



## Determinants of consumers' healthy food consumption behavior in Bangkok

Dr. Wannapreya Lohavattanakul<sup>1\*</sup>, Dr. Akarapitta Meechaiwong<sup>2</sup>, Pol.Lt.Gen. Dr. Norawat Charoen-Rajapark<sup>3</sup>, Dr. Khomsan Laosillapacharoen<sup>4</sup>, Dr. Amnaj Prasitdumrong<sup>5</sup>

### Abstract

This study investigates the determinants of healthy food consumption behavior in Bangkok, focusing on attitude, perceived benefits, brand trust, and social media. A survey was conducted using a structured questionnaire with a reliability coefficient of .951, administered to 400 Bangkok residents aged 20–70 years selected through simple random sampling. Data were analyzed using descriptive statistics, Pearson correlation, and stepwise multiple regression analysis. The results revealed that all four variables were positively and significantly associated with healthy food consumption behavior at the 0.01 significance level. Among them, social media exhibited the strongest correlation ( $r = .714$ ), while attitude showed the weakest correlation ( $r = .545$ ). Stepwise regression analysis indicated that social media, perceived benefits, and brand trust collectively explained 55.4% of the variance in healthy food consumption behavior ( $R^2 = .554$ ,  $p < 0.01$ ). Social media explained 51.00% ( $R^2 = .510$ ,  $p < .01$ ), perceived benefits explained 3.50% ( $R^2 = .035$ ,  $p < .01$ ), and brand trust explained 0.90% ( $R^2 = .009$ ,  $p < .01$ ). These findings highlight the significant influence of social media, perceived benefits, and brand trust on consumers' healthy food consumption in Bangkok, suggesting practical implications for marketers aiming to promote healthy food products in urban markets.

**Keywords:** Consumption behavior, Healthy food, Social media, Perceived benefits, Brand trust

### Introduction

In recent years, Consumer behavior has changed dramatically. This is especially true in the field of healthy food consumption. Increased health and nutrition awareness As a result, consumers have more information to make purchasing decisions. Healthy food helps consumers stay healthy. Reduces illness with various diseases, promotes growth and development. Prevents malnutrition It is now understood that obesity and most dietary factors increase the risk of non-communicable diseases such as heart disease. Stroke, diabetes and some cancers (Hassen, Bilali & Allahyari, 2020) Therefore, dietary habits contribute to reducing the illness caused by non-communicable diseases among the population. (Eikenberry et al., 2020, Masih et al., 2025). The trend of health care is growing rapidly. Many consumers choose healthy foods such as clean foods, organic foods, non-toxic fruits and vegetables, and healthy alternative products to reduce the risk of chronic diseases and enhance their quality of life. Such changes reflect that the consumption of healthy food is not just a nutritional behavior. It also reflects more of consumers' attitudes, values, and internal

motivations to take care of their own health (Golijan & Dimitrijevic, 2018). Thai people's consumption habits have changed. Paying more attention to protecting yourself from illness and infection. There is no smoking. Exercise and eat more healthy foods to increase immunity. Reduce the risk of chronic illness and infectious diseases (Jirathananuwat et al, 2025), choose foods that are not spicy or foods that balance energy with the body, and healthy foods such as organic food or clean food. The benefits of food that promotes health and reduces the risk of disease, such as reducing the risk of cardiovascular disease. It can be eaten in normal people, including sick people, because it may reduce the risk of diseases or prevent subsequent complications or improve health. More benefits than those who don't. Eating Healthy Foods (Choketaworn & Donkwa, 2017).

Thailand's health food market in 2025 was valued at US\$9,197 million or approximately 275 billion baht. And it is expected that there will be a growth rate of the market. The supporting factor is the expansion of urban society. As a result, the number of middle-class consumers, who are the main consumers in the health food group, has increased, especially the elderly. Adults and adolescents with good economic status Therefore,

healthy food is becoming more popular with consumers. In addition, the sale of healthy food through various social media channels. This makes consumers more convenient and more decision-made. Bangkok is the economic and social center of the country. There is a diversity of populations and lifestyles. The convenience of access to goods and services, as well as the role of technology and social media, have greatly influenced consumption decisions. News Information Advice from Thought Influencers Influencers or experiences shared by consumers online are all important driving forces for urban people to choose healthier food. Thangtanagul (2025) stated that Price Waterhouse Coopers (PWC) conducted a survey of Thai consumers. In order to prioritize dealing with the complexities of modern living, it was found that Thai consumers are prioritizing health. Benefits, food quality, and value are important factors when choosing a healthy diet.

