

ABSTRACT

This research focuses on examining the factors relating to intention of purchasing century egg. The research's objectives are: (1) to examine relationship between consumers' concerns about food safety with purchase intention of century egg; and (2) to determine relationship between product attributes of century egg and purchase intention of consumers. There are two main independent variables in this study: the perception about food safety concerns and the perception about importance of product attributes. The first independent variable (the perception about food safety concerns) consists of 2 sub-variables, which are chemical, microbiological hazards. Another independent variable (the perception about importance of product attributes) consists of 6 sub-variables: the perception about importance of appearance (color of century egg's eggshell), availability, nutrition, price, quality and usage. The purchase intention for century egg is the dependent variable of this research.

Concerning methodology, a survey was applied for this research. Self-administered and closed-ended questionnaires were distributed to 300 respondents, both males and females, who live in Bangkok area and have purchased century eggs. The questionnaires were given to respondents at six bazaars in Bangkok: Klong Teay market, Huay Kwang market, Bang Sue market, Vong Vien Yai market, Bang Kapi market, and Nakorn Thai (Lad Praw 101) market.

In testing the eight hypotheses of this research, the Spearman's rank-order correlation coefficient was applied to test the relationship between the independent and dependent variables. The results from the test showed that only five independent

variables were related to the purchase intention for century egg: (1) the perception about chemical hazard, (2) the perception about microbiological hazard, (3) the perception about importance of appearance, (4) the perception about importance of quality, (5) the perception about importance of usage. The first-two variables are negatively associated with the purchase intention. Others are positively associated with intention to purchase the century egg

The conclusion of this research is that factors affecting intention to purchase century egg are concerns of chemical, microbiological hazard, appearance (color of century egg's eggshell), the quality, the usage of century egg. Therefore, manufacturers and marketers of century egg should regard these factors in order to develop their products for satisfying consumers as well as drawing the intention of consumers to purchase products.

The next point of expansion research should deeply study in each factor which is associated with the intention of purchasing century egg and ought to focus on other factors which may be related to purchase intention for this kind of preserved egg. In addition, the further research may study the intention to purchase century egg of consumers in other regions of Thailand because this research only focused on studying the intention to purchase century egg of Bangkok consumers.