



THE RELATIONSHIP BETWEEN VALUES AND PURCHASE BEHAVIOR OF
CONSUMERS OF EZY GO FROZEN READY TO EAT FOOD OF
CP 7 ELEVEN IN BANGKOK

by

PACHARAPHAN RATANAKITSUNTORN

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

March 2003

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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.



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I would particularly like to thank all 383 respondents for providing me with valuable information in responding to the questionnaires. Without them, this thesis would not be accomplished.

Finally, I would like to express my gratitude and thanks to the two most important persons in my life, Mr. Narin and Mrs. Heady Ratanakitsunthorn for all of their support, warmth, understanding, encourage, inspiration, and love. Without them, I would never have completed this thesis. As well, I would like to express sincerest gratitude to my younger sister, my MBA gang, and old friends who always encouraged me throughout my study at AU.

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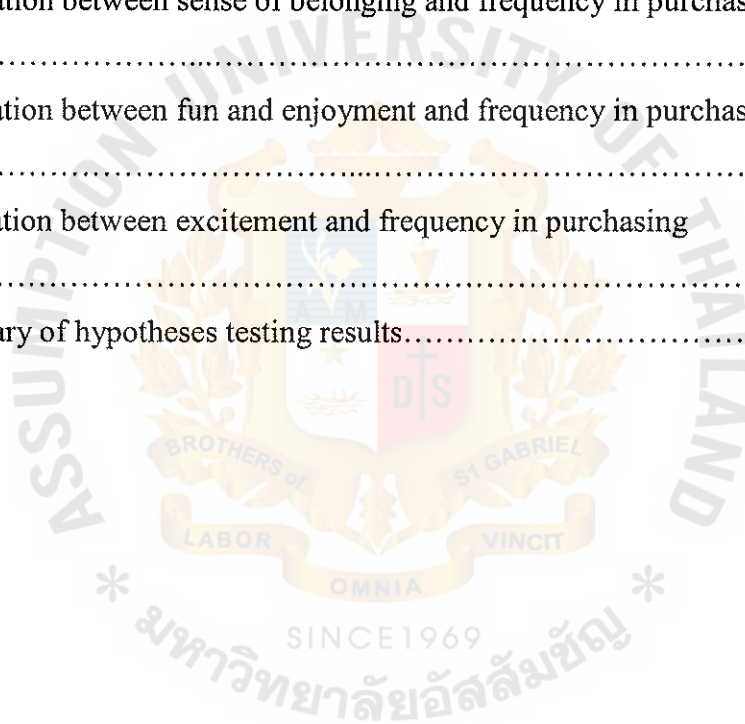
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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Background of the Study

✓ Today's consumers are complex decision-makers. They take many factors into account when buying food, for example, is it convenient? what is the packaging like? is it expensive? is it healthy? is it delicious? does it suit my lifestyle? Today's consumers are faced with more food options than ever before. Changes in eating patterns, more frequent eating occasions and range of eating locales, are tied to changes in daily schedules. Consumers want food that is tasty, convenient and at the right price (Mogelonsky, 1998).

The convenience trend is attributed to the double digit growth seen in categories such as ready to eat refrigerated meals and meal makers, and refrigerated pre-packing salads – convenience products designed to make meal preparation easier for today's lifestyles (AC Nielsen, 2002). Henry (1976) stated when people look around the world, despite all of the cultural differences that one would expect, certain types of products resonate with global consumers, products that are healthy, convenient and provide some excitement and innovation to their lives.

A new trend has combined both the desire for convenience and the ideal of the home family meal: complete meals eaten but not prepared at home, such as home meal replacements, fully prepared meals, sold mainly in grocery stores that can offer a more nutritious alternative to much of the food sold in fast food outlets. Sales of home meal replacements at supermarkets soared in the 1990's (Bowers, 2000). Meals nowadays tend to be more afterthoughts than planned occasions. Consumers are trying to find any method or product intended to save cooking time or effort that would normally be required to prepare a meal in the traditional scratch method.

