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RESEARCH ARTICLE

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Consumer Behavior and Purchasing Decisions toward Native Chicken in Sakon Nakhon Province, Thailand

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ABSTRACT

Chicken meat is an important food commodity, and growing consumer attention to food safety, nutrition, and product quality has increased interest in native chicken markets in Thailand. The study also provided information on the purchasing behavior of native chicken consumers. A multi-stage sampling method was employed to determine the 400 native chicken consumers. The primary data were collected using a structured questionnaire, and a binary logistic regression analysis was employed to identify the factors that affect consumers' decisions to purchase native chickens. The findings revealed that consumers preferred to buy whole-dressed native chicken 4 to 5 times a month, spending less than 272.46 USD. The binary logistic regression results showed that motivation, perception, price, and place significantly influenced consumers' decisions to purchase native chickens. Farmers and marketers should emphasize creating incentives and raising awareness among consumers about the quality, taste, and nutritional value of native chicken to encourage more purchases. These findings offer practical insights into native chicken consumer behavior and decision-making, with implications for expanding local and global native chicken markets.

Keywords: Binary logistic regression; Consumers' purchasing decisions; Native chickens; Thailand

INTRODUCTION

Chicken meat is widely consumed globally due to its deliciousness and can be used to prepare a variety of dishes. There are no religious restrictions; people worldwide enjoy buying chicken to cook for their households. Certain families use it for religious ceremonies (Jaturasitha, Chaiwang, & Kreuzer, 2017; Xu & Yin, 2024). From 2018 to 2022, global chicken meat consumption increased annually (Scudiero, Tak, Alarcón, & Shankar, 2023). In 2023, global chicken meat consumption reached 99.880 million tons, with the United States, China, the European Union, and Brazil having the highest chicken meat consumption, respectively. These countries are also among the top producers of chicken meat. The countries that export the most chicken meat are Brazil, followed by the United States, the European

Union, and Thailand (United States Department of Agriculture Foreign Agricultural Service, 2022).

There has been a notable shift in consumer behavior. Consumers are increasingly prioritizing the nutritional value and safety of their consumption choices (Setyanovina, Suryantini, & Masyhuri, 2021; Yolanda, Darwanto, & Ardhi, 2022). Several previous studies have examined buying behaviors and consumer preferences for chicken across countries. A study by van Riemsdijk, Ingenbleek, van Trijp, and van der Veen (2023) found that consumers in the Netherlands were willing to pay more for chicken meat that had safety and animal welfare certifications, as well as in Bangladesh, and consumers were willing to pay for chicken meat that had safety standards (Hossain, Xue, & Rabbany, 2021). Consumers in Turkey preferred to purchase organic chicken when presented with production and farming information that emphasized animal welfare highly (Kaygisiz, Bolat, & Bulut, 2019). Thai consumers are willing to pay higher prices for organic chicken meat (Thuannadee & Noosuwan, 2025). In conclusion, evidence from previous studies has revealed that consumers' behavior has changed, with a greater concern for food safety, nutritional value, and animal welfare certifications.

Native chicken is a type of poultry known for its delicious taste, low-fat content, and chewy texture (Jaturasitha et al., 2017). It is commonly raised in rural areas by small-scale farmers for home consumption purposes (Promket & Ruangwittayanusorn, 2020). It has been focused on breed development and improvement due to its importance to the local economy (Mufeeth & Thariq, 2019). Consequently, efforts have been made to selectively breed native chickens with broilers in order to achieve the desired texture and quality of chicken meat that satisfies consumer preferences while incorporating the unique traits of native chickens (Charoensin et al., 2021; Chumngoen & Tan, 2015). Consumers prefer native chicken with a firm texture, a delicious taste, high nutritional value, and low fat content (Promket & Ruangwittayanusorn, 2020; Skunca et al., 2017). In Thailand, the breeding of native chickens is commonly referred to as native crossbred chickens, and it is named Kai C (KKU 12), which has been bred to have good taste, tender meat, and low fat content (Promket, Ruangwittayanusorn, & Somchan, 2016). One of the native chicken breeds, known as the "Phu Phan black chicken," has been found in Sakon Nakhon and is distinguished by its black body, bones, and flesh. It has a good taste, is tender meat, is low in fat, and has antioxidant and medicinal properties (Lengkidworraphiphat et al., 2021; Sungkhapreecha, Chankitisakul, Duangjinda, & Boonkum, 2022).

