

# **MARKETING-MIX FACTORS AFFECTING CONSUMPTION BEHAVIOR OF RAW BANANA POWDER: SUAN FUNG KHAJON BRAND IN BANGKOK AND METROPOLITAN AREA**

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## **ABSTRACT**

The objectives of this research were to study 1) the demographic characteristics of consumers of Suan Fung Khajon raw banana powder products in Bangkok and the Metropolitan Region, 2) the factors of the marketing mix that affect the consumption behavior of Suan Fung Khajon raw banana powder products in the Bangkok Metropolitan Region, and 3) the relationship between demographic characteristics and consumption behavior of Suan Fung Khajon raw banana powder products in the Bangkok Metropolitan Region. This study used a quantitative research method by using an online questionnaire with 240 participants and a convenient sampling method. The results showed that most of them were female (76.25%), under the age of 24, Gen Z (37.92%), had a bachelor's degree or equivalent (69.58%), were students (47.391%), and had an average family income. 18,000 baht per month or less (47.80%) The majority of those who purchased raw banana powder accounted for 60.15%. Most consumers prefer to buy from pharmacies (149 people), representing 62.08%, respectively. Results of the relationship between education, age, and income and purchase objectives found that education, age, and income and purchasing channels were not correlated. According to the test results on the relationship between gender and purchasing goals, there was a statistically significant link between gender and purchasing channels.

**Keywords:** Marketing Mix, Raw Banana Powder, Consumer Behavior, Consumption

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## Introduction

Today, bananas are processed for food preservation in many forms, such as drying, welding, crisping, roasting, or stirring. The value of the process is enhanced by adding different flavors and innovative packaging designs, but it has competitive competitors. Therefore, it has to be processed in new ways in order to create differentiation and more value. The interest in healthy food consumption, especially processed agricultural food, has started to expand more and, at the same time, must respond. Receive it with convenience and speed of consumption. This is in line with the trend that Thai populations have turned to eating different types of bananas in more ways because the properties of bananas are many, such as reducing fat in the blood, treating gastritis because they contain tannin that helps coat the stomach and intestines and also helps relieve symptoms of acid reflux, etc. (Charoenthai, 2019). Banana is a tropical fruit in the family Musaceae. It is a tropical plant native to Asia, especially South and Southeast Asia. Thailand is a genetic source of a variety of bananas, so there are wild bananas and bananas planted everywhere, counting only edible bananas, excluding wild bananas. There may be more than 50 species that are widely known, such as Kluai Nam Wa, Kluai Hom, Kluai Khai, Kluai Hak Muk, Kluai Mue Nang. Other types of bananas may be known only locally, such as Nang Phaya bananas, Hin Kluai, Kluai Sa, Kluai Lai in the south, Nam Sao bananas, Karen bananas in the west, Golden short banana, Nuan banana, Northeastern region Bananas, Chan Bananas in the north, etc. Bananas are economic crops with natural diversity. There are more modifications and scientific studies to add value and take advantage of the diversity of bananas. (Cham, 2019).

Raw bananas contain higher amounts of tannins than ripe bananas. Ripe bananas have properties that can precipitate proteins, helping to heal wounds in the stomach and intestines that are caused by acid reflux. In addition, bananas are also an aid in excretion because they contain important substances, pectin, a large molecule carbohydrate that the body can't digest. It has the ability to increase fiber in the stool and intestines, helping to increase the efficiency of excretion without having to exert force or cause constipation, the cause of hemorrhoids. The benefits of raw bananas are classified as the main drugs in the National List of herbs, with the main drug used in the treatment of stomach ulcers, helping to relieve diarrhea. Raw bananas will have an astringent taste, help relieve diarrhea, and heal wounds. In the intestines, it heals stomach ulcers and can also cure diarrhea because raw bananas contain tannins, which can help inhibit the growth of bacteria, prevent damage to the intestinal wall, and prevent cancer. (Sirakan, 2020). However, although Thailand has the production and many bananas are sold internally and exported abroad, but in some seasons the production of bananas exceeds the demand. This led to an oversupply of bananas because freshly consumed bananas had a shelf life of only 5-7 days before rotting, which was considered quite a shelf life. Short, causing farmers to rush to sell it before it spoils. In addition, the production of bananas in large numbers may not meet the standard characteristics of bananas. For example, they may not meet the standard shape and size. As a result, it can be sold at a cheap price or cannot be sold at all, thus affecting the country's economic loss. (Phuapisit, Wongkamhaengarn, Mahain & Wattanametha, 2016). Therefore, in order to help reduce

