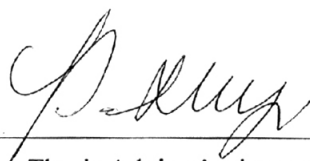


Chaikasem Sintharnthong 2006: The Questionnaire Development on Consumer Innovativeness towards The Development of Product and Package. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging Technology. Thesis Advisor: Ms. Pinya Silayoi, Ph. D 197 pages. ISBN 974-16-2912-5

The questionnaire development on consumer innovativeness towards packaging technology is mainly to develop conceptual model regarding the effects of packaging innovation on consumer brand choice and consumption behaviour. The study aimed to develop the questionnaire which can be widely employed to different product categories and is also to measure consumer expectation which is useful for food manufacturers. In-depth interviews with consumers in Bangkok and key food-product producers were conducted to develop the conceptual model. Content analysis was used to integrate the qualitative results. Preliminary survey with 37 consumers was explored whereas the scale items were modified relating to reliability test. Questionnaire survey with 313 consumers. The pre and post consumption contexts used 2 stimuli which are the product with new technology and had recently been introduced in market. The 2 products are 100 samples of the seafood meatballs packed with modified atmosphere packaging system and 100 samples of the ready to cook rice each. The results from the reliability test showed that Cronbach Alpha's coefficient of consumer innovative is 0.763. Cronbach Alpha's coefficient on consumer purchase decision is 0.750 and on attributes regarding pre and post consumption is 0.822-0.856. Cronbach Alpha's coefficient of questionnaire without products is 0.804. However Cronbach Alpha's coefficients of some scale items are not efficient, the further research on scale development then needs to be studied.



Student's signature



Thesis Advisor's signature

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