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MARKETING AND SOCIO-PSYCHOLOGICAL FACTORS INFLUENCING CONSUMPTION BAKERY PRODUCT IN THAILAND

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Abstract:

The aim of research was to study consumer buying behavior for bakery products in Thailand and to investigated the effect of marketing and socio-psychogical factor on the consumption bakery product in Thailand. Population of the research was the consumer who consume the barkery within 400 samples. The researchers obtained questionaire in Pathumwan District, Sathorn District, Silom District, Bang Rak District, which is an economic district and has a variety of snack shops and bakery shops. The data analyze was applied by percentage, mean, and standard deviation. To test the research hypotheses, Multiple Regression statistics was used. The results showed that marketing and socio-psychogical factor influenced consumer behaviors for bakery products in Thailand within significant at the 0.05 level.

Key words: *bakery, marketing, consumption, socio-psychogical*

1. Introduction

Nowadays, bakery products, although they are expensive, are very popular with the masses. For this reason, bakery products are growing in popularity in the confectionery market. Bakery products including biscuit, cake, pastry, flatbread, tortilla, chapati, bread, croissants, etc. (Collins, 2020; Snack and bakery, 2020; Samuel, 2020). Asia Food Industry shown the report that snack is a traditional lifestyle habit for younger consumers, there has been changed in the recent years (Asia Food Industry, 2020). According to American Baker Association (ABA), It was found that about 70% of customer was looking for different category of baked products especially for breakfast such as bread for lunch time and crackers for snack (ABA, 2019; Kristine Sherred, 2019; Saurabh and Medha, 2017).

When considering the consumer behavior and how they make decisions to buy products (Lamb, Hair, and McDaniel, 2012), consumer behaviour is determined as finding, purchasing, evaluating and making decisions to buy products and services. Consumers expect on demand (Schiffman and Kanuk, 2014). Now a day, increasing of competitive business environment, realize consumer behaviour is the key to success. Marketers should understand the factor that influence consumers' purchasing behavior and the marketing stimulus for their products. (Karunakaran, 2013)

From previous studies it found that most of the studies focused on purchasing bakery products. It is based on quality, perceived characteristics of sensory and consideration (Stávková, Stejskal and Toufarová, 2008, Skořepa and Pícha, 2016; Wingert et al., 2014) and food safety as well (Golian et al., 2018; Adam, Hiamey and Afenyo, 2014). Therefore, considering the state of understanding, it is important to analysis the factor affected on the consumer behaviour for buying bakery products in Thailand. In this research focused marketing and socio-psychogical factor that affected consumer buying behavior for bakery products in Thailand because there still limited the research that focus on the consequence of socio-psychogical term including the marketing mix factor.

2. Review of Research Literature

2.1 Bakery

Bakery is produced from flour and baked in an oven such as bread, cakes, cookies, pies, muffins, and pastries, main ingredient is usually prepared from flour, meal derived from grain. (R. Paul Singh, 2020; Wikipedia, 2020; John Smith; 2020) Most of ingredient of bakery it come from flour, liquid, and leavening agents which responsible for the characteristic appearance, texture, and flavor of bakery products. Milk, eggs, sugar, salt, shortening, and fat etc., are effective in modifying all qualities. (R. Paul Singh, 2020; Fleischmann's, 2020; Emily, 2016).

2.2. Consumer Buying Behavior

As Blackwell, Miniard and Engal (2013) said consumer behaviour consists of the activities that consumers receive and are offered, products and services.

In the business sector, the bakery is one of the largest in the industry. It comprises about 63,000 companies with approximately 41.5 million consumers in 2014 (ITPC, 2015), which is considered a food business. In addition, the environment of competition becomes more intense every day due to the market expansion. There are various competitors such as convenience store, supermarkets, coffee shops, traditional stores, bars, and more. However, more demand for food consumers (Gustavo, Viviane, and Luiz R. C. M, 2015; Nikolas and Anestis, 2017) encourages bakery businesses to develop improvement processes. Because it leads to diversity of consumer behaviour

(Grillo, 2014; Jung, 2014; Litvinova; Morozova; Yatsechko, 2015; Silva, et al., 2014; Ugura; Nnachi; Nkwagu, 2015).