the country's economic loss, the research work sees the importance of banana adoption. Raw bananas are turned into banana starch so that it can be used more easily or turned into products with a higher value.

From the above article, the researcher is interested in studying the factors of marketing mix that affect consumer behavior of Suan Fung Khajorn brand of raw banana powder in Bangkok and Metropolitan region because the results of the relevant literature review have also found the gaps in research to be studied on this issue, which allows researchers to study how individual marketing mix factors affect consumers' consumption behavior of raw banana powder, and the results of the study can also be used as a guideline for raw banana powder business can also be used as a guideline for marketing planning, improvement, or business development to meet the needs of consumers, and it is beneficial to those who are interested in the same type of business or related businesses.

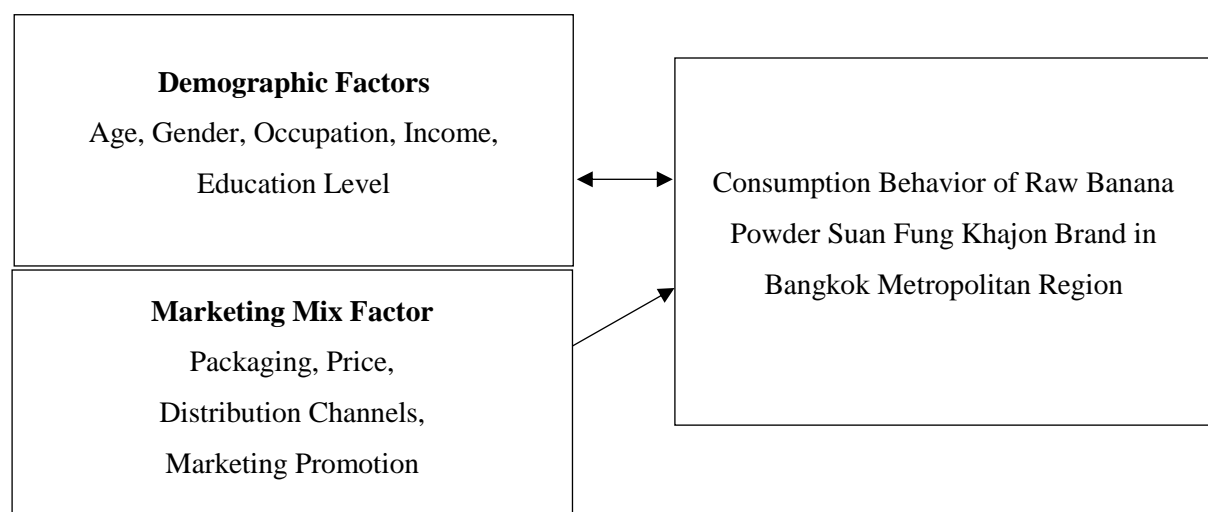
### Research objectives

1. To study the demographic characteristics of consumers of Suan Fung Khajon raw banana powder products in Bangkok Metropolitan Region.
2. To study the factors of marketing mix that affect the consumption behavior of Suan Fung Khajon raw banana powder products in Bangkok Metropolitan Region.
3. To study the relationship between demographic characteristics and consumption behavior of Suan Fung Khajon raw banana powder products in Bangkok Metropolitan Region.

### Research hypothesis

Demographic characteristics correlated with consumption behavior of Suan Fung Khajon raw banana powder among consumers in Bangkok Metropolitan Region.