Factors that play a role in consumers' healthy food consumption behavior, such as attitude, are mindsets. The belief that consuming healthy food will affect a good quality of life. Perceived benefits of healthy food motivate consumers to choose foods that are good and valuable for the body. In addition, Patwardhan et al. (2024) studied social media and the food consumption behavior of young people, finding that social media has a significant influence on young people's perception, choice, and consumption of food. Engagement with healthy food and attitudes towards advertising on Instagram

From this context, It shows that the healthy food consumption behavior of consumers in Bangkok is an important issue for promoting public health. and health food business operations. Therefore, it is necessary to study the determinants of such behavior to build an in-depth understanding of the role of social media. The findings can be applied in both public health policy formulation and the development of marketing strategies to promote the consumption of healthy food more widely.

## Objectives

1. Study the relationship between attitudes, perceptions of benefits, brand trust, and social media and the healthy food consumption behavior of consumers in Bangkok.
2. Study the factors that can jointly determine the healthy food consumption behavior of consumers. In

Bangkok

## Hypotheses

1. Attitudes, perceptions of benefits, brand trust, and social media are positively correlated with Healthy Food Consumption Behavior of Consumers in Bangkok.
2. Attitudes, perceptions of benefits, brand trust, and social media can all predict together. Healthy Food Consumption Behavior of Consumers in Bangkok

## Conceptual framework

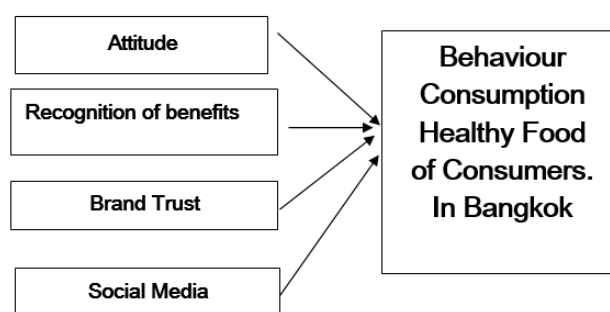


Image 1 Conceptual framework

## Literature Review

### Healthy food

Healthy food has received widespread attention as consumers pay more attention to food and health, which has led to the development of health supplement products such as supplementing with vitamins, fiber, and fatty acids necessary for the body. The National Food Institute (2020) identifies 6 types of healthy foods: (1) rice, such as hand-cooked rice, whole wheat bread, brown rice porridge, and other grains such as millet; Sesame (2) Nuts and bean products include lentils, peanuts, edamame, dried beans. Agricultural protein, tofu foam, tofu, soy milk, and (3) Hard or thick-shelled seeds such as lotus seeds. Pumpkin Granules Sunflower seeds, (4) vegetables and vegetable products, (5) fruits and fruit products, and (6) tea and herbal tea.s o Healthy foods can be divided into 3 main groups: foods of natural origin, foods that are free of chemicals in production, and foods that are lightly processed . It can be consumed in both normal and sick people, it may reduce the risk of diseases or prevent complications

that will follow or improve health, as follows: (1) increase immunity, (2) increase the potential of the antioxidant system, (3) reduce the risk of heart disease and vascular diseases, (4) risk of cancer, etc. The nutrients and non-nutrients that make up the food therefore influence health and nutritional status. A healthy diet can adequately meet human needs and contain all the nutrients required by the body. And there are no harms that can affect human health.