Sakon Nakhon province is located in northeastern Thailand with an area of 9,605.8 square kilometers. It has a total population of 1.145 million. Most of the people are engaged in agriculture. It was ranked 8th in terms of the number of native chicken farmers out of 20 provinces in the Northeast (Department of Livestock Development, 2022). An Animal Breed Testing Research Center has developed a native crossbred chicken, namely Phu Phan black chicken, and government agencies have encouraged farmers to raise native crossbred chickens to increase their income. In the 2023 -2027 year plan, although the local government has been promoting native chicken production for ten years, it has not done much to promote native

chicken marketing, leaving the government without a marketing strategy for native chicken farmers.

Previous studies on consumer behavior have found that the factors affecting consumers' decisions to buy chicken meat primarily consist of three main factors: psychological factors, marketing mix factors (Peter & Olson, 2010; Weng & Khin, 2017), and individual factors. Besides, factors such as gender, age, education level, cultural differences, and income are found to affect meat consumption (Bett, Peters, Nwankwo, & Bokelmann, 2013; Kathiravan & Chitrambigai, 2024; Pakseresht, Ahmadi Kaliji, & Canavari, 2022; Widodo, Rusimah, & Choirunisa, 2018). Moreover, the psychological factors and marketing mix that influence consumer behavior in decision-making purchases include motivation, perception, learning, beliefs, and attitudes (Font-i-Furnols & Guerrero, 2014; Neima, Sirwan, & Hameed, 2023). The marketing mix factors consist of four main elements (4Ps): product, price, place, and promotion (Kung, Wang, & Liang, 2021; Melovic, Cirovic, Dudic, Vulic, & Gregus, 2020; Peter & Olson, 2010; Ye, Jiang, Ning, Lim, & Hu, 2023).

Although the local government has been promoting the production of native chickens to encourage farmers to raise them, there has been no research on the marketing side that can fill the gap in estimating the size of native chicken demand. Moreover, previous research has shown that studies on consumers' behavior toward purchasing native chicken in Sakon Nakhon, which could impact native chicken production and breeding, have remained scarce. In developing native chicken breeds and marketing strategies, farmers must know and understand consumer behavior. However, farmers in the area still lack awareness of consumer behavior, apart from their knowledge of native chicken farming, management, costs, and returns. Therefore, studying the behavior and factors influencing the consumption of native chicken meat in Sakon Nakhon Province is a new area of research that provides essential information for farmers to develop their native chicken businesses further. It is essential to gain an understanding of the native chicken consumers' behavior.

Therefore, this study aimed to address the following objectives: (1) to explore the purchasing behavior of native chicken consumers and (2) to determine factors that influence consumers' decisions towards purchasing native chickens. This study sheds light on the importance of understanding the aforementioned factors in expediting the purchase of native chicken, as well as unveils how consumers' motivation, perception, and marketing mix influence their decision to buy native chicken.

RESEARCH METHOD

Before the study, ethical research considerations were conducted at the Research and Development Institute, Sakon Nakhon Rajabhat University. The reference number was 092/2564. The considerations indicate that this research project is exempt from ethical review.

Sampling Method

A multi-stage sampling method was employed. The first stage employed cluster sampling to select districts of interest based on the number of households in each district in Sakon Nakhon province. Figure 1 illustrates the study location, highlighting the presence of native chicken farming and the distribution of data collection areas. In the second stage, purposive sampling was used to select 400 native chicken consumers as respondents in Sakon Nakhon province, based on the guidelines proposed by Cochran & Carroll (Cochran & Carroll, 1953).