Even when people choose to eat at home, it is more than likely that at least part of the food has been prepared somewhere else by someone else. Consumers do not always have time to whip up a home-cooked meal (Miller, 1997). Consumers today are using their refrigerators as meal pantries, rather than stocking their shelves with canned or boxed ingredients. Many restaurants are trying to attract more consumers by offering eat-in or take-out options, and a kid-friendly atmosphere. Both

supermarket and manufacturers are providing short cuts to speed up home cooking time by offering everything from pre-cleaned and pre-cut vegetables to entire meals in a box (Mogelonsky, 1998).

✓ In Bangkok, where time is precious and economic matters are the things that people find themselves most concerned with, a new lifestyle has rapidly emerged. The pace of urban living is hectic. Up at 6 am, at work by 8 am, not home again till 8 pm. With so many things to do outside work, things have to change. And one noticeable change, has been the eating habits of Bangkokians. Today, urban pressures have pushed Bangkokians to pursue a different pattern of consumption from previous days. Breakfast and lunch are taken individually outside the home, while dinner is ready-to-eat food picked up on the run and eaten at home. The main reason why ready-to-eat food is quite popular among Bangkokians, presently, is the change of economic patterns within the family (Traisawasdichai, 1990). Housewives, who have always been the food suppliers in the family, now have to be responsible for earning the family's income just like their husbands. Most Thai women work at least part-time, and children spend more time in day care and other out-of-home situations (Mogelonsky, 1998). They become part of the vicious urban economic circle and struggle to find enough time to do everything they must (Traisawasdichai, 1990). The trend toward bringing meals prepared by eating places or grocery stores into the home will likely continue, as the food industry searches for new ways for busy families to share meals together around the dinner table (Bowers, 2000).

Traditional Thai Fast Foods

Napat and Szanton (1986) studied the basic needs of households in Chonburi town and they found they were generally the same as that in the Central region. Boiled rice is eaten with constituents classified into 3 main types according to the methods of cooking with ingredients namely "*Kaeng*" (includes curries and soups of different meats and vegetables), "*Phad*" (quick frying of meat or vegetables) and "*Tod*" (fried foods e.g. egg, fish, beef or pork). In addition to these main dishes is the spicy chili paste dip called "*Nam Prik*" (similar to Sambal in Indonesia). Each meal may consist of 2-3 dishes of these, depending on the food budget of the households.

The main meal of the day generally refers to dinner when these constituents are cooked at home for the whole family. The survey reveals that street foods play an

important role in people's diet. It was found that almost 70% of the households more or less depend on street foods. As reported by the respondents in the same study by Napat and Szanton (1986), 55.6% of the households only cook for certain meals, whilst 32% said they cook all 3 meals. About 13% do not cook at all and have to depend solely on street foods. The data in Table 1.1 shows is the frequency counts of food purchases and self cooking of all households for each meal. It also shows the general pattern that the midday meal is not cooked by most of the households and thus, substituted by street foods. Street food not only substitutes but also supplements the home cooking dishes, e.g. for the evening meal.

Table 1.1 : Percentage of food preparation by meal of the household

	Own cooking	Buy prepared food	Own cooking and prepared food
Morning Meal	42.2	33.7	23.7
Midday Meal	19.3	72.3	7.2
Evening Meal	47.4	16.9	25.3

Source : Napat, Sirisambhand, Szanton, Dr.Christina. (1986). Thailand's Street Food Vending: The Sellers and Consumers of "Traditional Fast Foods". Women's Studies Programme, Chulalongkorn University, Social Research Institute.

The type and varieties of food available, are mainly Thai dishes such as meat curries, e.g. chicken or beef green curries (*kaeng kwiew wan kai/nua*), vegetable and fish sour soup (*kaeng som*) and fried meat with herbs and chili paste (*pahd phet nua/kai, etc.*). There are about 60 varieties of this food available in the town. This type of food is not usually cooked at home especially in the smaller households because it is time consuming to prepare the paste and not economical to cook a small portion. The common Thai dishes in this category are *Khao Kaeng* or rice topped with assorted Thai curries and *Kanom chin nam ya, kaeng kai*, etc. which is Thai sticky rice noodles topped with curries.

Midday meals are the least often cooked in all households. People depend on prepared food particularly "light meals type" such as noodles or rice topped with pork or chicken etc. This type of food is generally eaten by working members of the household, as well as by housewives. City people are busy working outside home,

thus eating out or buying prepared food for individual or household consumption is the common practice.