### Attitude

Attitude as a whole refers to knowledge, understanding, thoughts, A person's feelings towards something as a result of an experience or environment that tends a person to act, react and act on it in a supportive or negative way. Attitude is something that cannot be clearly seen. To know a person's attitude, one must interpret the meaning of the expression. Attitude is an important factor that determines consumer behavior. It is used to predict and explain a person's behavior. In the context of healthy food, consumers with a positive attitude towards nutrition and good health are more likely to choose foods that promote health. In addition, studies in Southeast Asia have shown that attitudes have a strong influence on healthy food purchasing decisions. Although the magnitude of the impact varies depending on cultural and socioeconomic factors. Wu, Chien, Lee & Chau (2007) Attitudes toward taste affects consumer spending When a person has a positive attitude towards their own health, they will begin to realize the value of the nutrients they eat and how it will affect their physical health. Consumers improve their attitudes, change their behaviors, and make healthy food choices. Attitude towards healthy food taste When tasting food that tastes right, and perceives it as a healthy food, it brings joy to consumption, and consumers with the right attitude about health will consume it even if they do not appreciate the taste of the food.

### Perceived benefits

Awareness is a process that occurs unconsciously or intentionally, and is often caused by social experience and accumulation. A person cannot pay attention to all the things around him, but he chooses to perceive only some of them, and has different interests in perceiving things around him. When consumers decide to buy goods, products or services, they will evaluate whether

they have benefited from the purchase or purchase decision at that time. Useful perception is a consumer social process that involves information. This is in line with Darian & Tucci (2011) stating that the benefits of healthy food are recognized as nutritious and have the potential to reduce the risk of disease. It influences the intention to consume healthy food. Or is it a stimulus that causes consumer demand? Ghai & Sharma (2019) stated that perceptions of the benefits of organic food and brand confidence influence their willingness to pay premium organic food prices, and a Garcia-Salirrosas et al. (2025) study found that consumers have a healthy lifestyle and perception of the benefits of healthy food. It has a positive influence on the perception of quality and social value. It has a significant impact on the willingness to buy healthy food.

### Brand trust

Brand trust is the consumer's feeling towards the product, the feeling of trust and trust in the brand's ability to keep its promises. Operating with integrity and offering high-quality products or services. These are shaped by transparent operations. Ethical behavior Reliable service and consistent customer experience After all, it will lead to loyalty and positive customer recommendations. Brand confidence affects the choice and purchase of healthy foods, as food is something that must be eaten and taken into the body. Therefore, the confidence of the company that distributes or produces is important for making consumption decisions. Ghai & Sharma (2019) stated that perceptions of the benefits of organic food and brand confidence influence the consent to pay premium organic food prices. In addition, a García-Salirrosas et al. (2024) study found that the brand image Brand quality awareness and brand satisfaction Kumaresan & Chandramohan (2024) study found that brand image and brand confidence influence consumers' purchasing decisions.

### Social media

Social media is a communication that allows hundreds of millions of people around the world to connect and share information online. Social media refers to websites, applications, and media related to online conversations and interactions between people. Organizations need to use social media to find leads. and stakeholders. Marketing involves social media in a variety of ways, especially social media

advertising has become more influential in marketing (Appel, Grewal, Hadi & Stephen, 2020). Businesses should consider which channels are most useful and what type of information they should include in their communications. Have a deep understanding of the insights and how social media marketing works before implementing it to retain effective customers (Habes et al, 2018). Samaniego-Arias et al. (2025) have a study that found that social media does not directly affect purchase intentions, but has a significant influence on environmental attitudes. Subjective norms and perceptions of behavioral control These factors therefore have a positive impact on the intention to buy organic products.

## Methodology

### Population and sample

The population is people aged 20-70 years old living in Bangkok. The exact population is unknown.

The sample used in this study Using the calculation of sample size from the Unknown Population Formula of Yamane (1973), a 95 % confidence was determined , which is to allow a deviation of no more than 5% for 384 samples. Therefore, the researcher set the number of samples to 400 samples to prevent incomplete responses to the questionnaire of the target sample. Obtained from convenient sampling.

### Research tools

The researcher reviewed the literature related to the factors studied, analyzed, and synthesized the knowledge gained from the review as a conceptual framework for creating a quantitative research tool, which is a questionnaire divided into 3 parts. as follows

Part 1 The personal information questionnaire of the sample consists of gender, age, education level, occupation, and monthly income, a total of 5 questions.

