

ABSTRACT

Abstract of thesis submitted to the Graduated School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

FACTORS AFFECTING ICE PURCHASING OF RESTAURANT AND INDUSTRIAL ENTREPRENEURS IN CHIANG MAI

By

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NOVEMBER 2000

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The objectives of this research were to examine 1) ice purchasing behavior of restaurant and industrial entrepreneur in Chiang Mai; 2) their attitudes and needs in purchasing; and 3) their problem and obstacles.

Data were collected by means of questionnaires from 158 restaurant and industrial entrepreneurs in 16 sub-districts in Chiang Mai. The research findings were as follows:

1) Most of the 90 large restaurant entrepreneurs were female, 36-50 years old, had income ranging from 5,001 to 10,000 baht, and had completed a bachelor level of education. Most of the 60 small restaurant entrepreneurs were female, 36-50 years old, had income ranging from 5,001 to 10,000 baht, and had completed a junior high school level of education. Most of the 8 industrial entrepreneurs were male, 21-35 years old, had income ranging from 15,001 to 20,000 baht, had completed a bachelor level of education.

2) Most of the restaurant entrepreneurs for mixing beverages but industrial entrepreneurs bought it for preserving foods. Most of the restaurant entrepreneurs bought

ice cubes from a wholesaler but the industrial entrepreneurs bought milled ice from an ice factory.

3) Most of the restaurant and industrial entrepreneurs bought ice 7 times per week, at quantities of less than 50 kilograms and industrial entrepreneurs more than 500 kilograms a time respectively. Festivals and summer caused ice purchasing to increase but winter reduced it.

4) The important sale promotion factor was low prices. When searching information before ice purchasing, the restaurant entrepreneurs considered the seller's services but the industrial entrepreneurs considered cleanliness and factory sites. Cleanliness of the ice was the most important criterion for ice purchasing. Both restaurant and industrial entrepreneurs purchased ice from their usual shop due to reasonable prices and the seller's good disposition.

5) Most entrepreneurs attitudes towards marketing mix were good but some large restaurant entrepreneurs felt that the given discount was too low and the term of credit was too short. Their needs for marketing mix were at a high level.

6) Sex, age, incomes, and education did not affect ice purchasing of restaurant and industrial entrepreneurs.

7) Restaurant and industrial entrepreneurs were not different in needs for marketing mix.

8) The most important problem in ice purchasing of restaurant and industrial entrepreneurs was that ice and containers were not clean.