

## CHAPTER II

### LITERATURE REVIEW

#### Communication

##### Concept of Communication

Devito (1994) stated that communication is one of the ways by which human being relate to another. It is the process in which people share information, ideas and feelings. The process involves not only the spoken and written word but body language, personal mannerism and style as well as the surroundings that add meaning to a message. This human interaction takes place through the use of codes and symbols. Communication happens within a field of experience that occurs throughout life to give meaning to symbols and based on a relationship that may exist between two persons or between one person to many.

##### Communication Process

The process has a lot of models but Model or SMCR model most popular and it is accepted by most academics.

The communication process into 4 elements:

**1. Source** is a person or group of persons with a purpose, a reason for engaging in communication.

**2. Message** is human communication; a message is behavior available in physical form of the translation of ideas, purposes and intentions into a source, a systematic set of symbols.

Three factors are needed:

- **Message Code** which can be defined as any group of symbols that can be structured in a way that is meaningful to some persons.

- **Message Content** which is the material in the message that was selected by the source to express own purpose.

- **Message Treatment** which is the decision that the communication source makes in selecting and arranging both codes and content.

**3. Channel** is a mode of coding and decoding message (boat-docks), message vehicles (boats), and vehicle-carries (water). The elements of channels are: seeing, hearing, touching, smelling and testing.

**4. Receiver** and Source which must be in a similar context, i.e., communication skills, attitudes, knowledge level, culture and social system.

### **Purposes of Communication**

Baran and Davis (1995) explained purposes may be subconscious or conscious and unrecognizable or recognizable. The purposes of communication are likely to remain essentially the same throughout the electronic revolution and whatever revolutions. Communication aims to discover, relate, help, persuade and play.

#### **To Discover**

One of the major purposes of communication concerns personal discovery. When communicating with other persons, learn as well about the other person. In fact, self-perceptions result largely from what have been learned about communication, especially interpersonal encounters. By talking about another individual one gains valuable feedback on feeling, thought, and behaviors.

### **To Relate**

One of strongest motivations is to establish and maintain close relationships with others. Probably spend much of communication time and energy establishing and maintaining social relationships; communicating with close friends in school, at work and probably on the phone; talking with parents, children, brothers and sisters; and interacting with relational partner. All told, this takes a great deal of time and attests to the importance of this purpose of communication. Also use communication to distance from others, to argue and fight with friend and romantic partners and even to dissolve relationships.

### **To Help**

Therapists, counselors, teachers, parents and friends are just a few categories of those who often – though not always – communicate to help. As is the case with therapists and counselors, entire professions that do not make at least some significant use of this helping function. Also use this function when constructively criticize, express empathy, work with a group to solve a problem or listen attentively and supportively to a public speaker.

### **To Persuade**

The mass media exist largely to persuade us to change attitudes and behaviors. The media survive on advertiser's money which is directed at getting us to a various of items and services. Right now probably spend much more time as consumers do than the originators of these mass-media messages. But in the near future will no doubt be the originator of message. May work on a newspaper or edit a magazine, or work in an ad agency, television station, or a variety of other communications in the related fields.

Probably also spend a great deal of time in the interpersonal persuasion as both source and receiver. In daily interpersonal communication may try to change attitudes and behaviors of others. May try to get them to both a particular way, try a new diet, buy a particular item, see a

movie, read a book, take a specific course, persuade them to believe that things may be true or false, value or devalue ideas and so on. The list is endless. Few of interpersonal communications, in fact, do not seek to change attitudes or behaviors.

### **To Play**

Probably also spend a great deal of communication behavior on play. As viewed here, communication as play. As viewed here, communication as play includes motives of pleasure, escapee and relation.

Although no list of communication purposes can be exhaustive, these five factors are the major ones. Furthermore, no communication act is motivated by just one factors; communication is motivated by a combination of purpose.

### **Development Communication**

Quebral (1971 cited in Ongkiko and Flor, 2003:150) defined development communication as “the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.” Development communication requires creativity in communication messages through the use of various communication media and materials. It also uses the scientific method to enrich its own field through research where theories and principles can be derived and applied to development problems. Furthermore, development communication applied systematic methods in making decisions and planning how to efficiently carry out communication interventions.