The Food Industry in Thailand - an overview

The prices of food and beverages in the first 2 quarters of the year 2000 was negative (1.6%) due to a fall in the prices of agriculture produce that were in surplus demand. The prices of food sold in market fell by 8.2%. The prices of vegetables and fruit; eggs, and dairy products; meat, poultry and sea food; non alcoholic drinks; and rice, powder and powder products fell by 5.8%, 4.1%, 2.2%, 2.1% and 1.5% respectively, while the prices of ready to eat food increased by 0.6% (Thai Commercial Research Center, 2001). In the year 2002, the total market value of food industries was approximately 1.5 –1.6 billion baht (Thansettakij, March 3, 2002). Fast food is the one of the biggest segments, 12,000 million baht. KFC is the market leader in the fast food industry and had a sales volume of approximately 4,000 million baht per annum. Meanwhile, McDonald gained a sales volume of 2,000 million baht and Pizza market is worth 2,000 million baht (Thansettakij, March 3, 2002). The value of such a market is approximately 1,300 million baht. The market for self-service food courts or food centers is not superfluous but can be stable. The market size of self-service food is approximately 3,500 million baht. Street food market accounts for over 55,000 million baht (Thansettakij, March 3, 2002).

The market of buy & eat at home and delivery foods is rapidly expanding and is worth 1,300 million baht. The major reason for this is the variety of foods for selection. Restaurants and food shops have a market value of 500,000 million baht; for example Sukiyaki gained more than 2,000 million baht. According to the research conducted on Thai consumer behavior, it is found that people who live in Bangkok spend their money on eating outside the home on an average of 1,800 million baht per month, which is considered as only 5 % expenditure of total income per household (Thansettakij, March 3, 2002). Thai average monthly income and expenditure in 2000 are shown in Table 1.2 and 1.3.

Table 1.2: Thai Average Monthly Income and Expenditure by region: 2000

Region	Average household size	Average monthly income (Baht)		Average monthly expenditure (Baht)	
		Per household	Per capita	Per household	Per capita
Whole Kingdom	3.6	12,150	3,358	9,848	2,722
Greater Bangkok ⁽¹⁾	3.2	25,242	7,794	19,582	6,046
Central Region ⁽²⁾	3.5	13,012	3,715	10,389	2,966

(1) Includes Nonthaburi, Pathum Thani and Samut Prakan

(2) Excludes Bangkok, Nonthaburi, Pathum Thani and Samut Prakan

Source : National Statistical Office, Office of the Prime Minister, Statistical Yearbook Thailand, 2001

Table 1.3 : Thai Average Monthly Expenditures per household

Type of expenditure	Whole Kingdom		Greater Bangkok		Central Region	
	1998	2000	1998	2000	1998	2000
Percentage per household	100.0	100.0	18.0	18.0	19.1	19.2
Average household size	3.6	3.6	3.2	3.2	3.5	3.5
Average monthly expenditures (Baht)	9,910	9,848	19,178	19,582	10,411	10,389
Expenditures for consumer products (Baht)	8,608	8,558	16,383	16,730	9,168	9,141
- Food and Beverage (Baht)	3,173	3,174	5,475	5,498	3,381	3,410
- Alcohol Beverage (Baht)	220	197	457	390	251	231
- Cigarettes (Baht)	128	119	206	179	165	158

Table 1.3 : Thai Average Monthly Expenditures per household (Continued)

Type of expenditure	Whole Kingdom		Greater Bangkok		Central Region	
	1998	2000	1998	2000	1998	2000
- Clothing (Baht)	430	377	720	673	416	361
- Accommodations (Baht)	2,155	2,183	4,551	4,800	2,303	2,265
- Doctors Fee (Baht)	255	263	473	473	285	288
- Personal (Baht)	264	266	484	504	262	264
- Vehicles and Communication Service (Baht)	1,461	1,468	2,849	2,964	1,583	1,673
- Entertainment and Readings (Baht)	187	179	432	432	216	214
- Education (Baht)	237	248	663	747	158	173
- Miscellaneous (Baht)	99	84	73	70	150	102
Expenditures for non-consumer products (Baht)	1,302	1,290	2,796	2,852	1,244	1,248

(1) Includes Nonthaburi, Pathum Thani and Samut Prakan

(2) Excludes Bangkok, Nonthaburi, Pathum Thani and Samut Prakan

Source : National Statistical Office, Office of the Prime Minister, Statistical Yearbook Thailand, 2001

