CHAPTER IV

RESULTS AND DISCUSSION

Results

Results were presented into 5 parts:

Part 1: Demographic factors

Part 2: Information sources

Part 3: Marketing mix factors

Part 4: Consumers' awareness

Part 5: Hypotheses testing

Part 1 Demographic Factors of Consumers

Table 1 Demographic Factors of Consumers

(n=298)

Demographic Factors		Number	Percentage
Sex	Male	81	27.2
	Female	217	72.8
Age (years)	Lower or equal 25	129	43.3
	26-45	130	43.6
	More than 45	39	13.1
Marital Status	Single	208	69.8
	Married	82	27.5
	Divorced/Separated/Widowed	8	2.6

Table 1 (Continued)

(n=298)

Demographic Factors		Number	Percentage
Education Level	Lower or equal to primary school	17	5.70
	Junior high school	25	8.40
	High school	61	20.5
	Vocational	41	13.8
	Bachelor degree or higher	154	51.7
Occupation	Student	81	27.2
	Housewife	17	5.70
	Government employee	56	18.8
	Private business employee	110	36.9
	Business owner	34	11.4
Income (Baht/month)	Lower or equal to 10,000	196	65.8
	10,001-20,000	62	20.8
	20,001-30,000	28	9.40
	Higher than 30,000	12	4.00

Table 1 shows that the majority of the consumers were females at 72.8% followed by males at 27.2%. Most of them were 26-45 years old 43.6% followed by lower or equivalent 25 years old 43.3% and over 45 years old 13.1%. In terms of marital status, the majority of consumers were single 69.8% followed by married 27.5% and divorced/separated and widowed which accounted for 2.6%.

The majority of the consumers were bachelor degree or higher at 51.7% followed by high school 20.5%, vocational 13.8%, junior high school 8.4% and lower or equal to primary school 5.7%, respectively. Most of the consumers were private business employees 36.9% followed by students 27.2%, government employees 18.8%, business owner 11.4% and the rest were housewife at 5.7%.

The consumers earned an income/allowance per month lower or equal 10,000 baht 65.8%, 10,001-20,000 baht 20.8%, 20,001-30,000 baht 9.4% and more than 30,000 baht 4.0%, respectively.

Part 2 Information Sources of Consumers

Table 2 Consumers' Information Sources and Frequency of Receiving Information on Cooked Food Safety

(n=298)

Information Sources	Frequency						Total
	everyday	3-4 time/ week	1-2 time/ week	3-4 time/ month	1-2 time/ month	2-3 time/ month	
	Number (%)						
Newspaper	63	36	37	9	22	1	168
	(21.1)	(12.1)	(12.4)	(3.0)	(7.4)	(0.3)	(56.4)
Poster	12	13	14	4	24	1	68
	(4.0)	(4.4)	(4.7)	(1.3)	(8.1)	(0.3)	(22.8)
Leaflet	1	8	4	8	25	8	54
	(0.3)	(2.7)	(1.3)	(2.7)	(8.4)	(2.7)	(18.1)
Magazine	8	16	14	8	24	2	72
	(2.7)	(5.4)	(4.7)	(2.7)	(0.7)	(0.7)	(24.2)
Television	127	59	54	16	21	2	279
	(42.6)	(19.8)	(18.1)	(5.4)	(7.0)	(0.7)	(93.6)
Radio	39	21	26	6	11	3	106
	(13.1)	(7.0)	(8.7)	(2.0)	(3.7)	(1.0)	(35.6)
Internet	1	-	2	-	-	-	3
	(0.3)	-	(0.7)	-	-	-	(1.0)
Sign	13	25	22	7	27	1	95
	(4.4)	(8.4)	(7.4)	(2.3)	(9.1)	(0.3)	(31.9)
Person	16	7	12	9	18	3	65
Media	(5.4)	(2.3)	(4.0)	(3.0)	(6.0)	(1.0)	(21.8)

Table 2 illustrates that the majority of consumers received information sources of cooked food safety from television at 93.6% followed by newspapers at 56.4%, radio at 35.6%, sign at 31.9%, magazine at 24.2%, poster at 22.8%, person media at 21.8%, leaflet at 18.1%. Only very few consumers received information from the internet, 1.0%.

