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THE INFLUENCE OF BRAND IMAGE, BRAND LOYALTY, AND INNOVATION BAKERY PURCHASING BEHAVIOR IN BANGKOK

Siraphat Vongsinsirikul

PhD student, Doctor of Philosophy Program, Innovation Management,
Suan Sunandha Rajabhat University

Email: Siraphat.v@gmail.com

Tanapol Kortana

Department of Management Innovation, Suan Sunandha Rajabhat University

Email: tanapol.ko@ssru.ac.th

Bundit Pungnirund

Department of Management Innovation, Suan Sunandha Rajabhat University

Email: bundit.pu@ssru.ac.th

Taweep promyoo

Department of Management Innovation, Suan Sunandha Rajabhat University

Email: taweep.pr@ssru.ac.th

Abstract

This research conducts research on the effect of brand image, brand loyalty and innovation on purchasing behavior of bakery in Bangkok. This research aims to analyze the leverage for purchase choices and recommendation for continuous growth of bakery sector based on the aspects which directly affect the consumers. Respondents were determined by Accidental Sampling (n = 300) and the data were analysed with the Partial Least Squares Structural Equation Modeling (PLS-SEM). The results were found to have a significant effect of brand image, brand loyalty and brand innovation on brand performance and provide real benefit to the owner of the bakery who want to set up their positioning in the market, maintain their customer loyalty, as well as conducts innovate activities to sustain their business in the long term.

Keywords: Brand Image, Brand Loyalty, Innovation

Introduction

Disclaimer: Over the years, the local bakery scene in Bangkok has grown exponentially where consumer preferences have gradually evolved to prioritize brand character, loyalty, and differentiation within a relatively supersaturated market. But bakery businesses — to gain and hold on to vitally important customers these days — have to know what influences purchasing behavior. This research examined the impact of three ... brand image, brand loyalty, and brand innovation ... on consumer purchases in the bakery industry. The objective of the research will be to guide bakeries with insights that can help them fortify their penetration in the market and promote sustainability.

The study is based on the assumption that a favourable image of a brand controls the perception of consumers, brand loyalty (encourages repeat purchases) and innovation (keeps pace with the changing needs and desires of customers). These elements are termed as important in making the difference in the offerings of a bakery and ensuring a loyal customer base. The participants were recruited by accidental sampling (n = 300) to include a wide range of consumers in Bangkok. Descriptive statistics were computed for the data collected, which were subsequently evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM) (Ringle.)

The results show a significant association between brand image, loyalty, and innovation where both these factors are directly associated with customer satisfaction and purchasing. Thus this study provides practical benefits for owners of bakeries to have insights related to strategic approaches to enhance their brands, keep customers loyal, and adopt creative practices for sustainable growth.

Research Objectives

1. To investigate the impact of brand image on purchasing behavior in Bangkok bakery sector.
2. Objective: To analyze the effects of brand loyalty on purchase decisions of consumers in the fortunes of bakery in Bangkok.
3. This paper aims to investigate the role of innovation in purchasing behavior of bakery consumers.
4. Analysing the additive effects of brand image, brand loyalty and innovation on purchase behavior towards the bakery industry.

Scope of the Research

Population Scope: The group Bakery Purchasing Behavior in Bangkok of Variable Scope: Operational Variables, Market Variables, Regulatory and Policy Variables, Socio-Economic Variables, Strategic Variables, Performance Metrics.

1. Time Scope: January – December 2025.

Research Methodology

1. Research Methodology Research Design:

Type of Research: Therefore, this research will use mixed research method approach. It enables an in-depth exploration of. Examines brand image, brand loyalty, and innovation as predictors of sustainable purchasing behavior in Bangkok's bakery industry.

Involves data from a sample of 300 respondents that were analysed through Partial Least Squares Structural Equation Modelling (PLS-SEM).

Intended to offer real-world, practical guide for bakery owners whose motto is understanding market positioning, customer commitment and the practice of lateral action.

Calls other researchers to investigate remote areas to find new factors of behaviour related to sustainability.