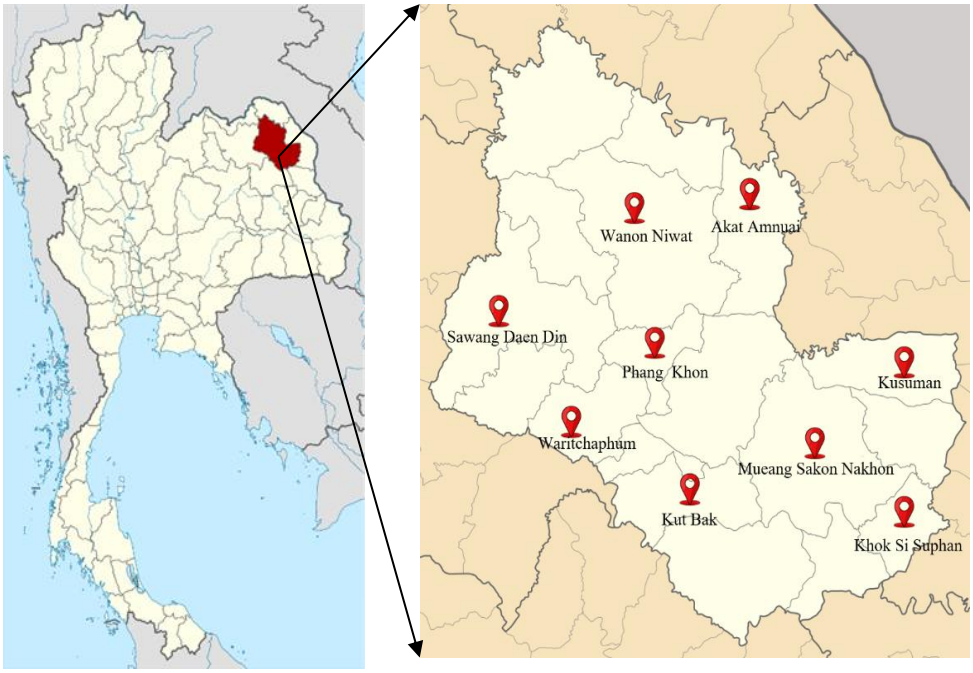

FIGURE 1. MAP OF SAKON NAKHON PROVINCE, THAILAND, SHOWING THE SPECIFIC DISTRICTS USED FOR DATA COLLECTION SOURCE: DAMM (2011) AND ZEROSIXTWO062 (2020)

A total of 400 respondents were selected from nine (9) districts in Sakon Nakhon province, Thailand: Mueang Sakon Nakhon, Sawang Daen Din, Kususman, Phang Khon, Waritchaphum, Wanon Niwat, Kut Bak, Akat Amnuai, and Khok Si Suphan, which have a high density of population of native chicken farming (Table 1).

TABLE 1. NUMBER OF SAMPLES CLASSIFIED BY DISTRICT IN SAKON NAKHON PROVINCE

No.	Districts	Number of households	Number of samples
1	Mueang Sakon Nakhon	73,418	120
2	Sawang Daen Din	43,496	71
3	Kusuman	13,981	23
4	Phang Khon	19,668	32
5	Waritchaphum	16,197	27
6	Wanon Niwat	33,723	55
7	Kut Bak	9,896	16
8	Akat Amnuai	21,767	36
9	Khok Si Suphan	12,198	20
Total		**244,344**	**400**

Research Instrument and Data Collection

The structured questionnaire was used for data collection as this study employed a survey research design. The questionnaire is comprised of two sections: Section A consisted of consumer characteristics and consumer purchasing behavior, while Section B consisted of 27 statements related to motivation, perception, knowledge, attitude, product, price, place, and promotions rated on the 5-point Likert Scale, from 1 (strongly disagree) to 5 (strongly agree). The pretest was conducted by five experts related to the field of study. The objective congruence (IOC) with a score of 0.8 or higher was considered to be eligible (IOC criteria = 0.5-1) (Rovinelli & Hambleton, 1976). The instrument's reliability was also tested using the formula for determining Cronbach's alpha coefficient. The alpha coefficient was found to be greater than or equal to 0.70, indicating that the instrument was reliable (Table 2).

TABLE 2. THE INSTRUMENT'S RELIABILITY RESULT

Variables	Cronbach's Alpha	Number of Items
Motivation	0.746	3
Perception	0.893	3
Knowledge	0.716	3
Attitude	0.892	3
Product	0.892	3
Price	0.825	3
Place	0.889	3
Promotion	0.928	6
Total	-	27

Data were collected through face-to-face interviews at fresh markets, flea markets, village shops, and supermarkets located in the selected study areas. The eight independent variables were derived using the factor analysis technique, which was employed to analyze and group variables. The analysis showed that the KMO value was 0.902, the Chi-square value was 10,033.325, and the Significance Level was 0.00, indicating that the data are suitable for variable grouping.