Regarding to consumer behaviour study, researchers such as Bevilacqua (2013); Sata (2013); Moreira, Chauvel and silva (2013); Silva, Pine and De Muylder (2014); Lima Filho et al. (2014) and Dias Et al. (2014), explained model of purchasing decisions process, framework of Blackwell, Miniard and Engel (2013).

This model developed by Blackwell, Miniard and Engel (2013) illustrate the purchase decision processes as the following stages: 1) recognition of need, 2) information search process, 3) evaluation of purchase; 4) purchase; 5) consumption, 6) evaluation of post-consumer and disposal stages.

2.3. Decision Making

As understanding consumer purchase decision making process marketers should know their customers. Many consumer behaviour studies or decision-making process influencing in product or a service (Swarna Bakshi, 2012; Ritu Jain, 2015, pp 7-9).

According to the theoretical model of consumer behaviour, it can be seen that the relationship of consumer is influenced by the marketing mix and others, effecting the decision-making process. (Jim Blythe, 2013, p.272)

Fig.1. The Decision Making

Marketing Stimuli	Other Stimuli		Buyer's Decision		Buyer's Characteristics	Buyer's Decision Process
Product Price Place Promotion	Economic Technological Political Cultural	⇨	Product Choice Brand Choice Purchase Timing Purchase Amount	⇨	Cultural Social Personal Psychological	Problem recognition Information search Evaluation of alternatives Purchas decision Post purchase behaviour

The figure illustrates that, there are five stages of decision-making process as the following: (Swarna Bakshi, 2012, p.3; Jim Blythe, 2013, p.273; Ruth M.W. Yeung, 2016, p.1011; Diana Marin, 2015, p.329 - 330).

(1) Problem Recognition: The first stage of decision-making process from consumer. It occurs when the consumers reliazed that some difference between the real state and the desired one.

(2) Information Search: it might be internal (remember facts of products or recall experiences) or internal (possible product, visiting shop) according to this stage, the consumers are searching for fact and solving the recognized problem.

(3) Alternative Evaluation: consumers have to evaluate their available alternative, receiving from previous stage.

(4) Purchas decision: consumer have to choose product after evaluating affecting from varieties of information search during the process.

(5) Post purchase behaviour: However, the buying decision has finished, consumer often still evaluate since they want to confident and ensure that it can solve the problem from their need or satisfy.

2.4. Factor influencing consumer behaviour

There are various factor influencing with people in all situation. Consumer are difference in age, income, education, tastes and others factors (Swarna Bakshi,2012, p.2; Jim Blythe, 2013, p.181). The consumer behaviour engaged in decision making process influencing with four factors as the following:

(1) Culture is a fundamental of personal needs. This is the set of beliefs, attitude and associated with a massive.

(2) Social: Consumer influencing by various factors such as group, family, social role and status.

(3) Personal: the majority of consumer influencing with characteristic like demographics and lifestyle pattern.

(4) Psychological: This factors is motivation, perception, beliefs and attitudes of consumer also have effecting with buyer.

2.5 Experimental literature of research

Hes (2009) noticed that the factors to purchasing bakery products was quality and perception which is including sensory, health and food safety (Stávková, Stejskal and Toufarová, 2008, Skořepa and Pícha, 2016; Wingert et al.). Also, some consumers are attracted to higher nutritiona of bakery products like whole grain bread. (Golian et al., 2018; Adam, Hiamey, and Afenyo, 2014).

Nagyová et al. (2012) presented that consumers can perceived quality based on other factors such as outline, color and flavor of products. The Most consumers, influence factor is price (Kubicová and Kádeková, 2011), especially luxury pastries.

