

Consumers' Purchase Decisions Toward Processed Salted Egg Products from By-product in Surat Thani Province: An Application of the Seven O's Framework*

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บทคัดย่อ

This study examines consumers' purchases decisions toward processed salted egg products derived from turmeric oil by-product in Surat Thani Province. The objectives are to investigate consumers' purchasing behavior and identify influencing factors based on the Seven O's framework. This quantitative study collected data from 381 consumers in Surat Thani Province using purposive sampling and analyzed data using descriptive statistics and multiple logistic regression. The results indicate that purchase purpose, payment method, festival period, purchase timing, and media type significantly influenced purchasing decisions ($p < 0.05$). Gift-oriented purchases were 2.21 times more likely than personal consumption, while digital payment increased purchase likelihood by 2.35 times compared with cash. Additionally, purchases during long holidays and festival periods were 2.25 and 2.07 times more likely, respectively, and video-based media increased purchase likelihood by 1.93 times compared with image-based media. These findings highlight the importance of targeted marketing strategies to enhance the market potential of value-added turmeric-salted egg products and extend the application of the Seven O's framework in consumer behavior research, particularly in the context of local value-added food products.

Keywords: Consumer purchase decision, Multiple logistics regression, Processed salted egg, Seven O's framework

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การตัดสินใจซื้อของผู้บริโภคต่อผลิตภัณฑ์ไข่เค็มแปรรูปจากผลพลอยได้ในจังหวัดสุราษฎร์ธานี: การประยุกต์ใช้กรอบแนวคิด Seven O's*

ภูเดิน แก้วภิบาล**, อีราวรรณ จันทร์แสง**¹, เมธินี ศรีกาญจน์**, อัมพวรรณ หนูพระอินทร์**

Abstract

การวิจัยครั้งนี้มุ่งศึกษาการตัดสินใจซื้อของผู้บริโภคต่อผลิตภัณฑ์ไข่เค็มแปรรูปจากผลพลอยได้ของน้ำมันขมิ้นในจังหวัดสุราษฎร์ธานี โดยมีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการซื้อของผู้บริโภคและวิเคราะห์ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อภายใต้กรอบแนวคิด Seven O's ใช้ระเบียบวิธีวิจัยเชิงปริมาณ เก็บรวบรวมข้อมูลจากผู้บริโภคจำนวน 381 คน โดยใช้การสุ่มแบบเจาะจง และวิเคราะห์ข้อมูลด้วยสถิติเชิงพรรณนาและการวิเคราะห์การถดถอยโลจิสติกพหุ ผลการวิจัยพบว่า วัตถุประสงค์ในการซื้อ วิธีการชำระเงิน ช่วงเทศกาล ช่วงเวลาในการซื้อ และประเภทของสื่อ มีอิทธิพลต่อการตัดสินใจซื้ออย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 โดยการซื้อเพื่อเป็นของฝากมีแนวโน้มเกิดการซื้อมากกว่าการซื้อเพื่อบริโภคเอง 2.21 เท่า ขณะที่การชำระเงินแบบดิจิทัลเพิ่มโอกาสในการซื้อ 2.35 เท่า เมื่อเทียบกับการชำระด้วยเงินสด นอกจากนี้ การซื้อในช่วงวันหยุดยาวและช่วงเทศกาลมีแนวโน้มสูงขึ้น 2.25 และ 2.07 เท่า ตามลำดับ และสื่อประเภทวิดีโอเพิ่มโอกาสในการซื้อ 1.93 เท่า เมื่อเทียบกับสื่อประเภทภาพนิ่ง ผลการศึกษาสะท้อนให้เห็นถึงความสำคัญของการกำหนดกลยุทธ์การตลาดแบบมุ่งเป้าหมายเพื่อเพิ่มศักยภาพทางการตลาดของผลิตภัณฑ์ไข่เค็มขมิ้นมูลค่าเพิ่ม และขยายการประยุกต์ใช้กรอบแนวคิด Seven O's ในการศึกษาพฤติกรรมผู้บริโภค โดยเฉพาะในบริบทของผลิตภัณฑ์อาหารท้องถิ่นมูลค่าเพิ่ม

คำสำคัญ: การตัดสินใจซื้อของผู้บริโภค, การวิเคราะห์การถดถอยโลจิสติกพหุ, ไข่เค็มแปรรูป, กรอบแนวคิด Seven O's