The key players in development communication are people. We can easily infer that development communication is people-centered as the goal is for people to change people. By all

means, its goal is to develop and to uplift people's lives. Development has three major values that guide the practice of development communication: purposive, pragmatic, and value-laden.

Quebral (1971 cited in Jamias, 1975:2-3) stated that first, development communication is purposive communication because its objective is not only to inform, but also to influence or motivate the behavior of the receiver to advance development. The communicator already has a desired outcome targets, specific goals, and objectives prior to sending the message. Taking a perspective beyond the liberal milieu, the development communicator sets out with a specific purpose for communicating.

Second, it is pragmatic because it is results-oriented. People in the development communication field focus on the impact they accomplish with accordance to the desired outcome, targets, specific goals, and objectives.

Finally, development communication is also value-laden because the information sources, either consciously or unconsciously, assign values to every message in communication. There is always an attached value in every message that one communication.

### **Media Exposure**

McCombs and Becker (1979) indicated that individuals receive information from the media in order to satisfy their needs. They are divided into 4 categories.

1. Surveillance is following the movement and noticing events from the media in order to be updated and knowing what is important.

2. Decision concerns daily living. Receiving information makes the individual able to set his views toward the situation surrounding him.

3. Decision is when receiving information from the mass media helps individuals know about the information and the ability to bring the information into conversation with others.

4. Participation is to be aware and participate in daily events that occur in society and things surrounding us.

Klapper (1960) explained in receiving information from the mass media, the audience may receive information through selective process which consists of different stages.

### **1. Selective Exposure**

Individuals will choose media and information from many sources depending on their interests and needs in order to bring into use to solve problems and information to satisfy their own needs.

### **2. Selective Attention**

Besides receiving information, individuals tend to put their interests towards the information that relates their own with attitudes and beliefs, while sometimes trying to avoid information that goes against their attitudes and beliefs. This is because when the information goes against their feelings, they will feel unsatisfied and confused.

### **3. Selective Perception and Selective Interpretation**

When individuals receive information from whatever source, they might choose to perceive and choose to interpret what was received according to their experiences. They will interpret the information in which they understand or according to their attitudes, experiences, beliefs, needs and their own motives.

#### **4. Selective Retention**

After the audiences choose their interests, choose to be aware of and interpret information that goes along with their attitudes and beliefs, they still choose to remember the information needed to store as experience while at the same time, they tend to forget information that does not go along with their interests.

#### **Information Sources**

Pearson and Nelson (1997) stated that information sources include personal experience, written and visual resource, and other people.

#### **Personal experiences**

To find information, first place you looking within yourself and experience, your own life as a source of information.

#### **Written and visual resources**

A second place you can look for substance is in written because it quickest and most efficient way to find the information and visual resources, books, newspapers, magazine, broadcasts, and documentaries consulted for information. You can use also information from television news and documentaries, films and tapes to find good supporting materials.

#### **People sources**

Most of the written sources in newspapers, magazines and journals had been cut out by someone who researched the information earlier. The easiest way to secure information from other people is to ask them through an information interview.

## **Awareness**

Roger (1995) explained the self-concept and the ideal self have existence only to the extent that a person is aware of those aspects of experience which are regarded as “I” or “me” experiences. Without awareness, therefore, there would be no self-concept or self-ideal. Awareness is defined as “the symbolic representation (not necessarily in verbal symbols) of some portion of experience the term is used synonymously with consciousness and with symbolization.

### **Level of awareness**

Feist (1985) stated three levels of symbolization. First, some events are experienced below the threshold of awareness and are said to be either ignored or denied. There are many examples of ignored experiences. For instance, in walking down a busy street, there are many potential stimuli, particularly of sight and sound. Because one cannot attend to all of them, many remain ignored. An example of denied experience might be seen in a mother who never wanted children, but from guilt and fear becomes oversolicitous to them. Her anger and resentment toward her children may be hidden to her years, never reaching consciousness, but yet remain a part of her experience and color her conscious behavior toward them. Those experiences which are discriminated but not yet accepted into awareness.