### Research conceptual framework



**Figure 1** Research framework

## **Literature review**

### **Definition of Marketing Mix**

Marketing mix is one of the important concepts in marketing because marketing management is to satisfy customers. Marketers will use the marketing mix as a tool to develop their products in line with their target market. From the study, there are many academics who have given the meaning of marketing as follows:

Kotler and Armstrong (2016) have given the meaning that "marketing mix" is a tool that businesses or executives can use to meet consumer needs and to satisfy consumers in their target market. The marketing mix consists of products, prices, distribution channels, and marketing promotions. Marketers are responsible for implementing the marketing mix strategy for their target market by determining the amount of marketing budget that will be used for each element of the marketing mix to increase sales, profits, or other objectives of the business. The executives who have set.

Schiffman and Wisenblit (2015) refer to the controllable marketing variables that many businesses use together to meet the satisfaction of their target customers.

Wheelen and Hunger (2012) define the marketing mix as a combination of important variables under the control of an organization that can be used to generate demand and gain a competitive advantage. These variables are: product, place, promotion, and price. These variables are sub-elements that can be analyzed to adjust to suit the ability of the organization.

Kuntonbutr (2014) has defined the marketing mix factor as the direct component related to the product or service to be offered to the consumer. Factors related to marketing mix consist of 4 types of marketing factors such as product, price, distribution and marketing promotion.

In conclusion, the marketing mix is a key factor and a group of marketing management tools. It is a factor that can be controlled, changed, and adjusted accordingly, which is very important to many aspects, including personal, economic. And society because marketing agencies or organizations create jobs and generate income for individuals and the consequence is that the individual, the consumer, is met with the highest level of comfort and satisfaction for the enterprise when it comes to production, investment, and employment. People have more income and purchasing power, the country, economy and society will raise the standard of living. The marketing mix (4P's) consists of products, prices, distribution channels and marketing promotions.

### **Consumer behavior**

The study of consumer behavior will enable the creation of marketing strategies that create satisfaction for consumers and the ability to find corrective solutions to consumer decision-making behavior in society. Importantly, it will help to develop the market and develop better raw banana powder products. From the study, there are many academics who have given the meaning of marketing as follows:

Kotler and Armstrong (2018) define consumer behavior as the result of interactions between cultural factors, social factors, personal factors, and psychological factors.

Solomon (2018) has defined consumer behavior as the process when individuals or groups choose, buy, use, or dispose of a product, service, idea, or experience to meet their needs and desires.

Kotler and Keller (2012) define consumer buyer behavior as the buying behavior of final consumers, individuals and households who buy goods and services for personal consumption.

Thippala (2012) Consumer behavior refers to the decision-making behavior and actions of searching, buying, using, evaluating the use of products and services.

In conclusion, consumer behavior is defined as any act or behavior of any person directly related to the acquisition of goods and services. This includes the decision-making process in which the evaluation of the product is made. Decisions may include other factors involved in the decision-making by which the value of the purchaser's evaluation is measured by its value of the product or service that has been decided to purchase.

Phuapisit, Supadilokluk, and Taiwan (2016) studied the issue of consumer opinion towards the marketing mix of healthy banana flour cookies, and the results of the study found that most of the respondents were female, aged 21-30 years, had a bachelor's degree, had a state enterprise occupation, had an average monthly income of less than 20,000 baht, and were single. It was found that consumers had a high level of opinion on the marketing mix of banana flour cookies for overall health. The products had the highest average, followed by marketing channels, marketing promotions, and prices, respectively. The hypothesis testing revealed that gender, age, education level The average monthly income and different status states had no significant difference in their opinions on the marketing mix of healthy banana flour cookies at the level. 0.05 Different occupations had significantly different opinions on the marketing mix at the 0.05 level, consistent with the hypothesis, which is consistent with the research of Konkla (2016), who has studied the issue of marketing mix affecting product selection. Dietary supplements are consumed by consumers in Phayao Municipality, and the research found that the marketing mix factors affecting consumers' purchases of dietary supplements in Phayao Municipality. Overall, it is at the highest level. Consumers pay attention to the factor of product marketing mix, which is good quality products according to their properties and price features. Specifically, the price is suitable for the product, the distribution channel is the location, and it is convenient to buy and sell a variety of products. In terms of physical aspects, the product's logo or brand must be clear and the service process must be accurate in payment.

