

Rapeewan Bunraksa 2014: Behavior, Attitude and Market Factors are Affecting Consumer's Buying Decision of Frozen Food in Shanghai. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Assistant Professor Chutima Waisarayutt, Ph.D. 113 pages.

The goal of this research were to understand the behavior, attitude and marketing factor that influenced the purchasing decision. Five hundred and fifty three people in Shanghai were conveniently picked as respondents. These respondents were clustered into three groups by their lifestyles then using profiles for explanation. The first group, the senior people , they had retired and they could take care their family. The second group, the young adulthood, they were single or just married. They liked to have activities out side their home. The third group, the middle aged, they had a little time because they must take care the family. This third group was defined as a target consumer. These respondents were about 40 years old, they married and had children , worked in company. They will find the food and cook by themselves, however these respondents must take care their children and had other activities. Every week, they bought the frozen food products more than 3 packs a time. Market size of the target consumer was 42.13 percents, or 3.66 millions people who were middle class live in down town. They prefered to look for the premium frozen food products with the spoon and fork or chopsticks, about 200 – 250 grams a pack with the prize of 15 - 20 yuans. They can buy in supermarket, hypermarket or by internet. To promote the product by tasting, sale, advertising about the quality of product. Furthermore the Logistic Regression Analysis showed that the people life styles effected for purchase behavior of food. People prefered frozen food products, had a meal outdoor in order to organize life style for leisure activities.

---

Student's signature

---

Thesis Advisor's signature