Second, hypothesized that some experiences are accurately symbolized and freely admitted to the self-structure. Such experiences are both nonthreatening and consistent with the existing self-concept. For example, if pianists who have full confidence in their ability are told by friends that their playing is excellent, they can hear these words, accurately symbolize them, and freely admit them to their self-concept.

A third possibility is that experiences are perceived in distorted form. When experience is not consistent with view of self, reshape the experience so that it can be assimilated into existing self-concept.

If gifted pianists from the above example were to be told by a distrusted competitor that their playing was excellent, there might transpire a very contrasting set of circumstances from that which followed after hearing the same words from trusted friend. First, their experience in hearing the words would be quite different. They may hear the remarks but distort the meaning because they feel threatened. This doesn't make sense. Their experiences are inaccurately symbolized in awareness and, therefore, can be made to conform to an existing self-concept.

### **Product Awareness**

Blackwell et al. (2001) found awareness could be assessed using either brand recognition or brand recall measures. Think about when consumers are forming their consideration sets and deciding which brands are worthy of purchase consideration. Sometimes these sets are developed using only internal search, in which case choice alternatives must be freely recalled from memory. In this instance, whether consumers can recognize a brand name is much less relevant than whether they can recall it. Because unless they do, it won't be considered, no matter how recognizable the name may be. Recall is the most appropriate indicator of product awareness for consideration sets generated inside the person's head.

At other times, consideration sets are formed at the point of purchase. Indeed, purchase decisions involving grocery and health and beauty aid products are often made in the store. Non-habitual grocery shoppers may quickly scan the shelf to see what's available and what to consider further. In this case, they need only recognize rather than freely recall the product. Consequently, product awareness in the form of recognition is most relevant.

Brand recognition should include more than simply the product's name because recognition of its packaging may also play an important part in gaining entry in to the consideration set. One benefit of showing the product packaging.

Determining whether recall or recognition is the most relevant measure of product awareness therefore requires understanding which type of retrieval is required for entering the

consideration set. Making this determination is important to businesses for two reasons. First, dollars are likely to be wasted if only brand recognition is needed and brand recall is used as the advertising objective. This is because it typically requires fewer ad and product exposures (and hence dollars) to achieve a certain level of recognition than is needed to reach the same level of recall. Second, the usefulness of certain business tactics may depend on whether the decision process is based on brand recognition or brand recall. Education consumers about a product's packaging so that they can more easily recognize it should pay greater dividends that rely on brand recognition.

### **Factors Influencing Buyer's Behavior**

#### **Types of factors**

Kotler (2000) stated buyer's purchase decisions are influenced by his cultural, social, personal and psychological factors as follows:

#### **Cultural Factors**

Cultural factors exert the broadest and deepest influence on consumer behavior. In general, the marketers distinguish three different cultural factors: culture, subculture and social class.

Culture (or civilization) is the highest entity of personal identification with the society. These entities were in the past the nations and could be in the future the civilization. Human behavior is largely learned. The growing child acquires a set of values, perceptions, preferences and behaviors through a process of socialization involving the family and other educational institutions.

Subculture—each culture consists of smaller subcultures that provide more specific identification and socialization for its member. Distinguish several subcultures in the difference

countries. Details model of factors influencing behavior not only in the United States, but also in European countries as well as can distinguish: national groups (immigrants, Europeans and non-Europeans), religious groups (Catholic, Protestants, Orthodox, Muslims, Jews), geographical areas (Regions, regional identity in Germany and in other European countries), social class – social classes are relatively homogeneous and enduring product and brand preferences in such areas as clothing, home furnishing, leisure activities, automobiles as well as food and beverages.

### **Social Factors**

Social factors as reference groups, family, social roles and status also influence the consumer's behavior as follows:

Reference groups – a person's reference group consist of all social groups that have a direct (face to face) or indirect influence on the person's attitudes of behavior. The different reference groups are membership groups to which the person belongs, family, friends, neighbors, co-workers (primary group), religious, political, professional group (secondary groups). Non-membership groups are the group to which the person does not belong, but influence the attitudes and behavior of the person.