In the same way as Chawala, Suntramethakul and Phorncharoen (2021), who studied the issue of the mixed marketing factors influencing consumers' decisions to buy furniture in Ubon Ratchathani Province, the research found that the marketing mix factors influencing consumers' decisions to buy furniture in Ubon Ratchathani consisted of four independent variables, namely service process, physical characteristics, human characteristics, and distribution channels. The predicted dependent variable was statistically significant at .05 or 47.30 percent, which was consistent with Pochai (2019), who has

studied the issue of marketing factors that affect the decision to consume premium fruit: a case study of the consumer in Banpong District, Ratchaburi Province. The research results were that as marketing factors, the decision to consume premium fruit was overall at a high level. When each aspect was considered, the 2 aspects at the highest level were as follows: product and price, and the 5 aspects at the highest level were as follows: promotion, ranked in descending order of place, people, physicality, and process, respectively. The decision to consume premium fruit was overall at the highest level. When each aspect was considered, the 3 aspects at the highest level were as follows: information search, ranked in descending order of problem recognition, and evaluation of alternatives; and the 2 aspects at a high level were as follows: purchase decision, and post purchase behavior, respectively. The hypothesis test found that marketing factors that affect the decision to consume premium fruit with statistical significance at the 0.01 level were people, product, price, and place; whereas those that affect the decision to consume premium fruit with statistical significance at the 0.05 level were promotion, and process, respectively.

### **Research method**

This research is quantitative and statistical analysis is emphasized, such as percentage, arithmetic mean, standard deviation, Pearson Chi -Square, etc. The research tool was a questionnaire for collecting data. The questionnaire was divided into 3 parts: Part 1, questions about the nature of general information about consumers, all 4 questions such as education level, age, gender, and income; Part 2, questions about consumption behavior, all 3 questions such as types of herbs that consumers choose to buy, the purchase channels that consumers use; and marketing mix that affects consumer purchase intent; Part 3, questions about the marketing mix, such as components of a product that affect consumers' purchasing decisions, price level that affects consumers' purchasing decisions; distribution channels that affect consumers' purchasing decisions; and marketing promotion that affects consumers' purchasing decisions.

### **Population, sampling method and sample size**

Determine the population frame in this research, that is, if there is no population frame because the list of population cannot be determined

The researcher used to determine the size of Z.

Set a tolerance of 7%

Set a confidence level of 95% = 1.96.

Set the variance 50:50.

(As for the 50:50 variance derived from the questionnaire, the conclusions are the probability of purchase because of packaging, reasonable price, package size, label, percentage of purchase at 50%, and the proportion of people who will not buy it because there is little awareness of properties and have never eaten raw banana powder, so the proportion is at 50%)

$$= \frac{(1.96)^2 \times (50 \times 50)}{7^2}$$

= 196 people

Therefore, a total of 196 samples were obtained, and to prevent incompleteness of the questionnaire responses, the researcher collected an additional 22% of the sample. Therefore, a total of 240 samples were obtained.

## Research findings

### 1. Demographic characteristics of consumption of raw banana powder products Suan Fung Khajon Brand in Bangkok Metropolitan Region

There were 240 total respondents, representing 100%. Most of them were female, with 183 people representing 76.25 percent, 57 people representing 23.75 percent. In terms of age, it was found that most of them were Gen Z With an age under 24 years, 91 people accounted for 37.92%; Gen Y aged 24–39 years, 82 people accounted for 34.16%; Gen X aged 40-55 years, 51 people accounted for 21.5%; and Gen B was aged 56–74 years, 16 people accounted for 6.67%, respectively. In terms of educational level, it was found that most had a bachelor's degree or equivalent, 167 people accounted for 69.58%, followed by lower education than a bachelor's degree; 54 people accounted for 22.50%, and had higher education than a bachelor's degree, 19 people accounted for 7.91%, respectively. Most of them were students, with 115 people, representing 47.91%, followed by private company employees with 84 people, accounting for 35.00 %, and another 26 people, accounting for 10.83 percent, respectively. In terms of income/ month, found that most had a family income of 18,000 or less, of 113 people, representing 47.08%, followed by income of 18,000-50,000 baht, 88 people accounted for 36.67 %, income of 50,001-85,000 baht, 20 people accounted for 8.33%, and family income of 85,001 baht or more, totaling 19 people, representing 7.92%, respectively.