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Research Significance

The development of value-added local food products through the effective utilization of community resources and agricultural by-products has become an important strategy for strengthening grassroots economies and sustainable development. In Thailand, community enterprise development policies emphasize the creation of economic value while enhancing resource efficiency and reducing waste (Kamnuansilpa et al., 2023). The valorization of agriculture food by-products can improve resource efficiency, reduce waste, and support circular-economy practices in the food sector. At the same time, changing food markets increasingly emphasize product quality, transparency, and sustainability, making by-product-based local food products a relevant context for examining consumer purchase behavior (Ligarda-Samanez et al., 2025). In addition, consumer demand has increasingly shifted toward food products that are perceived as safe, natural, traceable, reflecting broader concerns regarding health, sustainability, and production transparency (Coluccia et al., 2024). This trend is evident to continued growth of the herbal and natural products market, which has expanded at an average annual rate of 7.22 percent in recent years (Market Data Forecast, 2024).

Turmeric-salted eggs represent a local food product that integrates local knowledge with the creative utilization of natural resources for value-added. By using by-products derived from the production process of Siam red turmeric oil as a key raw material, the product demonstrates distinctive characteristics in terms of color, flavor, nutritional value, and local identity associated with Surat Thani Province. The province is also well known for Chaiya salted eggs, which are recognized for their quality and taste, thereby reflecting Surat Thani's potential for developing distinctive local processed food products (Thongintharaj, 2025). Surat Thani Province is widely recognized as a high-quality turmeric-growing area due to its favorable climate and soil conditions. Notably, turmeric cultivated in Phanom District has been reported to contain significant levels of curcuminoids reaches approximately 10. These distinctive characteristics have contributed to the registration of Surat Thani turmeric as a geographical indication (GI) (Chodchuang et al., 2021; Department of Intellectual Property, 2022; Penpong et al., 2023). The Community Enterprise for Plant Genetic Conservation in Phanom District, Surat Thani Province, plays a key role in promoting the utilization of turmeric resources, beginning with cultivation and extending to the production of Siam red turmeric oil. However, this production process generates more than 10 tons of by-products per year, which still retain significant economic potential. To maximize the value of this resource, the community enterprise has utilized the by-products to develop a processed food product, namely salted eggs. This approach aims to add value to existing resources while expanding market opportunities. The utilization of food-processing by-products

to create value-added products is widely recognized as an effective strategy for enhancing resource efficiency and promoting economic sustainability with principles of the circular economy (Ligarda-Samanez et al., 2025; Minervini et al., 2022).

Although salted egg products developed from turmeric oil by-products are conceptually appealing and aligned with sustainability principles, they are still considered new products and are not yet widely recognized among consumers. Previous studies have focused on general consumer behavior, but limited research has examined purchasing decision for by product-based food product. In addition, previous studies have examined purchase decisions for community-enterprise products in Thailand, empirical research applying the Seven O's framework to explain consumers' purchase decisions for community-based food products developed from processing by-products remains limited. Prior work has mainly focused on general purchase-decision factors for community-enterprise products rather than on local value-added food products derived from agri-food by-products (Nakudom et al., 2023). Therefore, this study contributes to the literature by applying and extending the Seven O's framework in the context of processed turmeric-salted egg products made from by-products. It also adds new knowledge to the academic field by providing empirical evidence on how socioeconomic and demographic characteristics, together with situational and marketing-related factors, jointly shape consumers' purchase decisions for a novel local value-added food product.

Research Objective

1. To study the level of consumers' purchasing decision-making regarding processed salted egg products made from by-products of the Siam red turmeric oil production process.
2. To analyze the factors based on the Seven O's framework that influence consumers' purchasing decisions regarding processed salted egg products made from by-products in the production process of Siam red turmeric oil.

Conceptual Framework

Based on the review of relevant literature and previous studies, the components and relationships among the variables in this study can be summarized as follows. Consumer purchase decision is a key concept in consumer behavior and marketing research, reflecting how consumers select products and services to satisfy their needs and desires (Kotler & Keller, 2016). It is commonly described as a process involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Mowen, 1988; Schiffman & Wisenblit, 2019; Solomon, 2020). In empirical research, purchase decision is often treated as a behavioral outcome influenced by multiple factors, including consumer characteristics, product attributes, organizational credibility, purchasing

occasions, and distribution channels. This perspective is particularly relevant to innovative food products, as consumers often consider not only functional attributes but also contextual and situational factors when deciding whether to purchase unfamiliar products.

