

THESIS

**CONSUMERS' AWARENESS OF COOKED FOOD SAFETY
IN MUEANG DISTRICT, NONTHABURI PROVINCE**

PATCHARAVADEE SRIBOONRUANG

**A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
Master of Science (Development Communication)
Graduate School, Kasetsart University
2006**

ISBN 974-16-2164-7

Pacharavadee Sriboonruang 2006: Consumers' Awareness of Cooked Food Safety in Mueang District, Nonthaburi Province. Master of Science (Development Communication), Major Field: Development Communication, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Jumnongruk Udomsade, Ph.D. 73 pages.
ISBN 974-16-2164-7

This research aimed to describe, examine and analyze demographic factors, information sources, marketing mix factor and consumers' awareness of cooked food safety. Moreover, determine relationship between demographic factors, information sources, marketing mix factors and consumers' awareness of cooked food safety in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province.

Sample of the study consisted of consumers who buy cooked food in Nonthaburi Local Government Market I, Mueang district, Nonthaburi province. Data were collected from 298 consumers by using accidental method. Data were analyzed and presented through percentage, frequency, mean, standard deviation and Chi-square at 0.05 level. Findings revealed the moderate level of awareness of cooked food safety was (mean=2.06). Age, marital status, occupation and income were significantly related to consumers' awareness of cooked food safety at 0.05 level. There was significant relationship between radio and consumers' awareness of cooked food safety at 0.05 level. There was significant relationship between price and consumers' awareness of cooked food safety at 0.05.

The following recommendations have been proposed: Ministry of Public Health should launch cooked food safety campaign strategies concentrate in the target consumers. Radio should be used as a promotional media for food safety campaign. The consumer should be more aware of cooked food safety. The cooked food safety campaign should focus more on creating consumers awareness continuously.

Student's signature

Thesis Advisor's signature

— / — / —

ACKNOWLEDGEMENTS

I would like to express my deepest and sincere appreciation to prestigious persons for their advice, support and encouragement for the accomplishment of this memorable thesis work.

My heartfelt gratitude is extended individually to my thesis advisor. Associate Professor Dr. Jumnongruk Udomsade, as my Advisory Committee Chairman, who showed continual kindness, encouragement and gave patient advice throughout all phases of the development of my thesis. Assistant Professor Dr. Praderm Chumjai as a Major Advisor and Assistant Professor Dr. Pichai Thongdeelert as a Minor Advisor, who guidance beneficial suggestions and significant information for completion of this thesis.

Furthermore, my special thanks to P'Boy, Golf, P'Jai, Yui, Ao, P'News and friends who always tirelessly patient and encouraged me throughout this period of my studies.

Lastly, I wish to express my gratitude to my mom, dad, P'Boon who love and support throughout this period of my studies.

Patcharavadee Sriboonruang
May 2006

TABLE OF CONTENTS

		Page
LIST OF TABLES		iii
LIST OF FIGURES		iv
CHAPTER I	INTRODUCTION	1
	Statement of the Problem	2
	Objectives	3
	Expected Outcome	3
	Limitation of the Study	3
	Definition of Terms	4
CHAPTER II	LITERATURE REVIEWS	6
	Communication	6
	Development Communication	9
	Media Exposure	10
	Information Sources	12
	Awareness	13
	Product Awareness	14
	Factor Influencing Buyer's Behavior	15
	Consumer Decision Making	18
	Cooked Food	20
	Marketing Mix Factors	22
	Background of Nonthaburi Local Government Market I	24
	Related Research	24
	Hypotheses	26
	Conceptual Framework	27

TABLE OF CONTENTS (CONTINUED)

		Page
CHAPTER III	RESEARCH METHODOLOGY	28
	Research Design	28
	Population	28
	Sample Size	28
	Research Instrument	29
	Pre-testing of Research Instrument	32
	Data Collection	32
	Data Analysis	32
CHAPTER IV	RESULT AND DISCUSSION	33
	Demographic Factors of Consumers	33
	Information Sources of Consumers	35
	Marketing Mix Factors	37
	Consumers' Awareness of Cooked Food Safety	40
	Hypotheses Testing	43
	Discussion	56
CHAPTER V	CONCLUSION AND RECOMMENDATIONS	58
	Conclusion	58
	Hypothesis Testing	59
	Recommendations	61
	Suggestion for Further Study	62
REFERENCES		63
APPENDIX		66

LIST OF TABLES

Table	Page
1	Demographic Factors of the Consumers 33
2	Consumers' Information Sources and Frequency of Receiving Information on Cooked Food Safety 35
3	Person Media as a Source of Information on Cooked Food Safety 36
4	Effect/Benefit of Information Received From All Media 36
5	Opinion of Consumers in Marketing Mix Factors in Product of Cooked Food 37
6	Opinion of Consumers in Marketing Mix Factors in Price of Cooked Food 38
7	Opinion of Consumers in Marketing Mix Factors in Place of Cooked Food 38
8	Opinion of Consumers in Marketing Mix Factors in Promotion of Cooked Food 39
9	Opinion of Consumers in Marketing Mix Factors of Cooked Food 40
10	Consumers' Level of Awareness of Cooked Food Safety 40
11	Relationships Between the Consumer Demographic Factors and Awareness of Cooked Food Safety 43
12	Relationship Between Sex and Awareness of Cooked Food Safety 44
13	Relationship Between Age and Awareness of Cooked Food Safety 44
14	Relationship Between Marital Status and Awareness of Cooked Food Safety 45
15	Relationship Between Education and Awareness of Cooked Food Safety 45
16	Relationship Between Consumers' Occupation and Consumers' Awareness of Cooked Food Safety 46

LIST OF TABLES (CONTINUED)

Table	Page
17 Relationship Between Consumers' Income and Consumers' Awareness of Cooked Food Safety	46
18 Relationship Between Information Sources/Effect, Benefit and Awareness of Cooked Food Safety	47
19 Relationship Between Newspaper and Awareness of Cooked Food Safety	48
20 Relationship Between Poster and Awareness of Cooked Food Safety	48
21 Relationship Between Leaflet and Awareness of Cooked Food Safety	49
22 Relationship Between Magazine and Awareness of Cooked Food Safety	49
23 Relationship Between Television and Awareness of Cooked Food Safety	50
24 Relationship Between Radio and Awareness of Cooked Food Safety	50
25 Relationship Between Internet and Awareness of Cooked Food Safety	51
26 Relationship Between Sign and Awareness of Cooked Food Safety	51
27 Relationship Between Person Media and Awareness of Cooked Food Safety	52
28 Relationship Between Effect and Awareness of Cooked Food Safety	52
29 Relationship Between Benefit and Awareness of Cooked Food Safety	53
30 Relationship Between Marketing Mix Factors and Consumers' Awareness of Cooked Food Safety	53
31 Relationship Between Product of Cooked Food and Awareness of Cooked Food Safety	54
32 Relationship Between Price of Cooked Food and Awareness of Cooked Food Safety	54

LIST OF TABLES (CONTINUED)

Table		Page
33	Relationship Between Place of Cooked Food and Awareness of Cooked Food Safety	55
34	Relationship Between Promotion of Cooked Food and Awareness of Cooked Food Safety	55

LIST OF FIGURE

Figure		Page
1	Conceptual Framework	27