7 Eleven

7 Eleven pioneered the convenience store concept way back in 1927 at the Southland Ice Company in Dallas, Texas. In addition to selling blocks of ice to refrigerate food, an enterprising ice dock employee began offering milk, bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied consumers and increased sales, and convenience retailing was born. The company's first convenience outlets were known as Tote'm stores since consumers "toted" away their purchases, and some even sported genuine Alaskan totem poles in front. In 1946, Tote'm became 7 Eleven to reflect the stores' new, extended hours - 7 a.m. until 11 p.m., seven days a week. The company's corporate name was changed from The Southland Corporation to 7 Eleven, Inc. in 1999. Today, 7 Eleven is the undisputed leader in convenience retailing with more than 21,000 stores operating in the U.S. and 16 other countries and total sales of more than \$27 billion in 1999. (retrieved on September 20, 2003 from <http://www.7Eleven.com/about/history.asp>)

CP 7 Eleven

Charoen Phokaphan Group signed the formal contract and bought the "7 Eleven" license to operate in Thailand from Southland Corporation Limited on November 7, 1988 by operating it through C.P. Seven Eleven Company Limited. In the past few years, 7 Eleven franchise stores gradually increased and operated over 1,600 branches in Thailand. The company usually opens about 200 new stores each year. At present, 7 Eleven, the biggest franchise business system in Thailand, has a total of 1,913 stores as shown in Table 1.4. In addition, the company is expected to have 2,000 convenience stores by the end of year 2002. Furthermore, 7 Eleven aims to cover 3,000 stores within the year 2006 (CP 7 eleven Plc., 2002).

Table 1.4 : Figures of 7 Eleven convenience stores in Thailand in 1996-2002**(Unit : Shops)**

Area	1996	1997	1998	1999	2000	2001	2002 <i>Jan – August*</i>
Total	715	880	1,105	1,324	1,521	1,613	1,913
Bangkok and Suburban	460	550	754	819	939	983	1,180
Province	155	220	259	431	501	519	671
Sub-Area	100	110	92	74	81	83	62

Source : Thansettakij Newspaper, May 17, 2001.

(* = source from CP 7 Eleven Plc.)

CP 7 Eleven's sales totaled 23 billion baht in 2001, 10% more than in 2000. In 2002, it projected a 15% increase to 26 billion baht, driven by store expansion and 7-Catalog (Siam Thurakij, 2001). The key success factors of CP 7 Eleven is to find the good location, understand the needs and wants of consumers, strong management team, good shelf position, and unique characteristics. In the meantime, 7 Eleven displays combine a variety of the company's products with coupons and leaflets (Miller, 1997). 7 Eleven management is focused on running a clean, creative, and friendly store. There are at least 1,000 consumers who come to each branch of a 7 Eleven on an average of 4 times a week. (Siam Thurakij, January 21-27, 2001). Therefore, when we combine all stores, there are more than 1,800,000 consumers daily.

7 Eleven is a convenience store which not only sells consumer products and services but it has become one part of Thai people's lifestyle. The stores also provide many kinds of counter services such as centers for paying electric bills & telephone bills (Pay-point), selling concert tickets, and other activities. Am-Pm and Family Mart are the main competitors of 7 Eleven.

Charoen Phokapan Group

The company set up Food Service Sales, for focusing only on frozen food made from chicken under the brand name "Premo". It is distributed in supermarkets using strategies of selling through "Corner". CP salespersons promptly fry the foods and the consumers are able to eat the foods immediately. The chicken products are Yakitori Chicken, and Ball Chicken.

CP expanded the product from frozen food from chicken, to Frozen Ready to Eat Food under the brand name, "*Mang-Korn-York*", which is classified into 2 groups:

1. Categorized by Way of Cooking

1.1 Steamed food such as Sa-la-pao, Ka-num-jeeb

1.2 Fried food such as Spring Roll, Ball fried

1.3 Grilled food such as Yakitori , Hamburger

1.4 Boiled food such as Boiled Shrimp; Shrimp, Chicken, Pork covered in Cabbage

2. Categorized by Type of Food

2.1 Dim-Sum Group

2.2 Boxed Meal (Frozen Ready to Eat)

In the past, Mang-Korn-Yok was solely exported to European countries, but has currently expanded to the local market. 7 Eleven shops, Macro, supermarkets in department stores, educational institutes, and hotels are the distribution channels of the products. The company spends a lot of money and time for hiring salespeople to demonstrate products and providing free trial tests for foods at the point of purchase in order to create awareness of the consumers toward the Frozen Ready to Eat Food. The company also uses sole distributors to distribute their products (Krierviriyapan, 1996).

