

Independent Study Title	The study on consumers' attitude toward chilled lunch box in convenient store of Bangkok Area
Author	Mr. Abeshek Ichanontt
Major/Faculty	Technology Management, College of Innovation Thammasat University
Advisors	Thanmanustanan Phaniphuk , Asst.Prof.Ph.D.
Academic Year	2009

ข้อคิดเห็น[N1]: พิมพ์คำนำหน้านาม

### Abstract

The study on consumers' attitude toward chilled lunch box in convenient store of Bangkok Area aims at finding out the different attitude of consumers by focusing on demography variables through distributing questionnaire at convenient store in Bangkok Area of 30 stores as the sampling area. The researcher divided the demography variables into 7 variables which are gender, age, status, education level, occupation, average family income and residence and then divided the consumers' attitude according to 3 Elements of Attitude Theory (cognition, affect, and behavior) – cognitive response, affective response and behavioral intention for studying the affect on each variable and attitude elements. This research is survey research of 400 sampling size and was applied quantitative statistic of frequency, percentage, mean and standard deviation of attitude level, then analyzing the differentiation between each variable for finding out the different of each attitude elements and demographic type with the hypothesis test at 0.05 significant levels, the researcher found that

The different age significantly affects on the consumer attitude in purchasing of the chilled lunch box in convenient store in all aspects of purchasing behavior of quality and creditability, worthiness and price, selling place and promotional activities.

The different occupation significantly affects on the consumer attitude in purchasing of the chilled lunch box in convenient store in all aspects of purchasing behavior of quality and creditability, worthiness and price, selling place and promotional activities.

The family income significantly affects on the consumer attitude in purchasing of the chilled lunch box in convenient store in cognitive response, affective response and behavioral intention in all aspects such as quality and creditability, worthiness and price, selling place and promotional activities.

The different residence significantly affects on the consumer attitude in purchasing of the chilled lunch box in convenient store for behavioral intention in term of quality and creditability of products.

Besides, the research suggests the convenient stores owner to implement the Target Market Strategies as this product has specific and clear target group. The researcher found that the main target group is 21-30 years old consumer of which the suggested marketing strategy for this group is offering quality products while the appropriated marketing strategy for the secondary target group is officers/office workers is creating the purchasing influence through store marketing promotional activities and then evaluating the key success factor of each strategy by distributing the questionnaire to the direct consumers of "The tendency of suggesting office colleagues to buy this product?" for finding out the business supporter.