Positive factors including purchase and represent an independent assessment of an unbiased individual, some cases may have impact on customers than advertiment (Polakevičová, 2015). As the packaged, it also affects in purchasing. Which can meet communication and promotion packaging's efforts are to catch the attention of customers, provide them with enough information to make their purchase decisions. The convenience of shopping and the time it takes to shop have a huge effect on purchasing healthy bakery products (Šedík et al., 2019), other factor that determines the purchase the bakery products. As consumers become focused on their health and a healthy socio-psychogical factor (Nagyová et al., 2019) and modify specific bakery options. Products based on the composition and nutritional value (Šedík et al., 2018) and prefer whole grains which are more nutritious.

The personal factors in purchasing bakery products can be considered the reasons for consumer behaviour in choosing the bakery products (Horská et al., 2009), as well as the due to consumer behaviour, satisfaction or efficiency. Consumer behaviour are catagorized by carefully, awareness, experience, and evaluation of alternatives (Rovný et al., 2010). also, the case of purchasing bakery products, consumers can be compared types of products such as ingredient, production process and price.

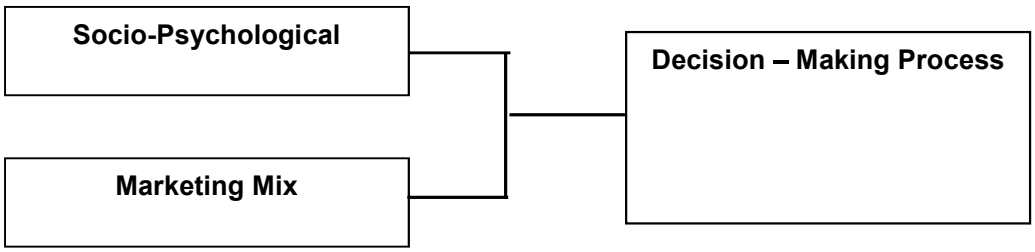
In addition, there is a highly impulse and emotional state when purchasing bakery products. When purchasing decisions are influenced by a varity factors such as cultural, social, and psychological factors (Géci, Nagyová, and Rybanská, 2017). The most behaviour of consumers purchasing bakery is influenced by psychological factors that might be determine the purchase. The psychological factor will be find and buy in higher quality bakery products relateing with the food and consumption pyramid, positively affect is from the health of consumers due to the high nutritional value.

Personality and socio-psychogical factor of the consumers might be influencing the specific choice for bakery products. Different of personality and socio-psychogical factor customers choose bakery products from perspectives depending on the type of flour, production method, aroma, color, taste. (Horská and Berčík, 2017; Rybanská, Nagyová and Košičiarová, 2014).

2.6 Hypotheses and research conceptual model

Based on the theoretical and applied literature of research, the hypotheses of this research have been developed. As can be seen in the model (Figure 1), there is relationship between components of marketing factor, socio-psychogical factor, and consumtion bakery product in Thailand. This relationship is based on the results of Jim Blythe, (2013); Swarna Bakshi, (2012) ; Ritu Jain, (2015). The hypothesis related to the effect of marketing factor, socio-psychogical factor on consumer buying behavior for bakery products in Thailand is based on the researches of Horská et al., (2009), (Rovný et al., 2010), (Nagyová et al., 2019).

Fig. 2 Conceptual Model of Research



3. Methodology

This study was a cross-sectional study that used the survey method. Population of the research was the consumer who consume the barkery. According to populations, approximately 385 samples for incomplete data or invalid surveys, 400 samples were assigned in this research. The samples were calculated by using an error margin at 5% and confidence interval levels at 95%. The researchers obtained questionaire within four areas based on the economic center in Bangkok which including Bang Rak, Silom, Pathumwan, Sathorn, Bangkok. (Culture Trips, 2020; Fresh Property, 2017; Bangkok Post, 2018; Thailandguru, 2018). The reason for selecting these areas due to there are many rental building offices well known organizations, and is also full of working people. moreover there are variety of restaurants around.

