

ABSTRACT

Title of Research Paper : Factors Affecting Consumption Behaviors of Consumers in
Bangkok on Suppiementary Food

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The study on Factors Affecting Consumption Behaviors of Consumers in Bangkok on Supplementary Food had the objectives to study namely 1) consumption behaviors of consumers in Bangkok on supplementary food 2) factors affecting decision to consume the supplementary food of the consumers in Bangkok.

The study used Independent variables which were socio-biological characteristics, comprising sex, age, income, career, educational background, knowledge and understanding on the supplementary food, information awareness, family's and friends' influences. The dependent variables were the consumption behaviors on the supplementary food on types of cosmetics, weighing-losing and health promotion.

Sampling group in the study was 200 people in Bangkok which were varied by careers namely governmental officials, state enterprises officials, private company staffs. Tools in the study were questionnaire and statistics used were Percentage, Mean, Standard Deviation and Chi-square.

The study found as follows;

1. Most of the sampling group were female with an age between 31-45. They had marital status with educational background of bachelor degree and higher. Most of them were state enterprises officials with average income between 10,001-20,000 Baht and took care of their health by having healthy food. Most of them did not prefer to consume the supplementary food. Most of those who consumed the supplementary food had knowledge

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and understanding on the food at medium level and had attitude toward the consumption of the supplementary food at rather good level and had motivation to decide consuming the supplementary food at medium level.

2. Factors affecting the consumption behaviors on the supplementary food were effectiveness of the products, sex, friends' and family's influences.

Recommendations were as follows;

1. Office of Food and Drug Committee had to provide knowledge and understanding, both good and bad points, concerning the supplementary food.

2. Companies or producers of the supplementary food should advertise their products with facts and truth.

3. The consumers had to seek information and news about the supplementary food and studied carefully details and explanation of the supplementary food.