

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Demographic Factors of Consumer

Majority of the consumers were female (72.8%) age was between 26-45 years old (43.6%) and single (69.8%). Most of the consumers hold bachelor's degrees (51.7%) and they were private business employee (36.9%) and with monthly income below 10,000 baht (65.8%.)

2. Information Sources of Consumer

Most of consumers received the information sources from television (93.6%) followed by newspaper, radio, sign, magazine, poster, person media (especially friend), leaflet and internet, respectively. Moreover, the effects/ benefits from the information sources of cooked food safety were high.

3. Marketing Mix Factors

The marketing mix factors in Nonthaburi Local Government Market I were divided in 4 parts; product, price, place and promotion. The results found that the consumers' level of opinion towards marketing mix factors in product, price and place were high. Whereas promotion was moderate.

4. Demographic Factors, Information Sources and Marketing Mix Factors

Demographic factors, age, marital status, occupation and income were found to be significantly related to consumers' awareness on cooked food safety. Information source such

radio had a relationship with consumers' awareness. Marketing mix factors such as price had relationship with consumers' awareness of cooked food safety.

Hypotheses Testing

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

1. There was no significant relationship between sex and consumers' awareness of cooked food safety.
2. There was significant relationship between age and consumers' awareness of cooked food safety.
3. There was significant relationship between marital status and consumers' awareness of cooked food safety.
4. There was no significant relationship between education and consumers' awareness of cooked food safety.
5. There was significant relationship between occupation and consumers' awareness of cooked food safety.
6. There was significant relationship between income and consumers' awareness of cooked food safety.

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

1. There was no significant relationship between newspaper and consumers' awareness of cooked food safety.

2. There was no significant relationship between poster and consumers' awareness of cooked food safety.

3. There was no significant relationship between leaflet and consumers' awareness of cooked food safety.

4. There was no significant relationship between magazine and consumers' awareness of cooked food safety.

5. There was no significant relationship between television and consumers' awareness of cooked food safety.

6. There was the significant relationship between radio and consumers' awareness of cooked food safety.

7. There was no significant relationship between internet and consumers' awareness of cooked food safety.

8. There was no significant relationship between sign and consumers' awareness of cooked food safety.

9. There was no significant relationship between person and consumers' awareness of cooked food safety.

10. There was no significant relationship between effect and consumers' awareness of cooked food safety.

11. There was no significant relationship between benefit and consumers' awareness of cooked food safety.

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

1. There was no significant relationship between product and consumers' awareness of cooked food safety.

2. There was the significant relationship between price and consumers' awareness of cooked food safety.

3. There was no significant relationship between place and consumers' awareness of cooked food safety.

4. There was no significant relationship between promotion and consumers' awareness of cooked food safety.

Recommendations

1. The government department such as Ministry of Public Health which launched the cooked food safety campaign strategies should concentrate in the audiences specially single female age between 26-45 years old with bachelor's degrees or higher, working for private business company and earn lower or equal to 10,000 baht/month because most of them consume cooked food from the market.

2. Radio should be used as a promotional media for food safety campaign because it could reach both literate and illiterate people, cheap, use informal language and give more information clearly than other media.

3. The consumer should study more cooked food information for more awareness and to safeguard health from the chemical contamination and unsafe cooked food. Moreover, consumers should be buy cooked food from the stall that have the Ministry of Public Health approval sign or government approval sign (indicating cooked food safety), more than other convinces such as low price and presence of more customers when buying cooked from popular food stalls.

4. The Ministry of Public Health should more focus on cooked food safety campaign in terms of creating consumers awareness of buying clean and safer food by give cooked food information continuously.

Suggestion for Further Study

1. Consumers' awareness of cooked food safety in other traditional markets such as Reawadee Market, Chatujak Market, Si Moom Mueang Market and etc. should be conducted.

2. A study of consumers' awareness of cooked food safety focusing on psychological and social variable should be conducted.

3. A study of awareness of cooked food safety should be conducted with owner and food cooker.