Table 3 Person Media as a Source of Information on Cooked Food Safety

(n=65)

Person Media	Number	Percent
Parent	3	4.62
Relative	14	21.54
Teacher	6	9.23
Friend	23	35.38
Other persons	19	29.23
Total	65	100

Table 3 indicates that majority of the consumers received information from friend at 35.38%, relative at 21.54%, teacher at 9.23 and other persons at 29.23% and parent at 4.62%.

Table 4 Effect/Benefit of Information Received From All Media

(n=298)

Item	Effect/Benefit of Information Received		
	Low	Moderate	High
	Number (%)		
Effect	14 (4.7)	76 (25.5)	208 (69.8)
Benefit	4 (2.3)	57 (19.1)	234 (78.5)

Table 4 indicates that information on cooked food had high effect to 69.8 % of the consumers. Moreover, the majority of consumers 78.5% received high benefit from information on cooked food.

Part 3 Marketing Mix Factors

Table 5 Opinion of Consumers in Marketing Mix Factors in Product of Cooked Food

(n=298)

Product	Level of Opinion			Mean	S.D.	Interpretation
	High	Moderate	Low			
	Number (%)					
Pleasing and appetizing	152 (51.0)	136 (45.6)	10 (3.4)	2.48	0.56	High
Nutritious/good quality	166 (55.7)	119 (39.9)	13 (4.4)	2.51	0.58	High
Fresh	204 (68.5)	73 (24.5)	21 (7.0)	2.61	0.62	High
Warm	165 (55.4)	94 (31.5)	39 (13.1)	2.42	0.71	High
Variety	232 (77.9)	63 (21.1)	3 (1.0)	2.77	0.45	High
Mean				2.56	0.39	High

Table 5 shows that cooked food in the market were pleasing and appetizing, nutritious /good quality, fresh, warm and variety. The average mean score of 2.56 indicates high level of in term of product.

Table 6 Opinion of Consumers in Marketing Mix Factors in Price of Cooked Food

(n=298)

Price	Level of Opinion			Mean	S.D.	Interpretation
	High	Moderate	Low			
	Number (%)					
Appropriate price to the amount	165 (55.4)	117 (39.3)	16 (5.3)	2.5	0.6	High
Appropriate price to the quality	156 (52.3)	117 (39.3)	25 (8.4)	2.44	0.64	High
Same cooked foods different prices	165 (55.3)	86 (28.9)	47 (15.8)	2.4	0.75	High
Variety cooked foods different prices	207 (69.5)	73 (24.5)	18 (6.0)	2.63	0.6	High
Mean				2.49	0.45	High

In terms of price of cooked food in the market, the consumers rated highly the appropriateness of price to the amount, appropriateness of price to the quality, the differences in price same cooked foods, the differences in prices of the variety of foods. The average mean score of 2.49 indicates high level of consumers' opinion in price of cooked food.

Table 7 Opinion of Consumers in Marketing Mix Factors in Place of Cooked Food

(n=298)

Place	Level of Opinion			Mean	S.D.	Interpretation
	High	Moderate	Low			
	Number (%)					
Clean market	148 (49.6)	117 (39.3)	33 (11.1)	2.39	0.68	High
Proper arrangement	133 (44.6)	111 (37.2)	54 (18.2)	2.27	0.75	Moderate

Table 7 (Continued)

(n=298)

Place	Level of Opinion			Mean	S.D.	Interpretation
	High	Moderate	Low			
	Number (%)					
Convenient to commute	199 (66.8)	66 (22.1)	33 (11.1)	2.56	0.69	High
Distribution channel facility	230 (77.2)	56 (18.8)	12 (4.0)	2.81	0.46	High
Mean				2.55	0.44	High

Table 7 The consumers also rated highly the cleanliness of the market, proper arrangement, convenience to commuter, distribution channel facility and variety of food. The average mean score of 2.55 signifies high level of place of cooked food safety.