The survey had done by a trained enumerator in order to ensure the quality of the data collection. It was completed a survey each respondent as guided by a questionnaire. A questionnaire was complete when respondents had answered all the questions or refuse their participation from these. The survey was collected from May – August 2020 and entered to a statistic program. The researcher calculated a total of 400 samples, and the samples were collected using the Multi-stage Sampling method as the following:

Step 1: we selected by using Purposive Sampling which selected four areas which were Bang Rak, Silom, Pathumwan and Sathorn, Bangkok where there are variety of restaurants and shops.

Step 2: we randomly sourced the name of restaurants and shops from Department of Business Development (Department of Business Development, 2020)

Step 3: we selected 20 shop and restaurants and collected data form each restaurant within 40 cases.

Step 4: we collected the data by using the probability methods which collect in 3 period time as 1) 08.00 – 10.00 A.M. 2) 12.00 A.M. – 14.00 P.M. and 3) 5.00 – 7.00 P.M.

The data was collected by structured questionnaires separated into five sections as the followings 1) the information about respondents demographics including 6 questions about gender, age, marital status, education level, income, and occupation; 2) consumers behaviour in bakery products including 6 questions which expenses, favorites in bakery products, information in bakery products, place to buy, reason of buying, and frequency of buying; 3) the questions about factors including socio-psychogical factor, marketing mix, and decision making.

The socio-psychogical factor of respondents were classified into three categories: activities, interest, opinions. Each of question was asking agreement with five level form Likert scale number from 1 to 5 (strongly disagree - strongly agree).

The marketing mix were classified into 7 categories as: 1) product; 2) price; 3) place; 4) promotion; 5) people; 6) process, and 7) physical evidence. Each of question was asking agreement with five level form Likert rating scale number from 1 to 5 (strongly disagree - strongly agree).

The dependent variable is the decision making, were classified into five categories: problem recognition, information search, evaluation of alternative, purchase decision, post purchase behaviour. Each of question was asking agreement with five level of Likert Scale number from 1 (strongly disagree) to 5 (strongly agree).

For testing an instrument, a questionnaire was pretested with 30 samples were similar to the population in order to clarity of the language used and the questionnaire's structure. Wording revision then took place accordingly. A Cronbach's alpha at 0.954 mean that the reliability of questionnaire was acceptable.

The content of questionnaire was also validated by five experts, including owners and academics. The test contained 65 items and had an acceptable measure of content validity; the index of conjugate (IOC) was 0.96.

The statistics were describing the variables by presenting the frequency, percentage, mean, and standard deviation for personal characteristic, consumers behaviour in bakery products, lifestyle pattern, marketing mix and decision making.

This study was approved by the Institutional Review Board (IRB) in Rajamangala University of Technology, Phatum Thani as RMUTT No. Exp 04/63

The research framework applied socio-psychogical factor by using the AIO and Values and Lifestyles (VALS) Theory. The model is used to describe lifestyle pattern, the perspective of consumer behaviour as socio-psychogical factor influencing consumer behaviour. There are different consumption habits about product or services. In addition, the main idea of VALS Theory show the systems that classify consumers based on their values and lifestyle pattern. The researchers used the preliminary data from personality and psychology for analyzing the consumer about purchasing decision (WILL, 2017; Hitesh, 2018; Aditya and Reza, 2017)

As the hypothesis testing, the study was using multiple linear regression. In addition, this method is suitable for predicting the effects of independent variables on period scale variables. Multiple linear regression such as normal distribution, multidimensional distribution, elasticity resilience, auto-correlation are satisfied at the lowest point. Multiple linear regression is performed using a statistical programmer. Additionally, the results are considered statistically significant if the p-value is <0.05.

4. Data and analysis

4.1. Descriptive result

Table 1 demonstrated most of respondent was male 71%. Aged was 21-30 years 64%. Marital status was single 79.80%. education level was bachelor degree 75.80%. Monthly income was 10,001 – 15,000 baht 35.30% and most respondents was private organization staffs 47%.