Data Analysis

The two statistical analyses were conducted to address the research's objectives. First, descriptive analysis was utilized to describe the respondents' characteristics and the consumers' purchasing behavior. Second, binary logistic regression analysis investigated the factors influencing consumers' purchase of native chickens. As reported by Kaygisiz et al. (2019), binary logistic regression was used to examine the relationship between the dichotomous dependent variable (*Y*), which was coded as either 1 or 0. In this study, responses such as "strongly disagree," "disagree," and "neutral" were computed into the category "do not purchase" and classified as 0. Conversely, the responses "agree" and "strongly agree" were categorized as 1. Binary logistic regression was also used to investigate the relationship between other factors influencing decision-making (Sekele, Mokhaukhau, Cholo, & Mayekiso, 2020). To identify the factors influencing consumers' decisions to purchase native chicken, this study

employed eight variables to address its objectives. The variables used in this study are briefly described in Table 3. The formula of the binary logistics regression expressed the relationship between X and Y using the following equations:

$$E(Y=1)=\frac{1}{1+e^{-\beta_0+\beta_1 x}} \quad (1)$$

$$\hat{y} = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \cdots \beta_k x_k \quad (2)$$

where, $0 \leq E(Y) \leq 1$; $E(Y)$ was P (event); P (purchase native chicken, $Y=1$) and P (No event); P (do not purchase native chicken, Y=0), $\hat{y}$ denotes the estimated probability; β_1 to β_k represent the estimated coefficients of X_1, X_2, X_3, X_4, X_5, X_6, X_7, and X_8 consisting of motivation, perception, knowledge, attitude, product, price, place, and promotion. Data were analyzed using Statistical Package for the Social Sciences (SPSS) version 22.

TABLE 3. DESCRIPTION OF THE VARIABLES

Indicators	Symbol	Items	Factor loading	References
Purchasing decision	f	Purchasing decision on native chicken, 1 = purchase 0 = do not purchase		
Motivation	$e_>$	**Consumers' motivation towards purchasing native chicken**		
		1. Native chicken has firm meat and a delicious flavor.	0.700	Kaygisiz et al. (2019);
		2. Native chicken is safe from chemicals, hormones, and antibiotics.	0.757	Sanchez-Sabate and Sabaté (2019)
		3. Native chickens are low in fat.	0.684	
Perception	$e_?$	**Consumers' perception of native chicken**		
		1. Native chickens have been selectively bred to improve meat quality, making it firm yet tender, low in fat, and delicious in flavor.	0.714	Kaygisiz et al. (2019); Weng, Khin, Seong, and Hwa (2022)
		2. Native chickens have been developed to have pharmacological value.	0.803	
		3. Native chickens are expensive because the time required to raise the meat is longer; they are high-quality, tough, soft, and safe for health.	0.708	
Knowledge	$e_@$	**Consumers' knowledge of native chicken products**		
		1. I have sufficient knowledge about native chicken breeds and hybrid native chicken breeds.	0.712	Mufeeth and Thariq (2019)
		2. I can differentiate between native chickens and hybrid native chickens.	0.674	
		3. I am willing to pay more for native chickens because their nutritional value differs from that of regular chickens.	0.626	
Attitude	e_A	**Consumers' attitude towards native chicken**		
		1. Chicken meat is an important source of protein for humans, second only to pork and beef.	0.719	Abbasi, Shamim, and Ashari (2024); Font-i-Furnols and Guerrero (2014); Neima et al. (2023)
		2. Chicken meat is a more affordable protein source than other types of meat.	0.749	
		3. Native chickens tend to grow more slowly compared to broiler chickens.	0.618	
Product	e_B	**Type and pattern of native chicken**		
		1. Packaging	0.712	Kung et al. (2021); Melovic et al. (2020); Peter and Olson (2010); and Ye et al. (2023)
		2. Source	0.613	
		3. Safety certification seal	0.702	

TABLE 3. CONTINUED

Indicators	Symbol	Items	Factor loading	References
Price	e_C	**Price of native chicken**		
		1. A fair price.	0.770	Kung et al. (2021); Melovic et al. (2020); Peter and Olson (2010); and Ye et al. (2023)
		2. There are various price options to choose from.	0.758	
		3. The price of the product can be negotiated.	0.796	
Place	e_D	**Place of native chicken was being sold**		
		1. Directly sell to the house	0.714	Kung et al. (2021); Melovic et al. (2020); Peter and Olson (2010); and Ye et al. (2023)
		2. Department store/supermarket	0.742	
		3. Online channels	0.814	
Promotion	e_E	**Promotion of selling the native chicken**		
		1. Promote through online channels	0.821	Kung et al. (2021); Peter and Olson (2010); and Ye et al. (2023)
		2. Promote the event through community radio	0.813	
		3. Product recommendation service	0.860	
		4. Bulk discount	0.662	
		5. Poster/Leaflet	0.852	
		6. Publicize through agricultural extension officers	0.808	
KMO			**0.902**	
Chi-square			**10,033.325**	
Sig.			**0.000**	
Cronbach's Alpha			**0.933**	

Note: 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

RESULTS AND DISCUSSION

The analysis of behaviors and factors influencing consumers' decisions to purchase native chickens in Sakon Nakhon Province, Thailand, was divided into three parts: respondents' characteristics, native chicken consumers' purchasing behavior, and factors influencing consumers' decisions towards purchasing native chickens. The results are summarized in the following section.