In this study, the Seven O's framework was used to analyze the factors influencing consumers' purchase decisions regarding processed salted egg products made from by-products. Within this framework, Occupants refer to consumers' socioeconomic and demographic characteristics, Objects refer to product attributes, Objectives refer to purchase purposes, Organizations refer to the credibility of the community enterprise, Occasions refer to purchase situations and timing, Outlets refer to distribution channels and product accessibility, and Operations refer to ordering, payment, and purchasing procedures (Kotler & Keller, 2016).

The conceptual framework of this study was developed from the Seven O's model and relevant literature on consumer purchase decisions. It proposes that consumers' purchase decisions regarding processed salted egg products made from by-products are influenced by two groups of variables: (1) socioeconomic and demographic characteristics and (2) factors based on the Seven O's model, as shown in Figure 1.

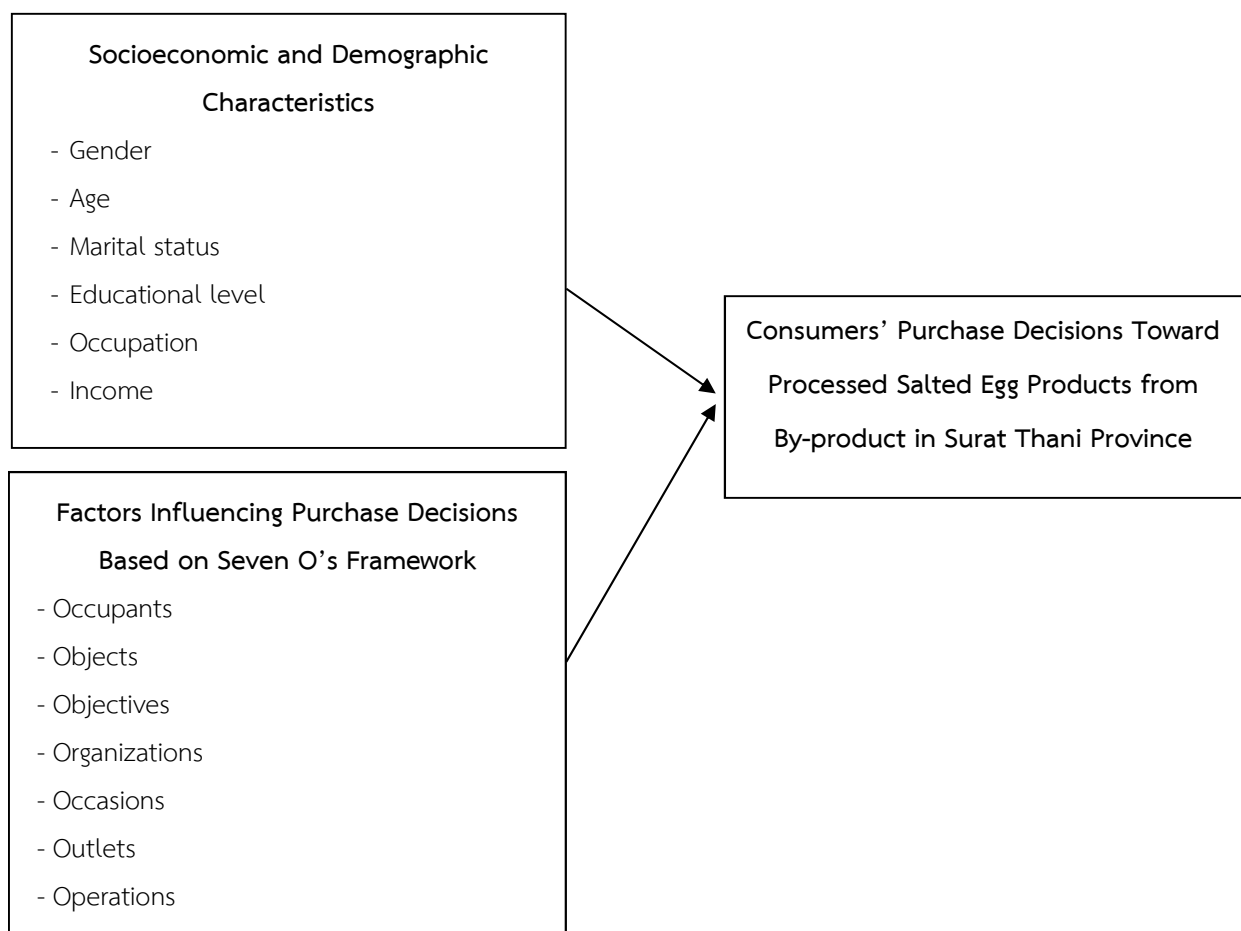


Figure 1. Conceptual framework of the study

Methodology

Population and Samples

This study employed a quantitative research approach. The population consisted of consumers in Surat Thani Province who had experience purchasing or consuming processed turmeric-salted egg products made from by-products of the Siam red turmeric oil production process, for which the exact population size was unknown. Therefore, the sample size was determined using Cochran's formula for estimating sample size for an unknown population size (Cochran, 1954), with the proportion of interest (p) set at 0.55 and a 95% confidence level ($Z = 1.96$), resulting in a sample size of 381 respondents.

Sampling was conducted in three stages. First, Mueang Surat Thani District and Koh Samui District were purposively selected as the study areas because they represent two important consumer market contexts in Surat Thani Province: an economic and commercial center and a tourism-oriented market. Second, stratified sampling was used to allocate the sample across the two areas. Third, convenience sampling was used to recruit respondents who met the inclusion criteria: (1) aged 18 years or older, (2) residing in or visiting the selected areas, and (3) having prior experience purchasing or consuming processed turmeric-salted egg products made from by-products of the Siam red turmeric oil production process. The final sample included 381 respondents, comprising 279 from Mueang Surat Thani District and 102 from Koh Samui District.

Research Instrument

This study employed a quantitative research approach and used a questionnaire as the primary data collection instrument. The questionnaire was developed in accordance with the research objectives, conceptual framework, and operational definitions of the study variables. Its content was organized into 3 sections which are: section 1) socio-economic characteristics information, section 2) factors influencing consumers' purchase decisions based on the Seven O's framework and section 3) additional suggestions. The questionnaire consisted of both checklist and open-ended formats to obtain structured as well as explanatory information.