Table 1: Demographics of respondents

Demographics	Amount	Percentage
Gender		
Male	284	71.00
Female	116	29.00
Age		
Lower 20 years	92	23.00
21 - 30 years	256	64.00
31 - 40 years	28	7.00
41 - 50 years	11	2.80
51 - 60 years	8	2.00
More than 61 years	5	1.30
Marital Status		
Single	319	79.80
Married	75	18.80
Divorced/ widow	6	1.50
Education Level		
High school/Vocational School	27	6.80
Certificated Level	54	13.50
Bachelor degree	303	75.80
Post graduated or higher	16	4.00
Monthly Income		
Lower than 10,000 baht	110	27.50
10,001 – 15,000 baht	141	35.30
15,001 – 20,000 baht	73	18.30
20,001 – 25,000 baht	57	14.20
Higher than 25,001 baht	19	4.80
Occupation		
Students	70	17.50
Government Officer	74	18.50
Private organization Staffs	188	47.00
State enterprise Staffs	41	10.30
owner	27	6.80
Total	400	100.00

Table 2 showed that customer had expense for bakery products lower than 50 baht (18.80%). Most of respondents preferred Bread (25.80%) followed by cake (32%), eclair (13.80%), puff and pies (13.50%), cookies (8.30%), and Danish & croissant (6.80%). Most of respondents received the information of bakery product from social media 65.30%. Regarding to Place to Buying, most of respondents bought from shop (26.80%). Reason for consume bakery product depending on yourself 90%. Most of respondent's bough the bakery once a week accounting to 31.50%.

Table 2: Respondents of Consumers Behaviour in Bakery Products

Consumers Behavior in Bakery Products	Amount	Percentage
Expense for bakery product		
lower than 50 baht	75	18.80
51 – 100 baht	186	46.50
101 – 150 baht	75	18.80
151 – 200 baht	35	8.80

Consumers Behavior in Bakery Products	Amount	Percentage
201 – 250 baht	8	2.00
more than 251 baht	21	5.30
Favorite Bakery Product		
Bread	103	25.80
Cake	128	32.00
Puff and Pies	54	13.50
Danish & Croissant	27	6.80
Cookies	33	8.30
Éclair	55	13.80
Information of Bakery Product		
Television	38	9.50
Magazines	3	0.80
Newspaper	6	1.50
Billboard	29	7.30
Word of Mouth	35	8.80
Social Media	261	65.30
Trade Fair	20	5.00
Others (Brochures)	8	2.00
Place to buying		
Shop	47	11.80
Minimart	83	20.80
Department store	152	38.0
Bus Station	3	0.80
Fresh Market	4	1.00
Baker Shop	107	26.80
Others (Pre order from website)	4	1.00
Reason for consume bakery product		
Bought it for yourself	360	90.00
left for others	23	5.80
gift for special occasionally	15	3.80
Others	2	0.50
Frequency of consume		
Everyday	23	5.80
once a week	126	31.50
3-5 times per week	97	24.30
2-3 times per month	106	26.50
every month	46	11.50
Others (cannot specific periods)	2	0.50
Total	400	100.00

Table 3 demonstrate mean and stardarndise of lifestyle factors including lifestyle, marketing mix, and decision making. It shows that most respondents interest factor the average was 4.12, Opinion factor average was 2.94 and activities factors average was 2.77. For the marketing mix factors, it shows that most respondents are process factor the average was 4.15, people factor average was 4.10, price factor average was 4.02, physical evidence factor average was 3.98, product factor average was 3.88, place factor average was 3.77, and promotion factor average was 3.63. For decision making factors, it shows that the most respondents were problem recognition the average was 3.80, post purchase behaviour factor the average was 3.77, purchase

decision the average was 3.69, evaluation of alternative factor the average was 3.63, and information search factor the average was 3.40.