Family size – constitute the most influential primary reference group shaping the buyer's behavior. Distinguish between two types of families in the consumer's life, 1) family of orientation (family of origin) consists of one's parents. From parents, a person acquires an orientation toward religion, ethics, politics and economic behavior as well as food parents; 2) family of procreation (own family) consists of one's spouse and children. This family used the most important consumer- buying organization in the society.

Roles and status – a person participates in many groups throughout life time such as family, clubs and organizations. The person's position in each group can be defined in terms of roles and status. A role consist of the activities that a person is expected to perform according to

the persons around him or her. Each role carries a status reflecting the esteem accorded to it by the society. Roles and status are the same time dynamic and static phenomena. They change with the economic and social progress (landowner, entrepreneur). People with higher status like to remain in their position. People choose products that communicate their role and status in the society.

### **Personal Factors**

Buying decisions are also strongly influenced by personal characteristics such as the following:

Age and life – cycle stage – people buy different goods and services over their lifetime. They eat baby food in the early years, most foods in the growing and maturing years and special diets in the later years.

Occupation or profession – a person's consumption pattern is also influenced by his or her occupation. A white- collar worker will buy different clothing and food from a blue- collar worker.

Economic situation/economic circumstances – people in different economic circumstances have different expendable income such as savings and assets, borrowing power and attitude towards spending and saving.

Lifestyle – people coming from the same subculture, social class, occupation bout may lead to different lifestyle in the person's pattern of living in the world are expressed in the person's activities, interests, and opinions. Lifestyle portrays the "whole person" interacting with his or her environment. Personality and self-concept lead to the psychological factors. Personality means the person's distinguishing psychological characteristics. Self- concept (or self-image) means image. Distinguish several types of self- concept as actual self- concept, ideal self- concept, and other self- concept.

### **Psychological Factors**

The factors influencing the buyer's behavior is listed in four major psychological factors as motivation, perception, learning and beliefs and attitudes. In consumer research, motives and attitudes are usually measured by survey methods, using interviews with a list of statements and attitude scales. Emotional reactions to marketing stimuli are measured by psychobiological indicators. Maslow's theory of motivation is an interesting theory that has been developed by Abraham Maslow. In Maslow's hierarchy of needs, human needs were arranged from the most pressing to the least pressing. Maslow's hierarchy of needs in their order of importance are the physiological needs, safety needs, social needs, esteem needs and self-actualization needs. A person will try to satisfy the most important need first, then the next important need and so on. Consciousness factors, like perception, decision and learning are strongly related to the purchase decision process.

### **Consumer Decision Making**

Assael (1992) suggested the process by which consumer make purchasing decision must be understood in order to develop strategic applications. Consumer decision making is not a single process. Deciding to buy a car is different process from deciding to buy toothpaste. The consumer decision making based on two dimensions:

1. The extent of decision making;
2. The degree of involvement in the purchase.

The first dimension represents a continuum from decision making to habit. Decisions can be made based on a cognitive (thought) process of information search and evaluation of brand alternatives. On the other hand, little or no decision making make take place when the consumer is satisfied with a particular brand and purchase it consistently.

The second dimension depicts a continuum from high to low involvement purchases. High involvement purchases are those that are important to the consumer. Such purchases are closely tied to the consumer's ego and self- image. They involve some risk to the consumer: financial (highly priced items), social (products important to the peer group), or psychological (the wrong decision might cause some concern and anxiety). Low involvement purchases are not as important to the consumer, and financial, social, and psychological risks are not nearly as great. Therefore, a low involvement purchase generally entails a limited process of decision making.

**Decision making versus habit and low involvement versus high involvement produce four types of consumer purchase processes**

**1. Complex Decision Making**

Takes place when involvement is high and decision, making occurs. The subject of complex decision making is particularly important as will be introducing many of the key behavioral concepts such as perception, attitudes, and information search that are relevant to the development of marketing strategy.

Complex decision making will not occur every time the consumer purchases a brand. When choice is repetitive, the consumer learns from the past experience and buys the brand that is most satisfactory with little or no decision making.

**2. Brand Loyalty**

This is the result of repeated satisfaction and a strong commitment to a particular brand. Brand loyalty has been established based on satisfaction with past purchases. As a result, information search and brand evaluation are limited or nonexistent as the consumer has decided to buy the same brand again.