Part 2: Attitude, Perception of Benefits, Confidence in Brands and Social Media with a total of 28 questions

Part 3 Questionnaire on Healthy Food Consumption Behavior of Consumers in Bangkok Includes 7 Questions

The questionnaire in Part 2 and 3 is a 5-level estimate.

### Quality of research tools

The researchers checked the quality of the instrument by determining the reliability by determining Cronbach's Alpha Coefficient, which was 0.951.

### Data collection

How data is collected with a sample The researcher used online data collection through Google forms to retrieve the questionnaires received. 400 sets of data analysis

### Data analysis

Analyze data using ready-made computer programs and the statistics used. as follows

1. Descriptive Statistics to describe the personal information of the 400 samples and to explain the scores of the studied factors by calculating the frequency, percentage, mean, and standard deviation values of the data. Present with tables and subtitles
2. Inferential Statistics to analyze the relationship between attitudes, perceptions of benefits, brand trust, and social media and the healthy food consumption behavior of consumers in Bangkok by determining the Pearson Product Moment Correlation Coefficient at the level of .05 and step-by-step multiplier analysis. Stepwise multiple regression analysis to find out the factors that jointly predict the healthy food consumption behavior of consumers in Bangkok.

## Results

1. The personal data of the 400 samples showed that (1) 218 males (54.50%), 172 females (43%) and 10 unspecified genders (2.50%), (2) 122 people (30.50%), 41-50 years old, 95 people, 23.75%, 20-30 years old, 72 people, 18.00%, 51-60 years old, 69 people, or 17.50 percent. (3) 284 people with a bachelor's degree or 71.00 percent, 72 people with a bachelor's degree or 18.00 percent and 44 postgraduate students (11.00 percent), (4) 136 people (34.00 percent) in the sample of self-employed occupations, 112 people (28.00 percent), 82 people in trade, or 20.50 percent, 46 people in government/state enterprises, or 11.50 percent, and 24 people with no specified occupation, or 6.00 percent, and (5) in the income group of 30,001-40,000 baht. 187 people, accounting for 46.75 percent, with an income of

20,001-30,000 baht. 143 people, accounting for 35.75 percent, with an income of more than 40,001 baht. 53 people, accounting for 13.25 percent, and their income is less than 20,000 baht. 17 people, or 4.25 percent.

2. The level of opinion of the sample on attitudes, perceptions of benefits, confidence in brands, social

media, and healthy food consumption behavior of consumers in Bangkok. Overall, the average score of Healthy Food Consumption Behavior (Mean=4.41) was ranked 1st (Mean=4.41), followed by Perceived Benefit (Mean=4.36), Brand Trust (Mean=4.30), Social Media (Mean=4.29) and Attitude (Mean=4.25) respectively.

**Table 1** Mean standard deviation interpretation of opinion results and opinion sequence on the factors studied.

Factor	Mean	S.D.	level	Score ranking
Attitude	4.25	.43	High	5
Perceived Benefit	4.36	.40	High	2
Brand Trust	4.30	.42	High	3
Social Media	4.29	.42	High	4
Healthy Food Consumption Behavior	4.41	.39	High	1

The Relationship Between Attitudes, Perceptions of Benefits, Brand Trust, and Social Media and Healthy Food Consumption Behavior of Consumers in Bangkok It was found that social media was most correlated

with the consumption behavior of healthy food consumers in Bangkok. This was followed by confidence in brand ( $r=.632$ ), perceived benefits ( $r=.615$ ), and attitude ( $r=.545$ ), respectively. Table 2

**Table 2** Correlation Coefficients between Attitudes, Perceptions, Brand Trust, and Social Media and Healthy Food Consumption Behavior of Consumers in Bangkok Shown as a Correlation Matrix

Factor	(X1)	(X2)	(X3)	(X4)	(X5)
Attitude	1				
Recognition of benefits	.659**	1			
Brand Trust	.683**	.732**	1		
Social Media	.578**	.665**	.716**	1	
Healthy Food Consumption Habits	.545**	.615**	.632**	.714**	1

\*\*  $p < .01$

The results of the analysis of factors that can jointly predict the healthy food consumption behavior of consumers in Bangkok. see Social Media The variability of healthy food consumption behavior of consumers in Bangkok was able to explain 51.00% ( $R^2 = .510$ ,  $p < .001$ ). ( $R^2$ change = .035,  $p < .001$ ) when the brand

sentiment variable is added in the third step. It was found that the explanatory capacity increased statistically significantly ( $R^2$  change = .009,  $p < .001$ ), allowing the aggregate model to explain 55.40% of the variance ( $R^2 = .554$ ,  $p < .001$ ).