Table 8 Opinion of Consumers in Marketing Mix Factors in Promotion of Cooked Food

(n=298)

Promotion	Level of Opinion			Mean	S.D.	Interpretation
	High	Moderate	Low			
	Number (%)					
Discount	81 (27.2)	107 (35.9)	110 (36.9)	1.90	0.8	Moderate
Add/get free	66 (22.2)	111 (37.2)	121 (40.6)	1.82	0.77	Moderate
Persuade to buy	126 (42.3)	124 (41.6)	48 (16.1)	2.26	0.72	Moderate
Mean				1.99	0.62	Moderate

Table 8 In terms of promotion, the consumers moderately rated of the following: discount, free/additional amount and persuasion ability of vendors. The average mean score of 1.99 indicates the moderate level of promotion of cooked food safety.

Table 9 Opinion of Consumers in Marketing Mix Factors of Cooked Food

(n=298)

Marketing Mix Factors	Mean	S.D.	Interpretation
Product	2.56	0.39	High
Price	2.49	0.45	High
Place	2.55	0.44	High
Promotion	1.99	0.62	Moderate
Grand Mean	2.42	0.56	High

As shown in Table 9 the grand mean of the marketing mix factors involving product, price, place and promotion equivalent to 2.42 indicates that the marketing mix refers in the Local Government Market I were high.

Part 4 Consumers' Awareness of Cooked Food Safety

Table 10 Consumers' Level of Awareness of Cooked Food Safety

(n=298)

Item	Often	Sometimes	Seldom	Mean	S.D.	Level of Awareness
	Number (%)					
1. Buying from clean stall	245 (82.2)	51 (17.1)	2 (0.7)	2.82	0.41	High
2. Clean utensils	238 (79.9)	54 (18.1)	6 (2.0)	2.78	0.46	High

Table 10 (Continued)

(n=298)

Item	Often	Sometimes	Seldom	Mean	S.D.	Level of Awareness
	Number (%)					
3. Newly cooked food	239 (80.3)	52 (17.4)	7 (2.3)	2.78	0.47	High
4. Cleanliness of vendor	233 (78.2)	62 (20.8)	3 (1.0)	2.77	0.44	High
5. Good for health	205 (68.8)	86 (28.9)	7 (2.3)	2.66	0.52	High
6. No chemical contamination	214 (71.8)	60 (20.1)	24 (8.1)	2.64	0.63	High
7. Approved the government sign	121 (40.6)	138 (46.3)	39 (13.1)	2.28	0.68	Moderate
8. Low price	94 (31.5)	144 (48.3)	60 (20.2)	2.11	0.71	Moderate
9. Lot of customers	92 (30.9)	147 (49.3)	59 (19.8)	2.11	0.70	Moderate
10. Approved the Ministry of Public Health sign	93 (31.2)	143 (48.0)	62 (20.8)	2.1	0.71	Moderate
11. Popular stall	74 (24.8)	167 (56.0)	57 (19.2)	2.06	0.66	Moderate

Table 10 (Continued)

(n=298)

Item	Often	Sometimes	Seldom	Mean	S.D.	Level of Awareness
	Number (%)					
12. Suggested to buy	68 (22.8)	153 (51.4)	77 (25.8)	2.0	0.7	Moderate
13. Suggested to buy	68 (22.8)	153 (51.4)	77 (25.8)	2.0	0.7	Moderate
14. Nice color	43 (14.5)	139 (46.6)	116 (38.9)	1.76	0.69	Moderate
15. Buying favorite cooked food	256 (85.9)	36 (12.1)	6 (2.0)	2.84	0.42	Low
16. Buying delicious cooked food	234 (78.5)	57 (19.2)	7 (2.3)	2.76	0.48	Low
17. Buying looking good cooked food	227 (76.2)	66 (22.1)	5 (1.7)	2.75	0.47	Low
18. Good human relations of vendor	221 (74.2)	70 (23.5)	7 (2.3)	2.72	0.50	Low
19. Convenient stall	203 (68.1)	68 (22.8)	27 (9.1)	2.6	0.65	Low
Grand Mean				2.06	0.2	Moderate

Table 10 indicates that the consumers were highly aware that they have to buy from clean stall, use of clean utensils, buy newly cooked food, consider cleanliness of vendors, buy food that are good for health and select food without chemical contamination. The consumers were

moderately aware of government approval sign, low price, stall with lots of customers, Ministry of Public Health approval sign, popular stall, suggested to buy, high amount, food of nice color. The consumers were also lowly aware that they have to buy favorite cooked food, buy delicious cooked food, looking good cooked food, good human relations of vendor, and convenient stall. The grand mean of 2.06 signifies moderate level awareness on these indicators.

