

Abstract

Title : The Communication of Business Innovation ; A Case of Food Packaging-Polystyrene Foam

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The objectives of this research are 1) to study the characteristics of the consumption of food packaging polystyrene foam, 2) to examine the consumer's attitudes toward the product, 3) to determine the factors affecting the adoption of the product and 4) to find out the way media exposure influencing the awareness of the product among the consumers. The data were gathered by interviewing a sample group of 626 persons, selected by multi-stage sampling through standardized questionnaire. The subjects, consisting of both sexes , are between 15 to 59 years of age and live in Bangkok. T-test , Chi-square test, Pearson's product-moment correlation coefficient, one-way ANOVA and two-way ANOVA were used to analyze the data.

The research yields the following results :

1) Demographically, there is no difference between sexes among the consumers, who are mostly high school or undergraduate students whose family incomes are between 5,000 to 10,000 baht per month. Behaviorally, most of them are in the early majority group and are those who are likely to cook their own food and willing to pay more money for convenience and extra services.

2) The respondents become acquainted with and buy purchase food packaging-polystyrene foam at department stores and supermarkets. Some refused to buy the ware for fear of fragility and toxicity. The respondents consider it the product for the middle class level with reasonable price. However, few could recall brand names of the product.

3) There are four factors which influence the adoption of the products. They are as follows :

3.1 Demographic factors : age , education, occupation, economic status and marital status.

3.2 Behavioral factors : lifestyle and nature of the diffusion process.

3.3 Cognition, affection and behavior of the consumers toward the product consumption.

3.4 Characteristics of business innovation : price , consumption and renewability

4) In the process of introducing polystyrene foam in to business, the consumer is most exposed to and influenced by television. The less effective media are newspaper, radio and magazine , respectively. Moreover, interpersonal media is another channel which encourages the adoption of innovation. But in general, the application of multi-media will intensity the process.