**Table 3** shows the results of the hierarchical multiplier regression analysis.

Variable	R	R <sup>2</sup>	Adjust R <sup>2</sup>	SEE	R <sup>2</sup> change	F	p-value
Social Media <sup>a</sup>	.714 <sup>a</sup>	.510	.509	.27572	.510	372.692	.000
Social Media <sup>a</sup> , Recognition of benefits <sup>b</sup>	.738 <sup>b</sup>	.545	.543	.26601	.035	27.601	.000
Social Media <sup>a</sup> , Recognition of benefits <sup>b</sup> , Brand Trust <sup>c</sup>	.744 <sup>c</sup>	.554	.550	.26387	.009	6.812	.009

\*\*  $p < .01$



**Table 4** Forecaster regression coefficients in raw score (b) and standard score (Beta) Multiple correlation and predictive power Healthy Food Consumption Behavior of Consumers in Bangkok

Forecast variables	B	SEE	Beta	t	p-value	Tolerance	VIF
Constant	1.079	.164	-	6.593	.000		
Social Media	.454	.050	.485	9.129	.000	.445	2.249
Recognition of benefits	.178	.053	.182	3.338	.001	.424	2.361
Brand Trust	.142	.054	.152	2.610	.009	.371	2.698
R=.744	R <sup>2</sup> =.554						
F= 6.812	p-value =.009						

\*\* p &lt; .01

Table 4 shows that the regression coefficient of the predictive variable. It has the highest regression coefficient. In forecasting the healthy food consumption behavior of consumers in Bangkok (Beta = 0.485), followed by perception of benefits (Beta =0.182) and brand confidence (Beta = 0.152). It shows that all 3 variables can jointly forecast the healthy food consumption behavior of consumers in Bangkok as follows:

$$Y = 0.485(\text{social media}) + 0.182(\text{perceived benefits}) + 0.152(\text{brand trust})$$

## Discussion

The results of the study showed that social media Awareness of benefits and brand confidence are factors that determine the healthy food consumption behavior of consumers in Bangkok, with all three factors explaining the variability of 55.40 percent. The health food business communicates information directly to consumers or target groups, including social media influencers, to persuade consumers to comply. Therefore, social media has an influence and can determine the healthy food consumption behavior of consumers. In line with Rini et al. (2024) a review of the literature on social media, most studies have shown the relationship and influence of social media on consumers' food consumption habits, and Zhao et al. (2024) study found that communication through social media affects the creation of healthy consumption value. Similar to the Trang et al. (2025) study, social media influencers have a significant impact on the health food purchasing intentions of Vietnamese consumers, and there are differences in healthy food buying habits among different age groups. The results reflect social media factors that affect the behavior of buying and consuming healthy food.

Positive perception can predict the healthy food consumption behavior of consumers in Bangkok because before consumers choose to eat healthy food, they must first be aware of the benefits of healthy food. Because nowadays, healthy food is more expensive than normal food. In line with Ghai & Sharma (2019), which states that perceptions of the benefits of organic food and brand confidence influence their willingness to pay premium organic food prices, and a Garcia-Salirrosas et al. (2025) study found that consumers have a healthy lifestyle and perceived benefits of healthy food. It has a positive influence on the perception of quality and social value. And in line with the Muller-Perez et al. (2025) study, it was found that: Consumers are willing to pay is the best predictor of their intention to buy healthy food. This is followed by the price factor. Perceptions of benefits have a moderate positive effect, and attitudes have a small positive effect.

Brand confidence can predict the healthy food consumption behavior of consumers in Bangkok. This is because entrepreneurs mainly communicate their brands through social media. Ghai & Sharma (2019) stated that the perception of the benefits of organic food and confidence in the brand influence their willingness to pay the price of organic food. Similar to Kumaresan & Chandramohan (2024), a study found that brand image and brand confidence influence Indian consumers' purchasing decisions, and Pattweekongka (2022) studied the factors that lead to confidence in organic food brands and the impact of brand confidence on brand loyalty. It has been found that brand competence and generosity increase confidence in organic brands. In addition, brand confidence influences attitudes and brand loyalty.