Hypotheses Testing

Chi – Square test at 0.05 level was employed to test hypotheses.

Hypothesis 1 There was relationship between demographic factors and consumer's awareness of cooked food safety.

Table 11 Relationships Between the Consumer Demographic Factors and Awareness of Cooked Food Safety

Demographic Factors	χ^2	P-value
Sex	0.32	0.493
Age	12.248	0.002*
Marital Status	6.160	0.012*
Education	0.001	0.549
Occupation	7.694	0.003*
Income	12.009	0.001*

* Significant Level at 0.05

Table 11 shows that relationships between age, marital status, education, occupation, income and awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Details of each relationship are shown in the following Tables 12-17.

Table 12 Relationship Between Sex and Awareness of Cooked Food Safety

Sex	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Male	68	13	81	0.32	0.493
	(84.0)	(16.0)			
Female	184	33	217		
	(84.8)	(15.2)			
Total	252	46	298		

* Significant Level at 0.05

Table 12 shows that there was no significant relationship between sex and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 13 Relationship Between Age and Awareness of Cooked Food Safety

Age	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Less than or equal 25 years	118	11	129	12.248	0.002*
	(91.5)	(8.5)			
26-45 years	107	23	130		
	(82.3)	(17.7)			
More than 45 years	27	12	39		
	(69.2)	(30.8)			
Total	252	46	298		

* Significant Level at 0.05

Table 13 shows that there was significant relationship between age and awareness of cooked food safety. Therefore the hypothesis was accepted.

Table 14 Relationship Between Marital Status and Awareness of Cooked Food Safety

Marital Status	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Single	183 (88.0)	25 (12.0)	208	6.160	0.012*
Married, Divorced, Widowed, Separated	69 (76.7)	21 (23.3)	90		
Total	252	46	298		

* Significant Level at 0.05

Table 14 presents that there was significant relationship between marital status and awareness of cooked food safety. Therefore the hypothesis was accepted.

Table15 Relationship Between Education and Awareness of Cooked Food Safety

Education	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Lower than bachelor's degree	87 (84.5)	16 (15.5)	103	0.001	0.549
Bachelor's degree and higher	165 (84.6)	30 (15.4)	195		
Total	252	46	298		

* Significant Level at 0.05

Table 15 presents that there was no significant relationship between education and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 16 Relationship Between Consumers' Occupation and Consumers' Awareness of Cooked Food Safety

Occupation	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Student, Housewife	91 (92.9)	7 (7.1)	98	7.694	0.003*
Government employee, Private business employees, Business owner	161 (80.5)	39 (19.5)	200		
Total	252	46	298		

* Significant Level at 0.05

Table 16 illustrates that there was significant relationship between occupation and awareness of cooked food safety. Therefore the hypothesis was accepted.

Table 17 Relationship Between Consumers' Income and Consumers' Awareness of Cooked Food Safety

Income	Level of Awareness		Total	χ^2	p-value
	low	high			
	Number (%)				
Less than or equal to 10,000 Baht	176 (89.8)	20 (10.2)	196	12.009	0.001*
More than 10,000 Baht	76 (74.5)	26 (25.5)	102		
Total	252	46	298		

* Significant Level at 0.05

Table 17 shows that there was significant relationship between income and awareness of cooked food safety. Therefore the hypothesis was accepted.

Hypothesis 2 Relationship between information sources and consumers' awareness of cooked food safety.