### 2. Marketing mix factors affecting consumption behavior of raw banana powder products Suan Fung Khajon Brand in Bangkok Metropolitan Region

**Table 1** The purchasing behavior of raw banana powder of questionnaires buyers classified by types of herbs

Herbal type	Number (person)	Percentage (%)
Raw banana powder	160	60.15
Turmeric	106	39.84
Aloe vera	68	25.56
Noni	19	7.14
<b>Total</b>	<b>266 (Respondents can answer more than 1 question)</b>	

From Table 1, it is the subject of purchasing behavior of raw banana powder. It was found that 266 people had used herbs to treat/relieve acid reflux, representing 132.69%. Usually, herbs that consumers like to buy to relieve acid reflux, found that most of them bought raw banana powder of 160 people, accounting for 60.15%, followed by turmeric, 106 people, representing 39.84%, aloe vera, 68 people, accounted for 25.56% and noni had 19 people, representing 7.14%, respectively.

**Table 2** The purchasing behavior of raw banana powder of questionnaire buyers classified by purchasing channels

Herbal type	Number (person)	Percentage (%)
Online	91	37.92
Pharmacy	149	62.08
<b>Total</b>	<b>240</b>	<b>100.00</b>

From Table 2, in the purchase channel section, it was found that the majority of consumers bought from pharmacies, numbering 149 people, representing 62.08%, and purchasing via online channels, 91 people, representing 37.92%, respectively.

**Table 3** Marketing mix affecting raw banana powder consumption behavior of respondents.

Marketing Ingredients That Affect Purchase Intent	$\bar{x}$	S.D.	Interpret	Rating
<b>Label and packaging</b>				
1. Traditional label	3.45	1.08	Agree	4
2. New label	4.55	0.71	Absolutely agree	2
3. The original packaging is attractive. and convenient for consumption	3.53	1.07	Agree	3
4. Attractive new packaging and convenient for consumption	4.60	0.64	Absolutely agree	1
<b>The price of the product</b>				
1. The price of the original size is 100 grams, the price is 100 baht.	3.93	0.91	Agree	3
2. The original price is 200 grams, the price is 200 baht	3.87	0.95	Agree	4
3. The price of the new model is 100 grams, the price is 120 baht	4.36	0.79	Absolutely agree	1
4. The price of the new model is 150 grams, the price is 170 baht	4.35	0.75	Absolutely agree	2



**Table 3** Marketing mix affecting raw banana powder consumption behavior of respondents. (Cont.)

Marketing Ingredients That Affect Purchase Intent	$\bar{x}$	S.D.	Interpret	Rating
<b>Distribution channel</b>				
1. The original Fanpage is reliable.	3.90	0.97	Agree	4
2. The new Fanpage is reliable.	4.37	0.73	Absolutely agree	2
3. The attractiveness of the original Facebook Fanpage	4.05	0.92	Agree	3
4. The attractiveness of the new Facebook Fanpage	4.43	0.68	Absolutely agree	1
<b>Marketing promotion</b>				
1. Promotion 1 Buy raw banana powder online. Starting from 1 piece, price 120 baht, delivery fee is 50 baht. Next item add 10 baht.	4.21	0.83	Absolutely agree	2
2. Promotion 2, buy 4 pieces of raw banana powder, get 10% discount	4.37	0.74	Absolutely agree	1
3. Promotion 3 Buy raw banana powder, size 100 grams. Price 120 baht via Fanpage, delivery fee is 50 baht.	3.70	0.80	Agree	4
4. Promotion 4 Buy raw banana powder, size 150 grams. Price 170 baht via Fanpage, delivery fee 50 baht.	3.73	0.87	Agree	3