## Conclusion

A Study on Factors Determining the Healthy Food Consumption Behavior of Consumers in Bangkok By focusing on attitude factors. The results of the study found that attitudes, perceptions of benefits, confidence in brands, and social media were significantly positively correlated with the healthy food consumption behavior of consumers in Bangkok. In addition, social media Recognition of benefits and confidence in the brand together predict the healthy food consumption behavior of consumers in Bangkok by 55.40 percent. Social media can predict the healthy food consumption behavior of consumers in Bangkok to the maximum. Therefore, health food business operators should use social media available through various marketing channels to present health food products so that the target audience can be aware of the benefits of healthy food and gain confidence in the brand, which will lead to more consumption of healthy food.

## References

- Anana, E., & Barbosa, B. (2023). Digital Influencers Promoting Healthy Food: The Role of Source Credibility and Consumer Attitudes and Involvement on Purchase Intention. *Sustainability*, 15(15002), 1-19.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95,
- Canales, R., Ruiz-Andia, R., Fernandez-Daza, V.M., & Zabalaga-Davila, R. F. (2024). Purchase Intention of Healthy Foods: The Determinant Role of Brand Image in the Market of a Developing Country. *Foods*, 13(3242), 1-18.
- Choketaworn, L., & Donkwa, K. (2017). Impacts of Marketing Mix and Attitude toward Clean Food Purchased Decision of Consumers in Nakhon Ratchasima Province. *KKU Research Journal of Humanities and Social Sciences*, 5(1), 79-91.
- Darian, J. C., & Tucci, L. (2011). Perceived health benefits and food purchasing decisions. *Journal of Consumer Marketing*, 28(6), 421-428.
- Eikenberry, S. E., Mancuso, M., Iboi, E., Phan, T., Eikenberry, K., Kuang, Y., Kostelich, E., & Gume, A. B. (2020). To mask or not to mask: Modeling the potential for face mask use by the general public to curtail the COVID-19 pandemic. *Infect Disease Model*, 21(5), 293-308.
- García-Salirrosas, E. E., Escobar-Farfán, M., Veas-González, I., Esponda-Perez, J.A., Gallardo-Garcia-Salirrosas, E. E., Esponda-Perez, J. A., Millones-Liza, D.Y., Haro-Zea, K. L., Moreno-Barrera, L. A., Ezcurra-Zavaleta, G. A., Rivera-Echegaray, L. A., & Escobar-Farfán, M. (2025). The Influence of Healthy Lifestyle on Willingness to Consume Healthy Food Brands: A Perceived Value Perspective. *Foods*, 14(213), 1-20.
- Ghai, S., & Sharma, A. (2019). Effect of Perceived Health Benefits and Trust on Customer's Satisfaction & Willingness to Pay for Organic Foods Sneha. *Indian Journal of Community Health*, 31(1), 123-126.
- Golijan, J., & Dimitrijevic, B. (2018). Global Organic Food Market. *Acta Agriculturae Serbica*, 23(2018), 125-140.
- Habes, M., Alghizzawi, M., Khalaf, R., Salloum, S. A., & Abd. Ghani, M. (2018). The Relationship between Social Media and Academic Performance: Facebook Perspective. *International Journal of Information Technology and Language Studies (IJITLS)*, 2(1), 12-18.
- Hassen, T. B., El Bilali, H., & Allahyari, M. S. (2020). Impact of COVID-19 on Food Behavior and Consumption in Qatar. *Sustainability*, 9(5), 1-18.
- Jirathananuwat, A., Saenmontrikul, S., Hengyotmark, A., & Pensirisomboon, K. (2025). Food needs and health behaviors in the COVID-19 situation: a case study of quarantined communities in densely populated areas of Bangkok, Thailand, *Journal of Health, Population and Nutrition*, 44(7), 1-11.
- Kotler, P., Keller, K., & Chernev, A. (2022). *Marketing Management* (16th Edition). New York: Pearson.
- Kumaresan, R. C., & Chandramohan, S. (2024). Effect of Brand Image and Brand Trust on Purchase Intention of Fast-Moving Consumer Goods. *International Journal of Scientific Research in Engineering and Management (IJSREM)*, 8(12), 1-12.
- Masih, S., Panchanathan, U. E., Naqshbandi, M. M., & Ahmed, F. (2025). How inclusive leadership