### **3. Limited Decision Making**

Consumers sometimes go through a decision process in buying, even if they are not highly involved, because they have little past experience with a product. The consumer is not aware of or involved with the product category. The consumer examines the package in the store and purchases the product on a trial basis to compare to regular snack foods. Information search and evaluation of brand alternatives are limited compared to complex decision making.

Limited decision making is also likely to take place when consumers seek variety. When involvement is low, consumers are more likely to switch brands out of boredom and in a search for variety. Variety-seeking behavior is likely to occur when risks are minimal and there is less commitment to a particular brand. The brand decision is not important enough to be preplanned.

Notice that adult cereals appear as products that could be characterized by both brand loyalty and limited decision making. The degree of involvement and decision making depends more on the consumer's attitude to the product than on the product's characteristics. One consumer might be involved with adult cereals because of their nutritional value; another might regard them as pretty much the same and switch brands in a search for variety.

### **4. Inertia**

Means the consumers is buying the same brand, not because of brand loyalty, but because it is not worth the time and trouble to search for an alternative.

### **Cooked Food**

Kramer (1980) stated that when one thinks of cooked foods these days the usual reaction is to visualize some menu item, or perhaps an entire meal, completely prepared and frozen, so that all the consumer needs to do is "heat or eat" the cooked food label is also identified with new foods that have appeared on the shelves in recent years. We need to

disentangle our conception of cooked food applies to all foods that have been prepared in such a way that they are ready to eat with or without heating.

In nature all animals eat living food as yielded up by nature. Only humans cook their foods and only humans suffer widespread sicknesses and ailments. Those human who eat mostly living foods are more alert, think clearer, sharper and more logically and become more active. Best of all, live food eaters become virtually sickness-free;

Cooked food is food destruction from the moment heat is applied to the foodstuff. Long before dry ashes results, food values are totally destroyed. Food is usually subjected to these destructive temperatures for perhaps half an hour or more. What was living substance becomes totally dead very rapidly with exposure to heat.

The toxicity of the deranged debris of cooking is confirmed by the doubling and tripling of white blood cells after eating a cooked food meal. The white blood cells are the first line of defense and are, collectively, popularly called “the immune system.” Proteins begin coagulating at temperatures commonly applied in cooking, and are devoid of nutritive value. Vitamins are rather quickly destroyed by cooking.

Minerals quickly lose their organic context and are returned to their native state as they occur in soil, sea water and rocks, metals and so on. In such a state they are unusable and the body often shunts them aside where they may combine with saturated fats and cholesterol in the circulatory system, thus clogging it up with cement-like plaque.

Heated fats are especially damaging because they are altered to form acroleins, free radicals and other mutagens and carcinogens as confirmed in, “Diet, Nutrition and Cancer.” (Fry, 2006).

### **Marketing Mix Factors**

Kotler (1980) explained the term marketing mix describes the result of management's efforts to creatively combine interrelated and interdependent marketing activities. Faced with a wide choice of media, messages, prices, distribution methods, and other marketing variables, the marketing manager must select and combine the "ingredients" of the organization's marketing mix.

To achieve organizational objectives, the marketing executive must be constantly engaged in fashioning a mix of marketing procedures and policies. This mix must be altered as new problems and environmental changed develop. While the mix may have many facets, the basic categories of marketing mix elements are: product, place (distribution), price, and promotion. These are commonly referred to as the "4P's of marketing" and, because virtually every possible marketing activity can be placed in one those categories, the 4 P's constitute a framework that may be utilized to develop a simple marketing plan. Preparation of a marketing strategy would require consideration of each major mix area, and may involve the development of sub-strategies within each category. Because these marketing mix variables may be influenced by managers they are also called controllable variables.

#### **The First Element: Product**

The term product refers to what the business or nonprofit organization offers to its prospective customers or clients without regard to whether the offering is a tangible good such as a car, or a service such as an airline trip, or an intangible benefit such as being confident that look best.

#### **The Second Element: Place**

Determination of how goods get to the customer, how quickly, and in what condition involved place or distribution strategy. Transportation, storage, materials handing, and the like

are physical distribution activities. Selection of wholesalers, retailers, or other types of distributions is also a place problem because these intermediaries comprise channels of distribution.