Content Validity of the Research Instrument

Content validity of the questionnaire was assessed by three experts using the Index of Item-Objective Congruence (IOC). The results indicated that the IOC values ranged from 0.67 to 1.00, which exceeded the acceptable criterion of 0.50, demonstrating that the questionnaire was appropriate and effective for data collection (Rovinelli & Hambleton, 1977; Turner & Carlson, 2003).

Protection of Participants' Rights

This research was approved by the Human Research Ethics Committee of Surat Thani Rajabhat University (SRU-EC2025/066) on May 19, 2025. The ethical approval for this study was granted in accordance with internationally recognized ethical principles, including the *Declaration of Helsinki*, *The Belmont Report*, the *CIOMS Guidelines*, *International Conference on Harmonization Good Clinical Practice (ICH-GCP)* and *45CFR 46.101(b)*. During the data collection process, the researcher fully explained the objectives, procedures, and participants' rights prior to obtaining informed consent. Participants had the right to receive relevant information, refuse participation, or withdraw from the study at any time without any consequences to their rights or well-being. All data were kept strictly confidential and were reported only in aggregate form for academic purposes.

Data Collection

The research team identified data collection sites with a high concentration of consumers, including local markets, shopping malls, souvenir shop, night market and food festivals within the study area. Prior to data collection, permission was obtained through coordination with the relevant authorities or site managers at each location. After approval was granted, data were collected by the researchers according to the scheduled dates and times. A structured questionnaire was used as the research instrument to gather data from the study participants. During the data collection process, respondents were asked to complete the questionnaire independently. In cases where assistance was required, the researcher read the questionnaire to the respondents. The completion time for each questionnaire was approximately 5–10 minutes. The data collection period lasted three months, from June to August 2025. After obtaining the required number of completed questionnaires, the data were analyzed to summarize the findings.

Data Analysis

Data were analyzed using descriptive and inferential statistics. Bivariate logistic regression was first performed to assess crude associations between the dependent and independent variables, with results reported as Crude Odds Ratios (CORs), 95% confidence intervals (95% CI), and p -values. Variables with $p < 0.25$ were included in the multivariable logistic regression model (Hosmer et al., 2013). Multivariable logistic regression analysis was then conducted to identify factors independently associated with purchasing decisions. Results were presented as Adjusted Odds Ratios (AORs) with 95% CI and p -values. The final model was selected using backward elimination, retaining variables with $p < 0.05$ as statistically significant predictors of purchasing behavior for turmeric-processed salted eggs derived from by-products.