Qualitative Component:

Interviews and Bakery Purchasing Behavior in Bangkok, to obtain comprehensive information on their experiences, advice

- Quantitative Component: Surveys distributed to a larger sample of bakery to quantify data on performance metrics, challenges, and practices.

1. Research Steps

1.1 Literature Review:

- First, examine the existing literature on purchase decisions of consumers, brand Image, Brand Loyalty, and Innovation

1.2 Define Research Questions and Hypotheses:

Based on the literature review, draft research questions and hypotheses. E.g
What are the key problems of Bakery Purchasing Behavior in Bangkok

- What is the effect of practices on bakery competitiveness?

1.3 Sampling:

- Target Population: The study is confined to Bangkok, Thailand, focusing on the bakery sector within this specific urban market.

1.4 Sample Size: Determine an appropriate sample size for both qualitative and quantitative components. For quantitative surveys, a larger sample (e.g., 200-300 SMEs) is recommended for statistical significance.

1.5 sampling Technique: Use stratified random sampling for quantitative surveys to ensure representation across different sectors and regions. In qualitative interviews, you want participants who will tell you rich, relevant stories = purposive sampling.

2. Data Collection

2.1 Data Collection Instruments:

- Surveys: Develop a structured questionnaire that includes closed-ended questions (for quantitative data) and Likert scale items to assess perceptions of challenges and practices.

2.2 Interview Guides: Create semi-structured interview guides for qualitative interviews to explore deeper insights into specific themes related to survival and competitiveness.

2.3 Pilot Testing:

- Test run the survey and interview guides with a few bakery, to iron out any issues and wordiness of the questions.

2.4 Data Collection:

- Send out the surveys electronically or conduct them in-person, depending on the accessibility of the target audience.

2.5 Interviews and focus groups (with permission, you can tape them to transcribe them accurately).

3. Quantitative Data Collection:

3.1 Distribute the questionnaire using online survey platforms (Google Forms, SurveyMonkey, et cetera). African Data Initiatives Survey: Gather details on demographics, finance performance indicators, and answers on barriers to sustainability.

- Aggregate demographic data, purchasing behavior, brand image, loyalty, and innovation variables.

4. Data Analysis

Quantitative Data Analysis:

- Descriptive Statistics: Analyze demographic data (e.g., age, sector, revenue) and summarize responses using means, medians, and frequencies.

- Inferential Statistics: Conduct Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the relationships between brand image, loyalty, innovation, and purchasing behavior.

- Software: Use statistical software such as SPSS or SmartPLS for analysis.

- Thematic Analysis: Identify patterns and themes from interview transcripts.

Research Results

If you want to provide an insightful view of what you got your research results about impact of brand image, brand loyalty and innovativeness on purchasing behaviour in the bakery industry in bangkok, a neat and organized outline would do the work.