Respondent's Characteristics

Table 4 provides basic information about native chicken consumers based on a sample of 400 individuals, divided into 120 samples from urban districts and 280 samples from rural districts. The details include gender, age, marital status, education level, number of household members, and income. The findings revealed that respondents from both urban and rural areas were predominantly female. Most respondents in urban areas were between the ages of 21 and 30, while those in rural areas were mainly between 41 and 50 years old. This aligns with a study on chicken meat consumers in China, which found that the majority of respondents were female, as Asian women are generally responsible for household purchases and care (Cui et al., 2022).

Most consumers were married, which is consistent with research indicating that the majority of native chicken meat consumers are married (Aral et al., 2013). The typical household size was 3–4 members, in line with research in Turkey, which reported that most chicken meat consumers had 3–5 members per household (Saçlı, 2018). In urban areas, most consumers held a bachelor's degree, consistent with findings from Turkey, where the majority

of chicken consumers also had a bachelor's degree (Saçlı, 2018). However, this does not align with the results from rural areas, where most respondents had only completed secondary education. This difference may be attributed to the fact that most universities are located in urban areas, providing residents with more opportunities to pursue higher education. In terms of income, most respondents in both urban and rural areas earned less than 272.46 USD, which corresponds with the education levels and the national minimum income standard.

TABLE 4. RESPONDENT'S CHARACTERISTICS

Characteristics	Urban		Rural	
	Frequency (n = 120)	Percentage (%)	Frequency (n = 280)	Percentage (%)
Gender				
Male	34	28.30	110	39.30
Female	86	71.70	170	60.70
Age (year)				
21 - 30	33	27.50	77	27.50
31 - 40	29	24.17	74	26.43
41 - 50	31	20.83	79	28.21
51 - 60	27	22.50	50	17.86
Marital Status				
Single	37	30.83	87	31.07
Married	83	69.17	193	68.93
Education Level				
Primary School	34	28.33	71	25.36
Secondary School	35	29.17	109	38.93
Diploma	7	5.83	32	11.43
Bachelor's degree	41	34.17	65	23.21
Higher than a bachelor's degree	3	2.50	3	1.07
Number of Family members				
1 - 2	14	11.76	20	7.14
3 - 4	65	54.62	143	51.07
5 - 6	34	28.57	97	34.64
> 6	6	5.04	20	7.14
Monthly Income				
Less than 272.46 USD	54	45.00	134	47.86
272.46 - 544.89 USD	45	37.50	129	46.07
544.90 - 817.33 USD	13	10.83	12	4.29
817.34 USD and above	8	6.67	5	1.79

Native Chicken Consumers' Purchasing Behavior

Table 5 demonstrates the purchasing behavior of native chicken consumers in Sakon Nakhon province. The study revealed that native chicken consumers in urban areas tend to buy native chicken as a cut-up whole dressed chicken (63.33%). In contrast, consumers in rural areas tend to buy local chicken as an uncut whole dressed chicken (50.71%) in their purchasing pattern.