Results

Socio-economic characteristics of the 381 respondents: 96.33% reported consuming salted eggs. The sample was predominantly female (54.07%), with a mean age of 34.41 years (SD = 10.23), and most were aged 20–40 years (71.65%). A large proportion held a bachelor's degree or higher (41.47%) and were single (61.15%). Most households had 2–3 members (48.56%). The main occupations were self-employed/business owners (32.55%) and students (18.11%). The average monthly income was 18,091.86 baht (SD = 9283.94), with 37.53% earning 10,000–20,000 baht. Most respondents lived in coastal urban areas (43.57%), in private houses with yard space (58.16%), and were primarily from Surat Thani Province (66.40%).

Table 1 Object Factors Influencing the Purchasing Decision for Turmeric-Salted Eggs

Variables	N=381	Percentage
Consumer Purchase Expectations		
Taste	185	48.56
Nutritional value of turmeric-salted eggs	151	39.63
Freshness	28	7.35
Product origin	9	2.36
Production process	5	1.31
Other	3	0.79
Purchasing Decision After Tasting Turmeric-Salted Eggs		
Immediate purchase	166	43.57
Intention to purchase in the future	160	41.99
No intention to repurchase	51	13.39
Other	4	1.05
Preference for the aroma of turmeric-salted eggs		
Yes	358	93.96
No	28	6.04

As shown in Table 1, taste was the most important factor influencing consumers' choice of turmeric-salted eggs (48.56%), followed by nutritional value (39.63%) and freshness (7.35%). After tasting, most respondents made an immediate purchase (43.57%) or intended to purchase in the future (41.99%), while 13.39% had no intention to repurchase. Additionally, aroma was a key preference factor for 93.96% of respondents.

Table 2 Objective Factors Influencing the Purchasing Decision for Turmeric-Salted Eggs

Variables	N=381	Percentage
Purpose of Purchase		
Purchased as a souvenir or gift	191	50.13
Purchased for consumption	158	41.47
Purchased for cooking	28	7.35
Other	4	1.05
Reasons for Purchase		
Good taste	204	53.54
Attractive packaging	94	24.67
High credibility	41	10.76
Geographical Indication (GI) product	22	5.77
Purchase influenced by trends	13	3.41
Reliable production source with certification marks	5	1.31
Perceived health benefits	2	0.52
Purchasing Decision		
Purchase	230	60.37
No purchase	151	39.63

Table 2 shows that the main purchase objective for turmeric-salted eggs was as a gift or souvenir (50.13%), followed by consumption (41.47%) and cooking (7.35%). Key reasons for selection included good taste (53.54%), attractive packaging (24.67%), and product reliability (10.76%). Overall, 60.37% of respondents made a purchase, while 39.63% did not.

Table 3 Organizational Factors Influencing the Purchasing Decision-Making Process for Turmeric-Salted Eggs

Variables	N=381	Percentage
Effect of business registration		
Yes	276	72.44
No	105	27.56
Type of business registration		
Community Enterprise	309	81.10
Group		
Company	38	9.97
Partnership	16	4.20
No group	16	4.20
Other	2	0.52
Source of recommendation		
Friend	144	37.80
No recommendation	114	29.92
Salesperson	85	22.31
Family members	34	8.92
Other	4	1.05

As shown in Table 3, organizational factors influence purchasing decisions for turmeric-salted eggs. Most respondents (72.44%) reported that business registration type affects their decisions, with community enterprises having the greatest influence (81.10%), followed by companies (9.97%) and partnerships (4.20%). Regarding recommendation sources, friends or acquaintances were the most influential (37.80%), followed by independent decisions (29.92%) and sales staff (22.31%).

Table 4 Occasion Factors Influencing Consumers' Purchasing Decisions for Turmeric-Salted Eggs

Variables	N=381	Percentage
Festival influencing purchase decision		
New Year	167	43.83
Songkran Festival	149	39.11
Thai Sirt Festival	32	8.40
National Parents's Days	12	3.15
Chinese New Year	9	2.36
Other	11	2.89
Loy Krathong Festival	1	0.26
Purchasing period		
Pre-festival purchase	90	23.62
Purchased during the festival	284	74.54
Other	7	1.84
Sales Promotions		
Free shipping, discounts, and free gifts	93	24.41
Product demonstration	91	23.88
In-store promotional campaigns	87	22.83
Loyalty points program	56	14.70
Social media marketing campaigns	53	13.91
Other	1	0.26
Media		
Video	307	80.58
Picture	73	19.16
Other	1	0.26

Table 4 shows that turmeric-salted eggs were most purchased during New Year's Day (43.83%), followed by Songkran Festival (39.11%) and Thai Sirt Festival (8.40%). Most purchases occurred during festival periods (74.54%). Sales promotions influencing purchases included free shipping, discounts, or free gifts (24.41%), product demonstrations (23.88%), and in-store

promotions (22.83%). Video media was the most influential in purchasing decisions (80.58%), followed by pictures (19.16%).