From Table 3, the marketing mixes affecting raw banana powder consumption behavior of the respondents revealed that the consumer behavior of raw banana powder consumption in terms of product labels and packaging. The new packaging is attractive and convenient to consume at the highly agreeable level, with an average of 4.60 (SD = 0.64). In terms of product price, the price of the new 100-gram price 120 baht is at highly agreeable level, with an average of 4.36 (SD = 0.79). In terms of distribution channels, the attractiveness of the new Facebook Fanpage was at the highly agreeable level with an average of 4.43 (SD = 0.68) and on the marketing promotion aspect. The second promotion is to buy 4 pieces of raw banana powder, 10% discount is at the highly agreeable level, which has an average of 4.37 (SD = 0.74).

**Table 4** Demographic characteristics (education, age, gender, income) were related to consumption behavior of raw banana powder products

List	Frequency of consumption through herbal purchase channels		Pearson Square (Sig.)	Chi- Square (Sig.)	Contingency Coefficient
	Online	Pharmacy			
<b>Education level</b>	23	31	1.590 (.451)**	-	
Under bachelor's degree					
Bachelor's degree or equivalent	63	104			
Higher than bachelor's degree	5	14			
<b>Age</b>					
Gen Z (under 24 years old)	32	59	1.174 (.556)**	-	
Gen Y (age 24-39 years old)	30	52			
Gen XB group age 40+	29	38			
<b>Gender</b>					
Man	29	28	5.334 (.021)**		.147
Female	62	121			
<b>Income</b>					
18,000 baht or less	47	66	1.226 (.268)**		-
18,001 baht or more	44	83			

From Table 4, the correlation test results between education and purchasing behavior have a Pearson Chi square value of 1.590 and a sig. value of .451, which is greater than .05, indicating that education and consumption frequency through purchasing channels have no relationship. As for the test results for the relationship between age and consumer behavior, the Pearson Chi square value was 1.174 and the sig. value was .556, which was greater than .05, indicating that the age and purchasing channels of herbs were not related. The test for the relationship between sex and consumption behavior had a Pearson Chi square value of 5.334 and a sig. value of .021, which was less than .05, indicating that sex and consumption frequency via purchasing channels were significantly correlated in terms of gender and consumer behavior. Statistically, the correlation level was .147, with males more likely to purchase raw banana powder than females. In terms of the test results of the relationship between income and consumption frequency through purchasing channels, the Pearson Chi square value was 1.226 and the sig. value was .268, which was greater than .05, indicating that the income and frequency of consumption through the channel of purchase have no relationship.

## Discussion

1. Objective 1 is to study the demographic characteristics affecting the consumption behavior of Suan Fung Khajon raw banana powder brand in Bangkok Metropolitan Region

The results of a demographic study revealed that there were people who were interested in consuming Suan Fung Khajon branded raw banana powder in Bangkok and Metropolitan Region. Most of them were female, numbering 183, representing 76.25%. In terms of age, it was found that most of them were Gen Z under 24 years of age, 91 people, representing 37.92%. In terms of education, it was found that most had a bachelor's degree or equivalent to 167 people, representing 69.58%, and in terms of income/month, it was found that most of them had family incomes of 18,000 baht or less, with a total of 113 people, representing 47.08%. Most of them were students, with 115 people, representing 47.91%, which is consistent with Phuapisit, Supadilokluk, and Taiwan (2016), who studied the issue of Opinion of Consumers towards Marketing Mix of Health Banana Flour Cookies and the results of the study found that most of the respondents were female, aged 21-30 years, had a bachelor's degree, had a state enterprise occupation, had an average monthly income of less than 20,000 baht, and in accordance with Panyakam et al. (2014), conducted a study on Food Product Development from Pisang Awak (*Musa sapientum* L.) for Tapprik Subdistrict Administrative Organization Women Groups, the result was found to have a variety of occupations, including students, civil servants/state enterprises, and personal business, etc.