- drives change-oriented extra-role behaviors via leader-member exchange and trust in leadership. *Global Knowledge, Memory and Communication*.
- Muller-Perez, J., Acevedo-Duque, A., García-Salirrosas, E. E., Escobar-Farfan, M., Esponda-Pérez, J. A., Cachicatari-Vargas, E., Alvarez-Becerra, R., & Alcina De Fortoul, S. (2025). Factors influencing healthy product consumer behavior: an integrated model of purchase intention. *Frontiers Public Health*, 13(2025), 1-14.
- National Food Institute. (2020). *Strategy for developing healthy and nutritionally appropriate food for all ages under the Food Industry Smart Center Development Project, Fiscal Year 2020*, Complete report. Bangkok: Office of Industrial Economics, Ministry of Industry.
- Pattweekongka, S. (2022). Organic Food Brand Trust and Brand Loyalty: Evidence from Thailand. *AgBioForum*, 24(1), 129-133.
- Patwardhan, V., Mallya, J., Kaliappan, S., & Dilip Kuma, D. (2024). Influence of social media on young adults' food consumption behavior: scale development. *Cogent Social Sciences*, 10(1), 1-15.
- Pinatih, G. N. I. (2020). Healthy food to support healthy life. *Bali Medical Journal (Bali Med J)*, 9(1), 380-385.
- Rini, L., Schouteten, J. J., Faber, I., Frøst, M. B., Perez-Cueto F. J. A., & Steur, H. D. (2024). Social media and food consumer behavior: A systematic review. *Trends in Food Science Technology*, 143, 1-12.
- Samaniego-Arias, M., Chavez-Rojas, E., Garcia-Umana, A., Carrion-Bosquez, N., Ortiz-Regalado, O., Llamoburga, M., Ruiz-Garcia, W., Guerrero-Haro, S., & Cando-Aguinaga, W. (2025). The Impact of Social Media on the Purchase Intention of Organic Products. *Sustainability* 17(2706), 1-16.
- Schiffman, L., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). New Jersey: Pearson Education, Inc.
- Thairath Online. (2025). *Good nutrition, good life: Healthy food trends for 2025 that you shouldn't miss*. Retrieved 29 September 2025, from <https://www.thairath.co.th/lifestyle/food/283318>
- Thangtanagul, P. (2025). PwC: *Thai consumers prioritise health and food technology despite rising living costs*. Retrieved 29 September 2025, from <https://www.pwc.com/th/en/press->
- Trang, N. T., Dung, L. V., Chau, M. C., Khai, P. Q., Linh, D. H., & Tu, T. M. (2025). Effect of Social Media Influencers on Healthy Food Purchase Behaviour among Vietnamese Consumers. *American Journal of Multidisciplinary Research & Development (AJMRD)*, 7(3), 30-40.
- World Health Organization (WHO) (2018) *Obesity and Overweight*. Retrieved 29 September 2025, from <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>.
- World Health Organization. (2019). *Healthy Diet*. Regional Office for the Eastern Mediterranean: World Health Organization.
- Wu, S. C., Chien, P. J., Lee, M. H., & Chau, C. F. (2007). Particle size reduction effectively enhances the intestinal health-promotion ability of an orange insoluble fiber in hamsters. *Journal of Food Science*, 72(2007), 618 - 621.
- Yamane, T. (1973). *Statistics: An Introductory Analysis*. 3rd Edition. New York: Harper and Row,
- Yeo, V. C. S., Goh, S-K., & Rezaai. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35(2017), 150-162.
- Zhao, L., Hu, Q., Alexopoulou, P., & Hajli, N. (2024). Exploring the Role of Social Media in Promoting Healthy Consumption. *Electronic Commerce Research and Applications*, 67(2024), 1-10.