Table 5 Purchasing Outlets for Turmeric-Salted Eggs

Variables	N=381	Percentage
Preferred place of purchase		
Local shops	177	46.46
Wholesale stores	79	20.73
Department stores	65	17.06
Food festivals	31	8.14
Convenience stores	28	7.35
Other	1	0.26
Channel selection		
Online channel	212	55.64
Offline channel	166	43.57
Other	3	0.79
Online purchasing		
Social media platforms	288	75.59
Online shopping websites	81	21.26
Online communities	10	2.62
Other	2	0.52

Table 5 shows that local shops were the most common purchasing outlets for turmeric-salted eggs (46.46%), followed by wholesale stores (20.73%) and department stores (17.06%). Online channels accounted for a higher proportion of purchases (55.64%) than offline channels (43.57%). Among online channels, social media platforms were the most widely used (69.82%), followed by online shopping websites (21.26%) and online communities (0.52%).

Table 6 Operational Factors Influencing Consumer Purchasing Behavior for Turmeric-Salted Eggs

Variables	N=381	Percentage
Channels of Product Awareness		
Recommendations from friends or family	123	32.38
Online advertising	118	30.97
Personal experience	117	30.71
Online information search	22	5.77
Other	1	0.26
Key purchase decision factor		
Quality	189	49.61
Taste	107	28.08
Price	69	18.11
Ease of use	7	1.84
User reviews	6	1.57
Brand	2	0.52
Other	1	0.26
Payment Methods		
Mobile banking payment	202	53.02
Cash payment	163	42.78
Installment payment by credit card	13	3.41
E-wallet payment	2	0.52
30-day credit payment	1	0.26

Table 6 shows that recommendations from friends or family were the primary channel through which consumers learned about turmeric-salted eggs (32.38%), followed by online advertising (30.97%) and personal experience (30.71%). Product quality was the most important factor when comparing brands (49.61%), followed by taste (28.08%) and price (18.11%). Mobile banking applications were the most used payment method (53.02%), followed by cash (42.78%) and credit card installment payments (3.41%).

Table 7 Levels of Purchasing Decision for Turmeric-Salted Eggs

Purchasing Decision	N=381	Percentage	95% CI
No Purchased	151	39.63	34.69-44.74
Purchased	230	60.37	55.30-65.31

Table 7 shows that the analysis revealed that 60.37% of the group decided to purchase turmeric-salted eggs.

Table 8 Factors Associated with Consumers' Purchasing Decisions for Processed Turmeric-Salted Egg Products: Multivariate Analysis

Factors	N	% decision buying	Crude OR	Adj.OR	95% CI	P- value
Purpose of Purchasing Turmeric-Salted Eggs						0.002
Purchased for personal consumption	190	49.74	1	1	1	
Purchased as a gift or souvenir	191	71.05	2.48	2.21	1.34-3.64	
Payment Methods for Purchasing Turmeric-Salted Eggs						0.001
Cash payment	177	49.15	1	1	1	
Digital payment	204	70.10	2.42	2.35	1.43-3.85	
Festivals Associated with the Purchase of Turmeric-Salted Eggs						0.010
Short holiday festivals	65	49.23	1	1	1	
Long holiday festivals	316	62.66	1.73	2.25	1.21-41.18	
Time of Purchasing Turmeric-Salted Eggs						0.012
Before the festival	97	55.63	1	1	1	
During the festival	284	74.23	2.29	2.07	1.17-3.66	
Media Influencing Purchasing Decisions						0.025
Images	74	51.35	1	1	1	
Video	307	62.54	1.58	1.93	1.08-3.45	