A channel of distribution is the complete sequence of marketing organizations involved in bringing a product from the producer to the ultimate consumer. Its purpose is to make possible transfer of ownership and/ or possession of the product.

### **The Third Element: Price**

The amount of money or sometimes goods or services, given in exchange for something is its price. In other words, price is exchanged for the product. Just as the customer buys a product with cash, so a manufacturer “buys” the customer’s cash with the product.

According to economists, prices are always “on trial” pricing strategies and decisions require establishing appropriate prices and careful monitoring of the competitive marketplace. Prices are subject to rapid change, in part because, unlike the other three elements of the marketing mix, price is relatively easy to change. Of course, changes that are poorly thought out can lead to disaster. In not-for-profit situations, price may be expressed in terms of volunteered time or effort, votes, or donations.

### **The Fourth Element: Promotion**

The essence of promotion is communication. Advertising, personal selling, publicity, and sales promotion are all forms of communication that inform, remind or persuade. The firm’s promotion may emphasize advertising, while others hardly advertise at all. Promotion provides information that encourages consumers to respond. Obviously, what is to be communicated is persuasive information about the other elements of the marketing mix, such as the uses for the product or the new low price being offered during a sale period.

### **Background of Nonthaburi Local Government Market I**

Nonthaburi Local Government Market I was established in 1964 under Local Government, Nonthaburi province. The market located on Pracharat Road, Mueang district, Nonthaburi province is the province's biggest market. The market has approximately 504 open-air stalls, 587 buildings and 10 restrooms. The market opens around 04.00 a.m. until 19.00 p.m. everyday.

In the early morning, most of the products in the market are raw material such as pork, chicken, beef, vegetables and fruits etc. In the afternoon and in the evening most of the products in the market has been changed to sell food, cooked food, beverage fresh foods, raw material, cooked foods, fruits and etc. Moreover, the market provides car park for 20 cars and 50 motorcycles for the consumers. Around the market are many facilities such as bus stop, boat landing and others convenience to the consumers to buy food in the market.

### **Related Researches**

Yutitrom (1995) studied behaviors of the northern rural people in food selection and consumption. This research aimed to study food selection and consumption behaviors, conditions and factors having impact upon food selection and consumption behaviors of the rural villagers. Findings were as follows: in the past, the rural people in the north had simple ways of life and most of them were farmers. They had simple ways of living based on agricultural occupation and extended family patterns.

At present, the northern people's way of life in the community located near the city had gradually changed. The expansion and development of economic and social structures resulted in turning rice fields into industrial factory sites and changing the villagers' way of lives. Many of them became factory sites changing the villagers' way of lives. Many of the villager became factory workers and worked on time-basis. Thus, food consumption behavior liked consuming

ready-made food and also eating-out become a way of life because they spent most of their time working outside their house.

Suriyakanont (1999) studied the consumer consumption for vegetarian food in Amphoe Mueang, Changwat Chiang Mai showed that the main reason of having vegetarian food was for good health, and secondly to prolong life. There's no specific occasion as to having vegetarian food and some people even have it everyday. Most of the consumers had been having vegetarian food for 1-5 years and spending less than 20 baht purchase. The place where most consumers had vegetarian food was at the vegetarian restaurant and the next place was at their home

Suksawat and Pinwiset (2001) studied consumers' behavior and attitude at Narasuan Market, Prachinburi, which aimed to study consumers' behavior, and attitude at Narasuan intersection marketplace as a guideline and trend for Narasuan marketplace improvement.

Different factors were not affect the different attitudes intended for improvement of the market place. Generally, people have similar attitude towards marketplace improvement; agreement of marketplace improvement. The most demanded level of improvement was cleaner and less slimy pavement, the second was roof for heat and rain protection, shop category, convenience shopping pavement, block of shop category, respectively. The data served as guideline for Narasuan marketplace improvement according to consumers' attitudes.

