

Porlin Chutimaolan 2012: Shelf Layout and Package Strategy in Food Convenience Store. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging and Materials Technology. Thesis Advisor: Assistant Professor Pinya Silayoi, Ph.D. 221 pages.

Consumer behavior is important with purchase decision making especially within food convenience store environment. In packaging strategic development, it is necessary to understand consumer need in each element for respond with their requirements. The aim of this study was to determine effect of in-store and out-of-store factors which affect to consumers' shopping decision in food convenience store and to develop packaging strategy which capable with different consumer segments on package food shopping by consumer survey collection at ten locations in Bangkok. The result of in-store effect by observational studies with 786 consumers revealed that packaging elements, products' floor plan and price affected to the first package decision making. Correlation analysis found that quantity of first package, overall buying period and price's first package had positive correlation coefficient with consumer's shopping expense per time. Shelf layout was determined and revealed that each position affected differently to consumers' food choices varied by product categories. Out-of-store factors studying were conducted by questionnaire surveys based on convenience sampling including 176 consumers. Regarding factor analysis method found that the strongest factors which effect to purchase decision behavior on emotional and rational reasons were convenience and food nutrition, respectively. Chronic time pressure was the most influence factor on time pressure condition which affected to decision making. And aesthetic packaging was the most package elements that affected to buying decision. When all factors were analyzed by multiple regressions revealed that emotional reasons on purchase decision factors had relationship with aesthetic, functional and technology packaging elements significantly. Rational reasons on buying decision factors had relationship with functional, communicating and technology packaging elements significantly and time pressure factors had the relationship with aesthetic and functional packaging elements. Regarding the consumer segmentation, the cluster analysis technique were used and revealed that three groups of consumers were found which are "Contemporary", "Functionalism" and "Media consumer".

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