Table 8 presents factors significantly associated with purchasing decisions for turmeric-salted eggs processed from by-products among the Plant Genetic Conservation Community Enterprise Group in Surat Thani Province. Multiple logistic regression analysis identified five significant factors: purchase purpose, payment method, festival influence, time of purchase, and media influence. Consumers purchasing the product as souvenirs were 2.21 times more likely to make a purchase than those buying for personal

consumption (Adjusted OR = 2.21; 95% CI = 1.34–3.64; $p = 0.002$). Those using digital payment methods were 2.35 times also more likely to purchase than cash payments (Adjusted OR = 2.35; 95% CI = 1.43–3.85; $p = 0.001$). Purchases influenced by major festivals were 2.25 times more likely than those influenced by short-holiday festivals (Adjusted OR = 2.25; 95% CI = 1.21–41.18; $p = 0.010$) and purchasing during festivals were 2.07 times more likely than purchasing before festivals (Adjusted OR = 2.07; 95% CI = 1.17–3.66; $p = 0.012$). Additionally, video media had 1.93 times a greater influence on purchasing decisions than images (Adjusted OR = 1.93; 95% CI = 1.08–3.45; $p = 0.025$).

Discussion

The findings regarding consumers' purchasing decision-making for processed salted egg products made from by-products of the Siam red turmeric oil production process showed that 60.37% of respondents decided to purchase turmeric-marinated salted eggs, indicating consumer interest in distinctive local processed food products. This result is consistent with Thongkham et al. (2024) examined consumers' willingness to pay for organic Chaiya salted eggs and found that packaging and quality certifications significantly influenced purchase decisions. The findings regarding factors influencing consumers' purchasing decisions regarding processed salted egg products made from by-products of the Siam red turmeric oil production process were analyzed using the Seven O's conceptual framework. The findings can be explained according to the 7Os Framework. Multiple logistics regression analysis identified five factors that significantly influenced the purchasing decisions for turmeric salted eggs. These factors can be categorized into 3Os of the 7Os framework which are:

Objectives dimension for purchasing turmeric-salted eggs as a gift has a 2.21 times higher probability of purchase compared to purchasing them for personal consumption (Adjusted OR = 2.21; 95% CI = 1.34–3.64; $p = 0.002$). This finding is consistent with Kungkapilard et al. (2024) reported that salted eggs are suitable for purchase as gifts or souvenirs. It also supports the findings of Prayalaw and Manmart (2015) found that consumers purchased community-based food products for both self-consumption and gift-giving purposes. Similarly, the present study found that purchase purpose significantly influenced consumers' purchasing decisions.

Operations dimension regarding to payment methods for purchasing turmeric-salted eggs, the use of digital payments is associated with a 2.35 times higher likelihood of purchase compared with cash payments (Adjusted OR = 2.35; 95% CI = 1.43–3.85; $p = 0.001$). This finding is consistent with prior research indicating that digital payment methods increase

both purchase probability and spending levels relative to cash, as mobile payments are associated with higher purchase volumes and greater willingness to pay than cash or credit cards (Boden et al., 2020). Furthermore, Xu et al. (2024) found that mobile payment usage increases both transaction frequency and expenditure. These findings align with the pain of paying and payment transparency theory, which suggests that payment methods involving less physical contact and lower transaction friction reduce the perceived pain of paying and, consequently, stimulate purchasing behavior which is influence consumer purchase decision (Broekhoff et al., 2024).

Occasions dimension comprises three sub-factors which are:

1) Festivals Affecting the Purchase of Turmeric-Salted Eggs: the findings show that consumers purchasing during long holiday periods are 2.25 times more likely to purchase turmeric-salted eggs than those purchasing during shorter holidays (Adjusted OR = 2.25; 95% CI = 1.21–41.18; $p = 0.010$). This result supports impulse buying theory, which suggests that purchasing decisions are shaped not only by rational evaluation but also by emotional states and situational triggers that weaken cognitive control and encourage spontaneous purchases (Rodrigues et al., 2021). Behavior is often driven by sudden emotional desires that provide immediate gratification when deliberative processing is reduced (Pacheco et al., 2022). Recent studies further indicate that festive or holiday contexts intensify impulse buying, as celebratory atmospheres, social interactions, and promotional cues heighten emotional arousal and diminish planned decision-making (Yilmazel, 2024). Moreover, time-related festival atmospheres can generate psychological urgency and fear of missing out, further increasing impulsive purchase intentions during holiday periods (Ocak, 2025). Empirical evidence further supports this relationship, with surveys indicating that 69% of consumers increase spending and 66% overspend during major festivals due to promotional activities and festive atmospheres (Steadypace, 2025). Consistent with this, Emiliya (2024) found that festivals significantly influence purchasing decisions and consumption levels, indicating that extended holidays are more effective in stimulating purchases than shorter holiday periods. Collectively, these findings demonstrate that long holiday periods directly enhance impulsive purchasing behavior, thereby increasing the likelihood of purchasing turmeric-salted eggs.