### **Hypotheses**

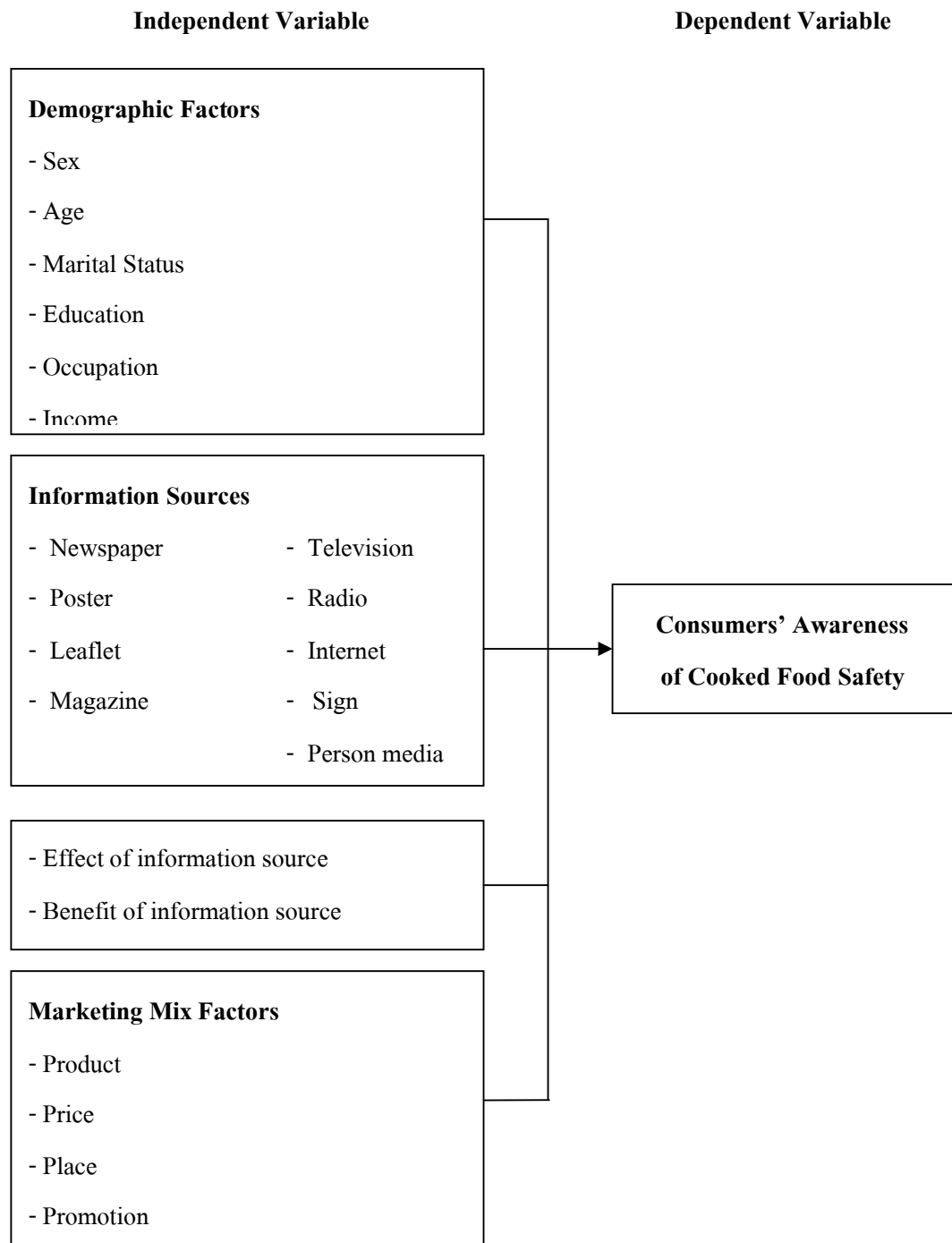
1. There was relationship between demographic factors and consumers' awareness of cooked food safety.

2. There was relationship between information sources and consumers' awareness of cooked food safety.

3. There was relationship between marketing mix factors and consumers' awareness of cooked food safety.

### Conceptual Framework

This study was guided by the following conceptual framework to elaborate the links between independent variables and dependent variables as shown in Figure1.



**Figure 1** Conceptual framework showing variables of this study.