

Orada Jaturonluck 2008: Consumer Purchase Behaviour in Innovative Food Package Market. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging Technology. Thesis Advisor: Assistant Professor Pinya Silayoi, Ph.D. 305 pages.

This research study the influence of consumer innovativeness on the purchase behaviour in the innovative food packaging by studying the relationship between consumer innovativeness and situation of purchase decision and consumer innovativeness and attributes at pre and post consumption by using multiple regression analysis. Two hundred and thirty questionnaires were conducted with employees in Bangkok metropolitan. Hot and sour pickled mustard and fried brown jasmine rice in retort pouch were used as the stimuli in data collection. The findings revealed the concept of “stimulation” as the highest influence among the situation of purchase decision dimensions which has highest relationship to “compatibility”, following by “self pleasure” respectively. The attitudes towards the attributes at pre and post consumption are different both by product type and consumption situation. The important attribute at pre consumption dimensions of hot and sour pickled mustard is “package function” which has relationship to “compatibility.self pleasure”. The important attribute at post consumption dimensions of hot and sour pickled mustard is “appealing food and package” which has highest relationship to “social values”, following by “compatibility.self pleasure” respectively. The important attribute at pre consumption dimensions of fried brown jasmine rice is “food and package quality” which has highest relationship to “social needs”, following by “compatibility” respectively. The important attribute at post consumption dimensions of fried brown jasmine rice is “package function” which has highest relationship to “compatibility”, following by “social needs” respectively. The study also reveal the packaging strategies toward the food product involvement and the low and high product involvement. Distinct attributes presented visually was the crucial packaging cue to the low involvement product. For high involvement product, the information search attributes became critically used in buying decision. The findings provide useful guidelines for the food entrepreneurs to make appropriate package decisions that fit to the product characteristics. This will increase opportunity for the innovative food packaging success.

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