2) Timing of Turmeric-Salted Egg Purchases: The results indicate that consumers who purchased turmeric-salted eggs during festivals were 2.07 times more likely to make purchases than those who purchased prior to the festival period (Adjusted OR = 2.07; 95% CI = 1.17–3.66; $p = 0.012$). This finding aligns with evidence that long holiday periods, such as Songkran, stimulate consumption by integrating tourism activities with commercial

opportunities (Intason et al., 2021). Festival periods are characterized by heightened expectations, social obligations, and gift-giving norms, which encourage consumers to increase purchasing volume while placing less emphasis on price considerations compared to purchases made for personal use. Furthermore, social contexts particularly gift-giving to family members or close acquaintances intensify normative pressure to purchase, leading consumers to prioritize symbolic and social value over economic value (Sun et al., 2023; Choe et al., 2023). Consequently, festival timing plays a significant role in influence consumer purchase decision for turmeric-salted eggs.

3) Media Influencing Purchase Decisions: The findings indicate that video-based media exert a 1.93 times greater influence on consumers' purchasing decisions for turmeric-marinated salted eggs compared with image-based media (Adjusted OR = 1.93; 95% CI = 1.08–3.45; $p = 0.025$). This result aligns with prior research demonstrating that dynamic media formats enhance persuasion by combining visual, auditory, and emotional stimuli. Tantitumrongwut (2024) found that TikTok media elements such as background music, sound effects, and visual stickers which have a stronger influence on purchasing behavior among Generation Z consumers than static image content. In addition, Rattanawilai & Ru-Zhue (2025) reported that TikTok's platform design, which prioritizes short-form video content, significantly increases consumer engagement and facilitates purchase decisions through social media channels. Collectively, these findings suggest that video-based media are more effective than static images in stimulating consumer attention, emotional engagement, and influence consumer purchase decision for turmeric salted eggs. From a theoretical perspective, the findings demonstrate that the Seven O's framework does not exert equal influence across all dimensions when applied to value-added food products derived from processing by-products. The prominence of Objectives, Operations, and Occasions highlights the need for contextual interpretation of the framework, particularly in studies of community enterprise and sustainability-oriented products. Overall, this study provides empirical insights into consumer purchasing behavior for by-product-based food products and offers guidance for aligning marketing strategies with situational consumption contexts.

Practical Implications

Policy Implications

1. Government agencies and local administrative organizations should integrate the findings of this study into the Bio-Circular-Green Economy (BCG) development framework by promoting the efficient utilization of local biological resources and supporting the

commercialization of agricultural by-products. It would help reduce waste while generating additional income for local communities.

2. Local economic development agencies may utilize the findings of this study as supporting information in the formulation of area-based development plans to strengthen grassroots economies, increase community employment opportunities, and enhance sustainable local value chains.

3. Recommended to promote collaborative networks among duck egg farmers, processors, and distributors to establish a strong community-level circular economy system and reinforce local economic resilience.

Practical Implications

1. Community enterprises should apply the Seven O's framework to analyze consumer behavior to develop targeted marketing strategies, including product development, pricing, distribution channels, digital payment strategies, and marketing communication.

2. Marketers should position turmeric-salted egg products with clearer market differentiation by emphasizing nutritional value, food safety, and the utilization of processing by-products as value-added ingredients. Marketing efforts should also focus on use of video media, key purchasing occasions, festival-based marketing.

3. Policymakers may use these findings to support the development and replication of similar community-based value-added food products in other areas with comparable contexts. Such support may help generate employment, increase income for duck egg farmers, and promote sustainable local economic development.

Recommendations for Future Research

1. Future research should extend the study to other provinces or regions with diverse socio-economic contexts to examine the transferability of the findings beyond Surat Thani Province.

2. Comparative studies across regions, consumer groups, or value-added food products are recommended to identify contextual variations in purchase decision-making

3. Future research should apply advanced analytical techniques, such as structural equation modeling (SEM), and incorporate additional variables, including trust, brand perception, and perceived value, to strengthen the explanatory power of the research model.

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