

## **CHAPTER I**

### **INTRODUCTION**

Chesworth (1997) defined food as anything which can be taken into the body by mouth. Food includes drink, chewing gum and any article or any ingredient which are used in the preparation of food. Only certain drugs and medicines are excluded from the description of food.

Bennion (1994) stated that human, as biological being, requires food to sustain life. Humans eat to satisfy hunger and to meet a basic drive for food. But a person is also a social being. Humans have learned to live and work together and have organized themselves into societies. As human infants grow and develop they are incorporated into this society through varied experiences, and some of these experiences involve food. The term culture is used to describe a way of life in which there are common customs or rules for behavior and in which there is a common understanding among members of the group. The culture in which one develops determines, to a large extent, one's food patterns or habits. Foods are eaten in combination with other foods in ways that are determined and continued by the culture.

The growth of the food industry and technological development that keep an ever-increasing supply of convenience-type food in the market have affected the purchasing habits of the consumer and the types of family meals served. Advertising through the media of television, radio, newspapers, and magazines makes sure the consumer knows about new types of foods that are available and is enticed to try them.

The food safety system has many holes, and until these holes are patched by government or industry, no individual or family can keep themselves completely safe from food-borne disease. Since microbial contamination cannot be detected by sight or smell, is easily transmissible through unintended cross-contamination, and is allowed to be present on many foods that cannot be washed completely (including foods likely to be consumed raw), consumers continue to run the

risk of contracting an unwanted food-borne illness despite practicing recommended handling methods (Safe Tables Our Priority Organization, 2004).

Cooked foods are simply food which have had various degrees of preparation and consumers welcome the cooked food for saving time. Recent years have seen intensification on focus upon the safety of food (Potter, 1976).

Today's consumers are becoming more aware of the potential hazards of food and will be more vocal in the future in demanding safe food. Government food regulatory agencies are responsible for monitoring food to ensure compliance with their regulations and safe food supply. Many factors are affecting the ability of these entities to guarantee a safe food supply (Graf and Saguy, 1991).

In addition to changing food-handling behavior, some consumers also seek to protect themselves from food-borne illness through their purchasing behavior. Some consumers avoid purchasing foods they perceived as unsafe, including some imported foods, and they choose food products they believed to be safer, such as irradiated meat or organic food. Even after a problem has been resolved regarding the safety of a food, consumer perceptions about the implicated food product and about the supplier's or exporting country's ability to produce safe food, and these perceptions may have a lasting influence on food demand and global trade (Ballenger, 2004).

### **Statement of the Problem**

Today consumers prefer to purchase cooked food because of convenience and price. Most of health problems result from consumers lack of awareness. Moreover, to safeguard peoples' health, the government sector such as the Ministry of Public Health established and promoted "Food Safety" program to influence people behavior and awareness of various problems affecting cooked food safety such as pollution, manufacturers responsibility and etc.

Nonthaburi Local Government Market I is a big and old market in Nonthaburi province which have launched food safety program. Therefore, this study specifically aims to determine

consumers' awareness of cooked food safety and information concerning food safety in Nonthaburi Local Government Market 1.

### **Objectives of the Study**

1. To describe demographic factors of the consumers
2. To examine information sources concerning cooked food safety
3. To analyze marketing mix factors of cooked food safety
4. To determine consumers' awareness of cooked food safety
5. To determine factors relating to between consumers demographic factors, information sources, marketing mix factors and awareness of cooked food safety

### **Expected Outcome**

Results can be served as guideline information regarding the awareness of cooked food safety, clarify the understanding about information sources, marketing mix affecting consumers' awareness of cooked food safety and benefits for the Ministry of Public Health campaign on cooked food safety.

### **Limitation of the Study**

The study selected only the Nonthaburi Local Government Market I on Pracharat Road, Mueang District, Nonthaburi province.

### **Definition of Terms**

**Demographic Factors** refer to sex, age, marital status, education, occupation and income of consumers who buy cooked food in Nonthaburi Local Government Market I.

**Information Sources** refer to media including newspaper, poster, leaflet, magazine, television, radio, internet, sign, and person media that affect to consumers' buying cooked food.

**Effect of Information Sources** refers to direct result to consumers after receiving the information on cooked food safety from newspaper, poster, leaflet, magazine, television, radio, internet, sign, and person media and getting more knowledge and more understanding of messages about cooked food safety.

**Benefit of Information Sources** refers to indirect result to consumers after receiving the information from newspaper, poster, leaflet, magazine, television, radio, internet, sign, and person media, and having more knowledge and understanding of cooked food safety and using this knowledge for decision making in buying safe cooked food.

**Marketing Mix Factors** refer to market strategy in Nonthaburi Local Government Market I that influence consumers' buying cooked food which include four aspects: product, price, place and promotion.

**Product** refers to the marketing component which focuses on stir, boil, and fried cooked food including pleasing and appetizing, nutritious/ good quality, fresh, warm and variety of cooked food safety in Nonthaburi Local Government Market I.

**Price** refers to the marketing component which focuses on appropriate price to amount, appropriate price to the quality, same cooked foods different prices and variety cooked foods different prices in Nonthaburi Local Government Market I.

**Place** refers to the marketing component which focuses on clean market, proper arrangement, convenient to commutes, distribution channel facility and variety cooked food in Nonthaburi Local Government Market I.

**Promotion** refers to the marketing strategy to influence and motivate more buyers including discount, add/ get free and persuade to buy cooked food in Nonthaburi Local Government Market I.

**Consumers** refer to individuals or persons who buy cooked food in Nonthaburi Local Government Market I.

**Awareness** refers to the consumers concerns on buying from clean stall, delicious cooked food, eye-pleasing 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, lot of customers, newly cooked food, good human relations of vendor, no chemical contamination, low price and favorite cooked food in Nonthaburi Local Government Market I.

**Cooked Food** refers to food already prepared by stirring, boiling and frying mixing which consumers take home such as curry soup, fish fried etc. in Nonthaburi Local Government Market I.

**Cooked Food Safety** refers to food already prepared by stirring, boiling and frying that is safe to eat in terms of cleanliness, safe and no chemical contamination from consumers' point of view.

**Nonthaburi Local Government Market I** refers to the place which sells cooked foods, fresh foods, ingredients, fruits and others. The market established in 1964 and located on Pracharat Road, Mueang district, Nonthaburi Province.