer Closeness, with the factor loading of 0.794, 0.740, 0.612 and

0.404, respectively. Factor 7 which can be labeled as online promotional environment loaded on two variables of traditional online promotional with the factor loading of 0.809 and social media networking with the factor loading of 0.737. Factor 11 which can grouped of traditional promotional environment of Indoor promotional environment (Television, Radio) with the factor loading of 0.764 and Outdoor promotional environment (Billboard and Vehicle) with the factor loading of 0.589.

Factor 8 correlated the most on two variables which stressed on availability of products and product variety. This might be labeled as 'Perceived Convenience' where a majority agreed that convenience is an important parameter related to the purchase of packaged food. In an earlier study conducted by Singh et al. (1995), the researcher stressed convenience as an important parameter for purchase. The factor loading for perceived convenience dimensions were 0.842 and 0.837.According to Sabeson (1992) who expressed that high caliber and cost of the item were the real criteria dependent on which the purchasers chose handled items.

Factor 9 loaded on three variables comprising of the variables of price comparison, price value, and promotional price, which can be labeled as monetary value. The variables' factor loading were 0.779, 0.708, and 0.594, respectively.

Factor 10 can be labeled as 'Sensory Appeal' as it comprised dimensions related to taste, fragrance, appearance, and attractiveness. Their factor loading were 0.691, 0.678, 0.602, and 0.737, respectively. It is supported the study of Rees (1992) who revealed that factors influencing the consumer's choice of food were flavor, texture, appearance, and advertising.

CONCLUSION AND IMPLICATIONS

Conclusion

According to the Ministry of Public Health in Thailand, quality of baby food has been given weightage by the brand value it as healthy eating alternatives for working parents who seek for convenience but healthy and safe baby products.

The marketers have to understand the importance of nutritional value, quality and superior sensory appeal for marketing their products. It was found from the research that better quality, superior taste, and good nutrition are the major factors for parents to purchasing baby packaged food. It is implied from this research that the marketers have to play with the price, discount in a very strategic way without tempering the taste, quality and nutrition value of baby packaged food. An additional influencer for baby packaged food is good shelf space and distribution channels during the purchase. So, the marketers have to develop strategies to enhance the product availability and accessibility of the baby packaged food in modern distribution channels. If the size of distribution is enhanced they can also think of selling in bulk quantity at offer parents with more economies of scale.

Further, the brand-related activities and the recommendation given by influencer and close proximity also led to the use of baby packaged food. In addition, the research explored the rise in the purchasing power of middle class to upper class of parents influencing the purchase of Baby packaged food and has also been highlighted in the study of packaging design has been conducted.

Factor structure comprising 41 items with 11 major dimensions of consumers' choice to purchase packaged baby food products can be concluded in Table 3 below.

Table 3: Factor Structure and their Factor Loadings

Factor	Labeled as	Variables	Factor Loading
1	Brand name value	Brand likeliness	0.789
		Brand satisfaction	0.751
		Brand Influence	0.744
		Brand Image	0.668
		Brand Quality	0.659
		Brand Familiarity	0.641
2	Distribution factors	Shelf space	0.739
		Availability of the products	0.730
		Accessibility	0.639
		Available on modern channels	0.613
		Types of distribution channels	0.508
		Size of distribution	0.444
3	Healthy and Safety Factors	Food standard concern	0.763
		Nutritional value concern	0.666
		Cleanness and freshness	0.641
		Health and Labelling Concern	0.593
		Health Consciousness	0.586
		Environment-friendly concern	0.428

4	Packaging Design	Packaging Influence	0.766
		Packaging Image	0.754
5	Proximity	Familiarity	0.732
		Likeliness towards the products	0.707
		The satisfaction of the products	0.458
6	Influencer Factors	Influencer Endorsement	0.794
		Influencer Recommendation	0.740
		Influencer Trustiness	0.612
		Influencer Closeness	0.404
7	Promotional Online Environment	Traditional Online Environment	0.809
		Social Media Networking	0.737
8	Perceived Convenience	Product Availability	0.842
		Product Variety	0.837
9	Monetary Value	price comparison	0.779
		price value	0.708
		promotional price	0.594
10	Sensory Appeal	Taste	0.691
		Fragrance	0.678
		Appearance	0.602
		Attractiveness.	0.737
11	Traditional Environment	Indoor Traditional Environment	0.764
		Outdoor Traditional Environment	0.589

Implications

Theoretical Implications

The contribution of this study incorporated dimensions of factors influencing parents to purchase packaged baby food products. Measurement scale captures a variety of factors that underlie a specific form of parents shopping for convenience but healthy and safe food for their children. The proposed scale offers a validated measurement tool for assessing baby packaged products shoppers' purchasing factors. The scale's reliability and its convergent and discriminant validities were confirmed. From a theoretical perspective, the study uncovers the finding factors encourage groups of parents' buying intention, exploring what factors should be considered as a key influential variable in determining the facets of factors to purchase baby packaged food for their children.

Managerial Implications

This may have critical administrative ramifications. These days where accommodation is an urgent issue, bundled items and dinner arrangements that live up to guardians' desires as far as comfort, yet additionally as for medical advantages, wellbeing, and tactile intrigue, must be created. Along these lines, brand-related exercises and correspondences that underline the happiness given by solid child bundled nourishments, notwithstanding wholesome data, can settle on more advantageous decisions and all the more speaking to this objective fragment.

Sustenance industry supervisors should view this investigation as proof that finding some kind of harmony among accommodation and wellbeing highlights so as to give long haul an incentive to shoppers might be of embodiment. The key would in this way be to improve the quality, assortment, and inventiveness of the offering to fulfill guardians' customers that are looking for comfort, wellbeing and tangible intrigue viewpoints in their kid's nourishment. The findings provide useful information for retailers to better understand their parents' consumer response.

LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

As the survey conducted was only confined to a major region of Bangkok, Thailand, results may vary if research is in conducted in other parts of Thailand. Furthermore Future investigations may incorporate various sorts of administration/item classifications to upgrade the generalizability of the discoveries. Moreover, the utilization of moms as a populace likewise represents confinement and this might be a legitimate example as the online moms will, in general, be most purchasers for child items, in any case, various examinations may utilize increasingly broad examples. At last, while a cross-sectional study strategy is applied to this examination, longitudinal investigations, later on, may catch the dynamic idea of shopping situations and give better comprehension of customers' reactions over a period of time

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