

ABSTRACT

The main purpose of this research was to examine selected demographic variables and values, that affected consumers' purchase behavior of Ezy Go frozen ready to eat food. The data were derived from three hundred and eighty three respondents from three out of twenty branches of 7 Eleven in Bangkok that had recorded the highest sales for Ezy Go products. These three branches were Thammasat Rangsit Technology, Pramongkut Hospital 2, and Sirikit Medical Centre. SPSS computer package was used as a tool of analysis. In terms of statistical application, percentage, mean, Chi-square test, and Spearman rank order correlation coefficient were applied. This study offered the following conclusions:

1. The two most important values held by Bangkokians who purchase and eat Ezy Go frozen ready to eat food were being well respected, and being secure. On the other hand, a sense of accomplishment and excitement were rated lower, which implies that when compared with other values, a sense of accomplishment and excitement are perceived as less important in respondents' lives.
2. According to the consumer's opinion survey, menu items such as *Khao Ka-Prow Kai*, *Khao Kang Keaw Wan Kai*, and *Khao Pa-nang Moo*, were the most favorite. The majority of Ezy Go products were purchased during 21.01-24.00 and 18.01-21.00 hrs. Convenience and Time pressure are the most important factors that influence the respondents to buy Ezy Go. Conversely, innovation and price are the least important factors.
3. This research findings show that some demographic factors are related with reasons for buying Ezy Go, and these were age, education, and income. In terms of frequency of purchase, only one variable, education, was positive correlated.

4. The findings also showed only one factor, convenience, was positively related to four out of nine values. Convenience was related to a sense of accomplishment, warm relationship with others, a sense of belonging and excitement.

The study offered several recommendations for marketers of 7 Eleven's Ezy Go, as well as other retailers of ready to eat foods, in general. The study concluded with suggestions for further research.