TABLE 5. NATIVE CHICKEN CONSUMERS' PURCHASING BEHAVIOR

Behavior	Urban		Rural	
	Frequency (n = 120)	Percentage (%)	Frequency (n = 280)	Percentage (%)
Purchase frequency				
4-5 times/month	45	37.50	129	46.07
1-2 times/ month	45	37.50	119	42.50
4-5 times/year	26	21.67	26	9.29
1-2 times/year	4	3.33	6	2.14
Purchase pattern				
Whole dressed chicken, uncut	27	22.50	142	50.71
Whole dressed chicken, cut up	76	63.33	111	39.64
Chicken cuts	17	14.17	27	9.64
Purchase quantity				
½ chicken per time	13	10.83	27	9.64
1 chicken per time	93	77.50	223	79.64
2-3 chickens per time	11	9.17	29	10.36
More than three chickens per time	3	2.50	1	0.36
Weight of each purchase				
Size less than 1 kg	17	14.17	33	11.79
Size 1–1.50 kg	91	75.83	212	75.71
Size 1.51–2 kg	9	7.50	19	6.79
Size 2 kg or more	3	2.50	16	5.71
Place of distribution				
Fresh markets	98	81.67	196	70.00
Flea markets	58	48.33	75	26.79
Village shops	17	14.17	42	15.00
Department stores/ Convenience stores	25	6.25	43	10.75
Buy from farmers' farms	29	24.17	150	53.57
Amount of each purchase				
Less than 2.72 USD	15	12.50	53	18.93
2.73-5.45 USD per time	85	70.83	189	67.50
5.46-8.17 USD per time	16	13.33	32	11.43
More than 8.17 USD per time	4	3.33	6	2.14

For urban and rural areas, purchase frequency was typically 4 to 5 times per month. This finding reflects the ease of access to native chickens in Sakon Nakhon, particularly in rural areas where farmers are encouraged to raise native chickens for household consumption and local sale. This finding contrasts with a previous study by Lee, Jung, Jo, Park, and Nam (2017), which reported that Koreans consume native chicken only 1 to 2 times yearly. This trend was especially prevalent among urban consumers, likely due to the convenience of cooking. This finding was supported by Neima et al. (2023), who reported that consumers in Sulaymaniyah, Kurdistan, Iraq, prefer buying whole, dressed chickens from fresh markets. Meanwhile, rural consumers were more likely to purchase whole, undressed chickens, often from local farms or nearby fresh markets. This finding aligns with research by Cui et al. (2022) which found that Chinese consumers also prefer buying fresh chickens from local markets.

Most consumers purchased one chicken per transaction (79%), typically weighing 1 to 1.5 kilograms (75.75%), primarily for household consumption, not resale. This result is consistent with a study in India, which found that consumers prefer native chickens weighing between 1 and 2 kilograms (Kathiravan & Chitrambigai, 2024).

Consumers commonly purchased native chickens from fresh markets (73.50%), with spending typically ranging between 2.73 and 5.45 USD per purchase. This preference is attributed to the convenience and wide variety of products available, which aligns with findings by Weng and Khin (2017), who noted that consumers favor shopping at easily accessible locations that help save time.

Factors Influencing Consumers' Decisions Towards Purchasing Native Chickens

This section analyzed the data to explore the factors influencing consumers' decisions to purchase native chickens in Sakon Nakhon. Before data analysis, the researcher examined the relationship between the independent variables to test whether multicollinearity issues were assessed using the variance inflation factor (*VIF*). Table 6 presents the *VIF* results, showing that the Tolerance value is greater than 0.1 and the *VIF* is less than 10 for each variable. The result indicates that the variables used in this study are not highly correlated (Hair, Black, Babin, & Anderson, 2019; Kyriazos & Poga, 2023). Therefore, there is no issue of multicollinearity among the independent variables used in this study.

TABLE 6. THE VIF ANALYSIS

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Motivation	0.671	1.435
Perception	0.611	1.638
Knowledge	0.661	1.514
Attitude	0.637	1.570
Product	0.515	1.942
Price	0.755	1.325
Place	0.398	1.512
Promotion	0.378	1.643

Logistic regression analysis was employed to investigate the factors influencing consumers' decisions to purchase native chickens. Table 7 demonstrates the statistical significance of four factors: consumers' motivation, perception, price, and place, which are related to consumers' decision to purchase native chicken. Cox & Snell's and Nagelkerke's R^2 results indicated that the independent variables could predict between 0.084 and 0.113 of the variance in the overall model. The Hosmer and Lemeshow p-value was 0.105, which exceeded 0.05, confirming that the estimated model adequately fit the data. Although the Cox & Snell's R^2 and Nagelkerke's R^2 values were low due to some questions being excluded during the factor analysis process, Ozili (2022) pointed out that research in the social sciences and human behavior is inherently complex. Therefore, a low Nagelkerke's R^2 value is not necessarily a

negative outcome, as statistically significant variables can still be used to explain the data (Ozili, 2023).