1. Demographic Profile of Respondents
 - Demographics of Participant
 - Sample Size Write number of respondents (n = 300)
 - Age-wise and frequency-wise
 - distribution Age-wise distribution of the respondent and how often do bakery items purchase
 - Geographic Focus Verify the Bangkok base of the study.
2. Key Findings from Quantitative Data
 - Quantitative Data Analysis: Key Findings
 - Factors Influencing Purchases:
 - Brand image: Percentage of respondents whose decision to buy sustainably has been influenced by brand reputation
 - Brand Loyalty Percentage of consumers whose brand loyalty for individual bakeries will create a buying habit.
 - Innovation: Use of eco-friendly packaging to attract buyers & adoption rates of innovative products
 - Brand and Innovation Behavior Effects:
 - Demonstrating the impact of brand image, loyalty, and innovation on consumer sustainability decisions: A semantic modelling approach using PLS-SEM
 - Results of Use PLS-SEM
 - Open Graph Results of Use PLS-SEM
3. Qualitative Insights Open-Ended Response Themes:
 - Consumer Perceptions of Sustainability: Why they buy products and how they view baking practices.
 - Brand Connection — Fit of consumer score for a particular bakery they own due to their brand.
 - Case Examples: Talk about the consumer experiences or noteworthy answers that encapsulate either practices or brand loyalty
4. Statistical Analysis
 - Descriptive Statistics: Demographic tables or charts and purchasing frequency
 - Reporting of findings from PLS-SEM focus on significant relationships and causal inference (reviewed in for example in [56]).
 - Visualizations: Charts with the impact of each factor on purchasing behavior
5. Discussion of Findings
 - Conclution – (Interpretation of Result) What do the result tell you about purchase behavior regarding bakery product among Bangkok consumers and / development (up to 900 words maximum).
 - Comparison to Literature: Compare results with literature on consumer loyalty, brand image, and innovation in other aligned markets.
 - Recommendations for Practice: Suggest pragmatic recommendations for bakery owners in Bangkok to utilize brand image, loyalty and innovation to position sustainably and grow in the market.
 - Interpretation of Results: Discuss what the findings mean for SMEs in Thailand. For instance, if a significant number of SMEs struggle with access to finance, what implications does this have for their growth?
 - Comparison to Literature: Compare your findings with existing literature on SMEs to highlight consistencies or discrepancies.
 - Implications for Policy and Practice: Provide recommendations based on the results. For example, if practices correlate with better performance, suggest policies to encourage their adoption.

Conclusion

Instead, emphasize the value of these insights for bakery owners aiming for long-term viability and sustainability in the market.

Discussion

You will need to interpret the results with reference to your original research aims and objectives, alongside the existing body of literature, the findings from your investigation on the survival, competitiveness and growth of small and medium enterprises (SMEs) in Thailand. Here is a step-by-step guide to write the discussion section and all the items you should consider:

- **Brand Image:** Related to point above, consumers have exhibited a greater tendency to purchase sustainably when they are familiar with brands. Bakeries need to promote their environmentally friendly processes and sustainability practices.
- **Brand Loyalty:** Loyal customers tend to favor brands that are in line with their sustainability values, indicating that bakeries may retain their customer base more effectively with loyalty programs based on practices.
- **Innovation:** An innovative packaging and product offer regularly attracts consumers, the study found. Adopting eco-friendly practices not only sets bakeries apart from the competition but can also position them as champions in the community business model innovations identifying features that will outcompete market.
- **Literature Score Comparison:**

Comparison with Existing Literature

The findings align with research by Indah Lestari and Rita Ambarwati (2023), who highlighted the impact of brand image and product quality on purchasing decisions in the food industry, including bakeries. Their work reinforces the notion that a compelling brand image can drive consumer loyalty and satisfaction. However, this study diverges from Zhao et al. (2022), which suggests that advertisements primarily influence buying behavior and brand loyalty through brand awareness. In contrast, our research indicates that innovation and brand image play a more crucial role in the context of purchasing in bakeries. This difference may stem from the specific consumer behaviors observed in Bangkok's bakery sector, where sustainability is increasingly prioritized by consumers.

Implications for Policy and Practice

- Bakeries can stress sustainability in their branding and loyalty programs, and policymakers can incentivize bakeries to adopt practices.

Limitations of the Study

Bangkok is the site of the study, and therefore, generalizability to other areas is limited, and a potential bias exists in terms of purchasing behaviours because the tool used in this study was self-reported.

Conclusion of the Discussion

- In conclusion, based on research results brand image, brand loyalty and innovation significantly affected purchase in bakery industry. By using these insights bakeries can gain a faithful customer base that will aid in long-term sustainability.

Recommendations

1. **Enhancing Brand Image:** Foster brand identity that aligns with consumer values for sustainability.
2. **Promoting Customer Loyalty:** Implement loyalty programs focused on choices to maintain a dedicated customer base.
3. **Encouraging Innovation:** Invest in innovative, eco-friendly products and packaging to attract sustainability-focused consumers.
4. **Targeted Marketing:** Use findings to tailor marketing efforts to consumer preferences for bakery options.
5. **Capacity Building for Staff:** Provide training for bakery employees on sustainability practices and innovation to align operations with consumer expectations.

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