2. Objective 2 is to study the factors of marketing mix that affect the consumption behavior of Suan Fung Khajon raw banana powder brand in Bangkok Metropolitan Region

It was found that the consumer behavior of raw banana powder in terms of product labeling and packaging was mostly favored by the new packaging, which was attractive and convenient for consumption, and the product labeling was attractive and attractive, consistent with the research of Netwipada (2018), conducting a research study on A Comparative Study of Marketing Mix and Consumer Behavior by Using Demographic Characteristics. The results of the research showed that the overall product marketing mix is at a high level, the mean is 3.87. When considering the product marketing mix factor side by side, it was found that the features of the product (features) had the highest average. With an average of 4.03, followed by design (design), an average of 4.00, quality level, an average of 3.98, packaging, an average of 3.48, and brand (brand), an average of 3.46, all 5 aspects are considered to be of high importance. In terms of graphics, it should be well-sourced and promote the image and uniqueness by making the product's price stand out. The price of the new type, size 100 grams, price 120 baht, which consumers consider it appropriate in terms of price and quantity that consumers will receive, is consistent with the research of Konkla (2016), who studied the Marketing Mix Affecting Product Selection Dietary Supplements of consumers in Phayao Municipality. In terms of price, the overall level was at a very high level. When considering each item, it was found that the item with the highest average value was the appropriate price for the product, followed by a clearly labeled product price, and the lowest was a variety of prices. In terms of distribution channels and

attractiveness, the new Facebook Fanpage is attractive and reliable and makes it easy to order products and ask for product details, which is consistent with Temtrairat (2018) who conducted a study on the digital marketing communication strategy of Twin Lotus Co., Ltd., and found that the strategy of digital marketing communication through all three channels, namely website, Facebook fan page, and LINE Ad, all the time to create an understanding of the details of the product, the properties of the product, the price, distribution channels, and marketing promotion. In terms of promotion, if buying raw banana powder online, the delivery fee is 50 baht. When customers buy the next item, they add 10 baht, or buy 4 pieces of raw banana powder, they get a 10% discount, which increases the incentive to buy products in quantity in accordance with the research of Kaosumpuns (2017), who studied the promotion effectiveness of fresh-coffee consumption behavior among consumers in Chiangmai Province. It was found that factors in the marketing promotion of consumers in Muang District, Chiang Mai Province, were at a high level classified according to 3 sub-factors. There are membership cards and special events available, such as buy between 2 and 3 p.m., drink one get one free, or buy a second drink at half price.

3. Objective 3 was to study the relationship between demographic characteristics and consumption behavior of raw banana powder products of Suan Fung Khajon Brand in Bangkok Metropolitan Region

From the test results, the relationship between education, age, income and purchase objectives. It was shown that education, age and income and purchasing channels of herbs were not correlated, and as for the test results of the relationship between gender and the purchase objectives, it was found that gender and channels of purchasing herbs were significantly correlated statistically, males were more likely to purchase raw banana powder than females which is inconsistent with the research of Tangjitwichanana (2020) who studied factors related to purchasing products related to beliefs and religious rituals of consumers during the year In 2021, demographic test results were correlated with purchasing behaviors related to religious beliefs and rituals using the Chi-square statistic. At a statistically significant level of 0.000, which is less than 0.1, at a 90% confidence level, we reject hypothesis 1 and accept hypothesis 2, meaning that demographic characteristics influence consumption behavior or Purchasing items related to religious beliefs and rituals, except for gender variables, had a Chi-Square value of 0.388, a statistically significant level of 0.534, which is greater than 0.1, i.e., at a 90% confidence level. We accept hypothesis 1. In other words, gender does not affect purchasing behavior related to religious beliefs and rituals.

### **Research suggestion**

For more successful study, further information on the flavor of raw banana powder should be gathered in future studies, along with specifics regarding FDA-approved symbols. So that the findings of the study are as obvious, effective, and accurate as possible, the questionnaire should be sent to a sample population that closely resembles the target population.

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