TABLE 7. FACTORS INFLUENCING CONSUMERS' DECISIONS TOWARDS PURCHASING NATIVE CHICKENS

Variables	Estimated coefficients	Standard error (S.E.)	Wald	Significant	Exponential (B)
Constant	-0.441	0.901	0.239	0.625	0.643
Motivation (X_1)	-0.571	0.208	7.549	0.006***	0.565
Perception (X_2)	0.500	0.244	4.204	0.040**	1.649
Knowledge (X_3)	-0.093	0.183	0.259	0.611	0.911
Attitude (X_4)	0.093	0.201	0.216	0.642	1.098
Product (X_5)	0.230	0.162	2.023	0.155	1.259
Price (X_6)	-0.434	0.173	6.285	0.012**	0.648
Place (X_7)	0.406	0.176	5.353	0.021**	1.501
Promotion (X_8)	-0.004	0.173	0.001	0.980	0.996
-2 log-likelihood	= 504.962				
Nagelkerke R square	= 0.113				
Cox & Snell square	= 0.084				
Hosmer & Lemeshow Test	= 0.105				

*Note: ***p<0.01 and **p<0.05*

Based on the binary logistic regression analysis results, the estimated equation model is as follows:

$$\hat{y} = -0.441 - 0.571\ motivation + 0.500\ perception - 0.434\ price + 0.406\ place$$

The analysis revealed that the psychological and marketing mix factors statistically influenced the consumers' decision to purchase native chicken. The perceptions and place exhibited a positive relationship, while the motivation and price exhibited a negative relationship in the consumers' decision to purchase native chicken. This result can be explained and discussed as follows:

Motivation ($\beta = -0.571$, $p < 0.01$) was negatively related to the decision to purchase native chicken, indicating that their motivation for purchasing the native chicken was influenced by factors such as taste, price, and nutritional value. It would decrease the chances of purchasing native chicken by 0.565 times. This finding is not consistent with previous research by (Kaygisiz et al., 2019; Sanchez-Sabate & Sabaté, 2019), which found that motivations such as meat quality, taste, nutritional value, chemical-free status, and animal welfare have a positive influence on consumers' decisions to purchase chicken. However, the negative relationship observed in this study does not align with previous research findings. This discrepancy may be because most consumers in Sakon Nakhon province prefer native chicken. After all, they have been consuming them since childhood, making them accustomed to consuming traditional native chicken, which results in a negative relationship with motivation. However, when developing native chicken, if researchers develop native chicken and consumers do not perceive differences in meat quality, taste, or nutritional value, they may revert to consuming traditional native chicken. Therefore, to successfully introduce improved native chicken,

marketers must create awareness of their distinct qualities to motivate and encourage consumers to choose them.

The perception variable ($\beta = 0.500$, $p < 0.05$) was positively related to the decision to purchase native chicken, indicating that consumers' perception of nutritional value and health benefits increases the chance of purchasing native chicken by 1.649 times. This finding is consistent with the research by Kaygisiz et al. (2019) and Weng et al. (2022) which revealed that the perception of organic chicken information affects the decision to purchase organic chicken. Therefore, if native chickens are to be developed, producers must raise awareness of breed differences, nutritional value, meat quality, and higher prices. Providing this information to consumers will increase the likelihood of purchasing native chicken meat.

Price ($\beta = -0.434$, $p<0.05$) had a negative relationship, indicating that the chance of purchasing native chicken would be reduced by 0.648 times when the native chicken indicated a high price. The result is consistent with the previous research by Akbar (2021) which reveals that the price negatively impacts the purchase decision of native chickens. The decision to buy is low when the native chickens have a higher price. Pakseresht et al. (2022) and Setyawati, Pahala, and Susanto (2022) emphasized that a replacement price for other products will affect the decision to buy native chicken and eggs. Therefore, if the price of native chickens is high, the quality of native-breed chickens must be high. Besides, if various price options are available, consumers may be more willing to purchase native chickens.

Moreover, place ($\beta = 0.406$, $p < 0.05$) significantly and positively affected consumers' decisions to purchase native chicken, suggesting that consumers with a perception of native chicken being sold at supermarkets, online channels, and offering home delivery services were 1.501 times more likely to decide to buy native chickens. This finding aligns with previous research indicating that consumers prefer to buy chicken from supermarkets because they are near and have convenient transportation. If available, this would increase the likelihood of purchase decisions (Weng & Khin, 2017). Therefore, if native chickens are sold in supermarkets or online, in addition to the current focus on selling at fresh markets and weekly markets, consumers will be more interested in purchasing them.

