

APPENDIX

**Questionnaire on “Consumers’ Awareness of Cooked Food Safety in Mueang District,
Nonthaburi Province”**

PART I : Background

Introduction : Please tick (/) one box only. These questions are designed to find out a few things about yourself. Please answer the questions truthfully. There are no right or wrong answers.

1. Sex: 1. () Male

2. () Female

2. Age: years old

3. Marital Status

1. () Single

2. () Married

3. () Divorced/ Separated

4. () Widowed

4. Educational Level

1. () Lower and equal primary school

2. () Primary school

3. () Junior high school

4. () Senior high school (level 7 vocational or equivalent)

5. () Vocational

6. () Bachelor’s degree and higher

5. Occupation

1. () Student

2. () Housewife

3. () Government employee

4. () Private business

5. () Business owner

6. () Other (Please specify)

6. Income/allowance baht/month

PART II: Information Sources of Cooked Food Safety

Introduction : Please / the answer about yourself. Please answer the questions truthfully. There are no right or wrong answers.

1. Which information sources you get information about cooked food safety?

- Newspaper
- Television
- Radio
- Poster
- Leaflet
- Magazine
- Sign
- Internet
- Person

2. How often do you get information from newspaper about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

3. How often do you get information from television about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

4. How often do you get information from radio about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

5. How often do you get information from poster about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

6. How often do you get information from leaflet about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

7. How often do you get information from magazine about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

8. How often do you get information from sign about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

9. How often do you get information from internet about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

8. How often do you get information from person about cooked food safety?

- every day
- 3-4 times / week
- 1-2 times / week
- 3-4 times / month
- 1-2 times / month
- Other (please specify).....

9. Who do you get information about cooked food safety?

1. Parents
2. Relative
3. Teacher
4. Friend
5. Other (please specific).....

10. How much effect of information sources toward buying cooked food safety?

1. Very high
2. High
3. Moderate
4. Low
5. Very low

10. How much benefit of information sources toward buying cooked food safety?

1. Very high
2. High
3. Moderate
4. Low
5. Very low

Part III: Marketing mix of cooked food in Local Government Market I

Introduction : Please tick (/) in the square. On your right hand is the opinion toward marketing mix factors of cooked food in Local Government Market I in Mueang District, Nonthaburi Province.

Marketing Mix Factors	Level		
	High	Moderate	Low
Product			
Pleasing and appetizing			
Nutritious/ good quality			
Fresh			
Warm			
Variety			
Price			
Appropriate price to the amount			
Appropriate price to the quality			
Same cooked foods different prices			
Variety cooked foods different prices			
Place			
Clean market			
Proper arrangement			
Convenient to commutes			
Distribution channel facility			
Variety cooked food			
Promotion			
Discount			
Add/ get free			
Persuade to buy			

Part IV Consumers' Awareness of cooked food in Local Government Market I

Introduction : Please tick (/) in the square. On your right hand is the awareness of cooked food in Local Government Market I in Mueang District, Nonthaburi Province.

Awareness of cooked food	Often	Sometimes	Seldom
Buying from clean stall			
Buying delicious cooked food			
Buying looking good cooked food			
Suggested to buy			
Cleanliness of Vendor			
Popular Stall			
Approved the government sign			
Approved the Ministry of Public Health sign			
Convenient stall			
Good for health			
Nice color			
Clean utensils			
High amount			
Lots of customers			
Newly cooked food			
Good human relations of vendor			
No chemical contamination			
Low price			
Buying favorite cooked food			

Other recommendations

.....

.....

.....