

Danai Likitrachoen, Nopphon Tangjitprom and Ratikorn Chuensuksomboon. (2022, May–August),
Order Effect on the Intention to Purchase: The Case of New Food Concept : Thammasat Journal 41 (2)
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The results of statistical analysis revealed that The degree of intent to purchase the menu offered was not different between the two groups. However, the degree of intent to purchase Menu A and Menu B was different, consistent with the experimental design in this study. The important point was that the interaction effect was statistically significant for the group in which the Meal A concept was presented first, the intent to purchase Meal A was significantly higher than Meal B, while in the group receiving Meal A. Introducing Menu B Concept The intent to purchase Menu A is slightly higher than Menu B. Demonstrate how the order in which menu concepts are presented affects the degree of purchase intent of the proposed menu when a better menu A is presented first. will cause the level of intent to buy will be higher It states that when a better object is presented first, its advantages become more attractive as a result of prior information awareness.

The results of this research confirm the influence of order on consumer decision-making. Therefore, in conducting research, especially market research in order to test consumer opinions on different products and services, or test the market for new products and services that need to be compared, one must be careful in research design to reduce The influence of such sequences, for example, is to divide the sample into subgroups to present the idea of goods and services by alternating the order in order to reduce the effect of that sequence's influence. In addition, marketers can also use the psychological factor of the influence of the order in the presentation of goods and services in order to promote marketing and attract more consumers.