Table 3: Mean and stardarndise of socio-psychogical factor, marketing mix factor and decision making

Factor	$\bar{x}$	S.D.
Socio-psychogical Factor		
Activities	2.77	0.97
Interest	4.12	0.75
Opinion	2.94	1.01
Marketing Mix Factor		
Product	3.88	0.78
Price	4.02	0.83
Place	3.77	0.80
Promotion	3.63	0.97
People	4.10	0.87
Process	4.15	0.84
Physical Evidence	3.98	0.78
Decision Making		
Problem Recognition	3.80	0.79
Information Search	3.40	0.98
Evaluation of Alternative	3.63	0.84
Purchase Decision	3.69	0.77
Post Purchase Behaviour	3.77	0.81

4.2 Hypothesis results

For testing the collinearity, it was found that the relationship of independent variable had the correlation value between 0.191- 0.771. it means that there is no multi-collinearity between variable.

The result presented socio-psychogical factor within activities, interest and opinion had impact significantly with purchasing decision at level 0.05. When considering to the r-square, it showed the highest effect on the purchasing decision (r-square=0.864)

The result presented marketing mix factor within product, place, promotion, process, and physical evidence had impact significantly with purchasing decision at level 0.05. When considering to the r-square, it showed the highest effect on the purchasing decision (r-square=0.459)

Table 4: Performed Multiple Linear Regression between socio-psychogical factor and purchasing decision

.Variable	Problem Recognition	Information Search	Evaluation of alternative	Purchase decision	Post Purchase Behaviour
(Constant)	1.447	1.337	1.126	1.646	1.338
	(0.193)	(0.255)	(0.205)	(0.201)	(0.203)
Activities	0.330*	0.298*	0.300*	0.285*	0.380*
	(0.045)	(0.051)	(0.047)	(0.047)	(0.047)

Interest	0.255*	0.199*	0.224*	0.201*	0.208*
	(0.038)	(0.052)	(0.041)	(0.041)	(0.041)
Opinion	0.086*	0.154*	0.217*	0.104*	0.097*
	(0.040)	(0.059)	(0.042)	(0.040)	(0.040)
R	0.563	0.485	0.579	0.489	0.536
R-square	0.316	0.235	0.335	0.239	0.288
Adjust R Square	0.311	0.229	0.330	0.234	0.282
Standard Error of the Estimate	0.657	0.864	0.695	0.681	0.689
Significant	0.000*	0.000*	0.0008	0.000*	0.000*
F	61.102	40.607	66.453	41.566	53.283

Table 5: Performed Multiple Linear Regression between marketing mix factor and purchasing decision

Variable	Problem Recognition	Information Search	Evaluation of alternative	Purchase decision	Post Purchase Behaviour
(Constant)	.780*	1.055*	.682*	.885*	.704*
	(.175)	(.255)	(.194)	(.182)	(.186)
Product	.346*	.229*	.279*	.167*	.242*
	(.054)	(.078)	(.059)	(.056)	(.057)
Price	.012	-.066	.012	.144	.055
	(.062)	(.090)	(.068)	(.064)	(.065)
Place	.101	.239*	.162	.157	.173*
	(.055)	(.080)	(.061)	(.057)	(.058)
Promotion	.145*	.257*	.255*	.055	.078
	(.045)	(.065)	(.050)	(.047)	(.048)
People	-.030	.024	-.017	-.031	.083
	(.075)	(.109)	(.083)	(.077)	(.079)
Process	-.080	-.384*	-.161	-.096	-.038
	(.083)	(.120)	(.091)	(.086)	(.087)
Physical	.294*	.349*	.255*	.360*	.199*
Evidence	(.067)	(.097)	(.073)	(.069)	(.070)
R	.677	.510	.653	.632	.653
R-square	.459	.260	.426	.399	.426
Adjust R Square	.449	.247	.416	.389	.416
Standard Error of the Estimate	.58726	.85434	.64836	.60816	.62167
Significant	.000*	.000*	.000*	.000*	.000*
F	47.510	19.706	41.579	37.238	41.584

6. Finding and discussion

Consumer buying behaviour mention to the selection, purchase and consumption of goods or service for their satisfaction. There is different process connected to consumer behaviour. Some factors, have specific characters influencing in their decision-making process, shopping habits, brands and so forth. Therefore, it can be separated with socio-psychogical factor as the following:

Regarding to socio-psychogical factor within activities had impact significantly with purchasing decision. Due to the consumers eating habits, the most important factors affecting the consumption of bakery products. The survey found that the most important factor concern with activities was marketing mix and purchasing decision of bakery products. They can be attached of rawness and smell of bakery products, perception of the reasonable price, sensory such as taste which it also be due to the fact that bakery products that consumer is used to consume every day. Moreover, the product lover can be change by reason of social factors. The most important personal factors, influencing the buyer behaviour such as age, occupation income and lifestyle pattern. (Lubica, Kristina, Zdenka, and Ingrida, 2020; Ching, Chin, Ming and Wan, 2019; Kavitha, Souji, Prabhu, 2011). According to the study, they were consisted of activities that consumers receive and are offered, products and services (Blackwell, Miniard, and Engal, 2013). Similarly, the study with Hes (2009) was noticed that the factors to purchasing bakery products is

products quality and perception which including sensory, health and food safety (Stávková, Stejskal and Toufarová, 2008, Skořepa and Pícha, 2016; Wingert et al.). Also, some consumers are attracted to higher nutritiona of bakery products like whole grain bread. (Golian et al., 2018; Adam, Hiamey, and Afenyo, 2014). In addition, consumers are also attracted to higher nutritional bakery products. Furthermore, the research of Nagyová et al. (2012) said that consumers can perceive quality on the basis of other factors such as appearance, color and flavor of bakery products. The Most consumers, influence factor is price (Kubicová and Kádeková, 2011), especially the luxury pastries.

Moreover, socio-psychogical factor within Interest had impact significantly with purchasing decision. According to the characteristic of consumers based on their lifestyle, which can be used to differentiable bakery product form competitors offering, infrastructure or market segment. Consumers are influenced by people around, looking for the information from people or social media factor influencing consumer such as family, reference group, roles and status., developing technology and changing living conditions, changing in consumer behaviour. Therefore, manufacturing always show varieties of products, offering specific products to their consumers (Gustavo, Viviane, Luiz, and Recebido, 2016; Kristen, 2011; Ramya & S.A. Mohamed, 2016; Hulya, Fidan, Mevlut, Metin, 2017). Similarly, the study of Horská et al. (2009) said consumer behaviour, satisfaction or efficiency. Consumer behaviour are characterized by carefully, awareness, experience, and evaluation of alternatives (Rovný et al., 2010). Also, the model developed by Blackwell, Miniard and Engel (2013) illustrate the purchase decision processes as the following stages: 1) recognition of need, 2) information search process, 3) evaluation of purchase; 4) purchase; 5) consumption, 6) evaluation of post-consumer and disposal stages. In addition, there is a relatively high impulse and emotional state when purchasing bakery products are influenced by a number of factors such as cultural, social, and psychological factors. (Géci, Nagyová, and Rybanská, 2017)

Furthermore, socio-psychogical factor within Opinion had impact significantly with purchasing decision. Marketing segmentation were classified consumers through a merchandise mix that meets their lover for products which is understanding of consumer behaviour. In addition, it related with social and condition of bakery products which is assist grocers, food retailer and service operation to meeting consumer for specific product. Moreover, price is the most important factor influencing because some consumers do not have stable income. The place in marketing mix is also convincing them to buy bakery product which are available in supermarkets, bakery shop and so forth. Additionally, the bakery products it has alternative forms for sale, such as in fast food.

Therefore, the bakery store needs to improve their marketing mix, and also have to focus on the lacking areas which they need to apply the marketing mix on their bakery store in order to get more attraction and recognition by the consumers. Feedback from consumers is also important in order to enhance their performance and product quality (Ching, Chin, Ming and Wan, 2019; Kavitha, Souji, Prabhu, 2011; Abdullah, Ahmad, Nural, Ahmad, Nur, & Mohd, 2019). Also, the study related with the model, developing by Blackwell, Miniard and Engel (2013) presented the purchase decision processes.

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