Table 18 Relationship Between Information Sources/Effect, Benefit and Awareness of Cooked Food Safety

Information Sources	χ^2	P-value
Newspaper	0.447	0.308
Poster	0.327	0.360
Leaflet	1.928	0.116
Magazine	0.002	0.566
Television	0.490	0.334
Radio	4.541	0.022*
Internet	0.386	0.667
Sign	0.013	0.517
Person	0.623	0.282
Effect	0.437	0.318
Benefit	1.264	0.177

* Significant Level at 0.05

Table 18 shows the relationship between information source newspaper, poster, leaflet, magazine, television, radio, internet, sign, and person/ effect and benefit of information received and the p-value of consumers' awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Details are shown in Tables19-28.

Table 19 Relationship Between Newspaper and Awareness of Cooked Food Safety

Newspaper	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	112 (86.2)	18 (13.8)	130	0.447	0.308
High Exposure	140 (83.3)	28 (16.7)	168		
Total	252	46	298		

* Significant Level at 0.05

Table 19 shows that there was no significant relationship between newspaper and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 20 Relationship Between Poster and Awareness of Cooked Food Safety

Poster	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	193 (83.9)	37 (16.1)	230	0.327	0.360
High Exposure	59 (86.8)	9 (13.2)	68		
Total	252	46	298		

* Significant Level at 0.05

Table 20 shows that there was no significant relationship between poster and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 21 Relationship Between Leaflet and Awareness of Cooked Food Safety

Leaflet	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	203 (83.2)	41 (16.8)	244	1.928	0.116
High Exposure	49 (90.7)	5 (9.3)	54		
Total	252	46	298		

* Significant Level at 0.05

Table 21 shows that there was no significant relationship between leaflet and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 22 Relationship Between Magazine and Awareness of Cooked Food Safety

Magazine	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	191 (84.5)	35 (15.5)	226	0.002	0.566
High Exposure	61 (84.7)	11 (15.3)	72		
Total	252	46	298		

* Significant Level at 0.05

Table 22 shows that there was no significant relationship between magazine and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 23 Relationship Between Television and Awareness of Cooked Food Safety

Television	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	15 (78.9)	4 (21.1)	19	0.490	0.334
High Exposure	237 (84.9)	42 (15.1)	279		
Total	252	46	298		

* Significant Level at 0.05

Table 23 shows that there was no significant relationship between television and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 24 Relationship Between Radio and Awareness of Cooked Food Safety

Radio	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	156 (81.3)	36 (18.8)	192	4.541	0.022*
High Exposure	96 (90.6)	10 (9.4)	106		
Total	252	46	298		

* Significant Level at 0.05

Table 24 shows that there was significant relationship between radio and awareness of cooked food safety. Therefore the hypothesis was accepted.

Table 25 Relationship Between Internet and Awareness of Cooked Food Safety

Internet	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	-	1	1	0.386	0.667
	-	(33.3)	(33.3)		
High Exposure	1	1	2		
	(33.3)	(33.3)	(66.7)		
Total	1	2	3		

* Significant Level at 0.05

Table 25 shows that there was no significant relationship between internet and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 26 Relationship Between Sign and Awareness of Cooked Food Safety

Sign	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	172	31	203	0.013	0.517
	(84.7)	(15.3)			
High Exposure	80	15	95		
	(84.2)	(15.8)			
Total	252	46	298		

* Significant Level at 0.05

Table 26 shows that there was no significant relationship between sign and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 27 Relationship Between Person Media and Awareness of Cooked Food Safety

Person media	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Exposure	195	38	233	0.623	0.282
	(83.7)	(16.3)			
High Exposure	57	8	65		
	(87.7)	(12.3)			
Total	252	46	298		

* Significant Level at 0.05

Table 27 shows that there was no significant relationship between person and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 28 Relationship Between Effect and Awareness of Cooked Food Safety

Effect	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Effect	78	12	90	0.437	0.318
	(86.7)	(13.3)			
High Effect	174	34	208		
	(83.7)	(16.3)			
Total	252	46	298		

* Significant Level at 0.05

Table 28 shows that there was no significant relationship between effect of information and awareness of cooked food safety. Therefore the hypothesis was rejected.

