

Patcharavadee Sriboonruang 2006: Consumers' Awareness of Cooked Food Safety in Mueang District, Nonthaburi Province. Master of Science (Development Communication), Major Field: Development Communication, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Jumnongruk Udomsade, Ph.D. 73 pages.
ISBN 974-16-2164-7

This research aimed to describe, examine and analyze demographic factors, information sources, marketing mix factor and consumers' awareness of cooked food safety. Moreover, determine relationship between demographic factors, information sources, marketing mix factors and consumers' awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province.

Sample of the study consisted of consumers who buy cooked food in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Data were collected from 298 consumers by using accidental method. Data were analyzed and presented through percentage, frequency, mean, standard deviation and Chi-square at 0.05 level. Findings revealed the moderate level of awareness of cooked food safety was (mean=2.06). Age, marital status, occupation and income were significantly related to consumers' awareness of cooked food safety at 0.05 level. There was significant relationship between radio and consumers' awareness of cooked food safety at 0.05 level. There was significant relationship between price and consumers' awareness of cooked food safety at 0.05.

The following recommendations have been proposed: Ministry of Public Health should launch cooked food safety campaign strategies concentrate in the target consumers. Radio should be used as a promotional media for food safety campaign. The consumer should be more aware of cooked food safety. The cooked food safety campaign should focus more on creating consumers awareness continuously.

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24/06/2006