Discussion

In this study, psychological and marketing factors are identified as influencing consumers' purchasing decisions for native chicken in Sakon Nakhon Province, in line with the Consumer Behavior Theory. Psychological factors, including motivation and perception, were found to have a statistically significant influence on the decision to purchase native chicken meat, which is consistent with a study of meat consumption behavior among consumers of various ethnicities that found that motivation had an equal influence on the consumption of all types of meat (Hopwood, Piazza, Chen, & Bleidorn, 2021). However, the study also revealed that motivation has a negative relationship with the decision to purchase native chicken. This may be because some households in rural areas may raise native chickens in their backyards for home consumption. This directional relationship may be interesting, and further study is needed to determine why such a negative relationship exists.

As expected, the perception also influenced the purchase decision of native chicken in a positive direction, which is consistent with the study of factors affecting organic chicken consumption in Turkey (Kaygisiz et al., 2019) and the purchasing behavior of environmentally friendly organic chicken (Minbashrazgah, Maleki, & Torabi, 2017). It was found that perceptions, such as purchasing environmentally friendly chicken with nutritional value, positively influenced the decision to purchase organic chicken. Therefore, if we want consumers to buy native chicken, we must create awareness about the nutritional value of native chicken and its environmentally friendly production.

Marketing factors, namely price and place, statistically significantly influence the decision to purchase native chicken. Price is a factor that consumers prioritize, especially those with limited budgets, as the appropriate price can influence the consumer's purchasing decision (del Bosque, Spiller, & Risius, 2021). In addition, low prices are popular among consumers with limited incomes (de Araújo, Araújo, Patarata, & Fraqueza, 2022). Furthermore, Díaz-Caro et al. (2019) study also emphasized that consumers are willing to pay higher prices for products with better features. Therefore, if a new breed of native chicken is to be developed, it must have better characteristics than the original breed of native chicken to encourage consumers to pay a higher price.

Place, another important marketing factor component, has significantly impacted consumers' decisions to purchase native chicken. The location makes it convenient for consumers to travel, encouraging them to make more purchases (Souček & Turčínková, 2015). Therefore, distributing native chicken outside the city will help reach more consumers.

Regarding the analysis results of the variables knowledge, attitude, product, and promotion, it was found that these variables did not have a statistically significant effect on the decision to purchase native chickens. This may be due to several factors. First, for the knowledge and attitude variables, the results of this study did not align with the research conducted in Malaysia on the factors influencing the purchase of native chickens (Abbasi et al., 2024). This discrepancy may be due to the fact that consumers in the study area possess similar levels of knowledge and attitudes toward native chickens, making the differences in these variables insufficient to influence purchasing decisions, as other variables have a stronger impact.

Regarding the product variable, the findings also contradicted research on chicken purchasing behavior and consumer preferences for dual-purpose breed (DPB) chicken meat, which suggested that product factors significantly influence purchasing decisions (del Bosque et al., 2021; Ye et al., 2023). This may be because native chickens available in the Sakon Nakhon market are perceived by consumers to have relatively consistent or similar characteristics and qualities, making them less likely to notice distinct differences or to evaluate the product comparatively. As a result, this variable did not clearly predict the purchasing behavior of native chicken.

Regarding the promotion variable, although promotion is an important strategy for stimulating product purchasing, the findings of this study did not align with research on the impact of the marketing mix on purchase intention and willingness to pay for pork (Kung et

al., 2021). In the context of native chickens as a local product, promotional activities may not yet be intensive or effective enough to influence consumers' purchasing decisions for native chicken meat.

CONCLUSION

This study examined consumer behavior and factors influencing the purchase decisions of native chickens in Sakon Nakhon Province, Thailand. The study found that factors influencing the decision to purchase native chickens include psychological factors, such as motivation and perception, as well as marketing mix factors, including price and place. Consumers preferred to buy dressed native chickens, with psychological and market factors significantly influencing their purchasing decisions. Therefore, to encourage more consumers to buy native chicken, incentives, awareness, appropriate pricing, and convenient distribution locations must be strengthened. Farmers and marketers should emphasize creating incentives and raising awareness among consumers about the quality, taste, and nutritional value of native chicken to encourage more purchases.

Nevertheless, the study did not consider personal factors, cultural factors, social norms, or external factors that could impact consumers' purchasing decisions regarding native chickens in Sakon Nakhon, Thailand. Furthermore, the study focused on native chicken consumers in a specific province, which limits the generalizability of the findings to a broader population. Hence, the recommendations for further research should include adding cultural factors, social norms, or external environmental factors to improve the model's applicability to broader areas and populations.

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