Table 29 Relationship Between Benefit and Awareness of Cooked Food Safety

Benefit	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low Benefit	57	7	64	1.264	0.177
	(89.1)	(10.9)			
High Benefit	195	39	234		
	(83.3)	(16.7)			
Total	252	46	298		

* Significant Level at 0.05

Table 29 shows that there was no significant relationship between benefit of information and awareness of cooked food safety. Therefore the hypothesis was rejected.

Hypothesis 3 Relationship between marketing mix factors and awareness of cooked food safety.

Table 30 Relationship Between Marketing Mix Factors and Consumers' Awareness of Cooked Food Safety.

Marketing Mix Factors	χ^2	P-value
Product	0.238	0.380
Price	11.772	0.001*
Place	1.334	0.162
Promotion	1.859	0.116

* Significant Level at 0.05

Table 30 shows relationships between marketing mix factors namely product, price, place and promotion and consumers' awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Details are shown in Tables 31-34.

Table 31 Relationship Between Product of Cooked Food and Awareness of Cooked Food Safety

Product	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low	86 (86.0)	14 (14.0)	100	0.238	0.380
High	166 (83.8)	32 (16.2)	198		
Total	252	46	298		

* Significant Level at 0.05

Table 31 illustrates that product was not significantly related to awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Therefore the hypothesis was rejected.

Table 32 Relationship Between Price of Cooked Food and Awareness of Cooked Food Safety

Price	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low	72 (74.2)	25 (25.8)	97	11.772	0.001*
High	180 (89.6)	21 (10.4)	201		
Total	252	46	298		

* Significant Level at 0.05

Table 32 illustrates that price was significantly related to the awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Therefore the hypothesis was accepted.

Table 33 Relationship Between Place of Cooked Food and Awareness of Cooked Food Safety

Place	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low	82 (81.2)	19 (18.8)	101	1.334	0.162
High	170 (86.3)	27 (13.7)	197		
Total	252	46	298		

* Significant Level at 0.05

Table 33 illustrates that place was not significantly related to awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Therefore the hypothesis was rejected.

Table 34 Relationship Between Promotion of Cooked Food and Awareness of Cooked Food Safety

Promotion	Level of Awareness		Total	χ^2	p-value
	Low	High			
	Number (%)				
Low	178 (82.8)	37 (17.2)	215	1.859	0.116
High	74 (89.2)	9 (10.8)	83		
Total	252	46	298		

* Significant Level at 0.05

Table 34 illustrates that promotion was not significantly related to awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Therefore the hypothesis was rejected.

Discussion

Awareness of cooked food safety has some advantages to consumers health. Results of this study indicate the following:

1. From the past to the present females have the responsibility of buying food especially working and women students as well as single women who preferred to consume cooked food mostly due to convenience and no wasting of time in cooking food. The consumers with bachelor's degree or higher almost buy cooked food in Nonthaburi Local Government Market I because the market is located in the community which is central of Nonthaburi province. Most of the consumers are working in private business company with not much money spend on food. The market under study has lots of cooked food at affordable low price.

2. Most of the consumers received cooked food information from television. Ongkiko and Flor (2003) stated that television has the ability to communicate or explain complicated messages with combination of sound and picture which attract a lot of viewers among the mass media. It is the closest to face-to-face communication and is successful in reaching out the both literate and illiterate audience. However, radio has a relationship with consumers' awareness Ongkiko and Flor (2003) stated that radio has the advantage of creating awareness and setting agenda of priorities to gain people attention. Radio can persuade consumers to change their behavior and give priority to cleanliness and safety.

3. The opinion of marketing mix factors of Nonthaburi Local Government Market I were high because at present cooked food is very popular primarily because of convenience it offers. Furthermore, the presence of a lot of sellers offering variety of cooked resulted to high, marketing mix factors such as product, price, place and promotion needed to convince and attract consumers

to cooked food. Tokayama and Egaitsu (1994) stated that a significant proportion of the changes in food consumption to factors such as convenience food distribution health concerns and etc.

4. Consumers' awareness was at the moderate level because some of the consumers received prior information on cooked food safety and understood the problems of cooked food such as contamination of chemical etc. However, the consumers still buying delicious cooked food, favorite cooked food because of lack of awareness and difficulty to change their consumption's habits.