Ezy Go

✓Everyone needs food for survival. Nowadays, consumers find a different option for putting a meal on the table, which is easy and economical. Frozen ready to eat (FRTE) is one of the choices that are provided by 7 Eleven convenience meals. The original FRTE idea came from the North - South Pole dwellers who kept their foods buried in the snow for extending food life which they called "Ready to Eat" or "TV Dinner".

The management of CP 7 Eleven foresees the demand that convenience foods would be increasing day by day. Some Thai people have to work overtime, some people do not want to scramble with others to buy foods for lunch, and some are single or stay with a few members in the family. Therefore, more packaged good companies are rolling out convenience products and launching promotions to show how their products can be used to make tasty-home-cooked meals with minimal

hassle.

Ezy Go is a Frozen Ready to Eat brand that has been launched in 7 Eleven since January 5, 2001. One month after Ezy Go was introduced, more than 100,000 boxes were sold (Deli News, 2001). In August 2002, the average daily sales of Ezy Go boomed and this is shown in Table 1.5 which displays a list of the 20 highest sales of Ezy Go of stores in Bangkok. Ezy Go can offer fast, tasty, and a variety of menus in the corner of every 7 Eleven convenience store in Thailand. The slogan of Ezy Go is “Every Meal Convenience at 7 Eleven”

Table 1.5 : The top daily sales (in volume) of 20 Ezy Go's in August 2002

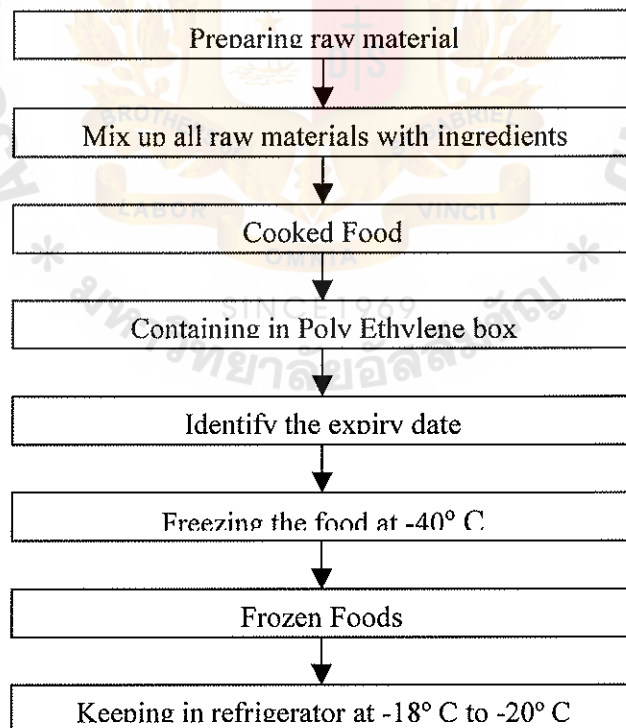
	Area	Branch	Average quantities (boxes/branch/day)
1	North	<i>Bangkok International Airport</i>	107
2	North	<i>Mu ban Nak-kee-la MT. 1</i>	91
3	North	<i>Mu ban Nak-kee-la MT. 2</i>	85
4	North	<i>Sirikit Medical Centre</i>	72
5	East	<i>Booth in Kaset University (Bangken)</i>	54
6	North	<i>Thammasat Rangsit Technology</i>	53
7	South	<i>Booth in Bangmod Technology</i>	48
8	North	<i>Rangsit University</i>	47
9	North	<i>Pramongkut Hospital 2</i>	47
10	North	<i>Soi Jed Pee Nong</i>	45
11	East	<i>Abac</i>	43
12	South	<i>Police Hospital</i>	41
13	South	<i>Dormitory in Kaset University (Kampengsan)</i>	40
14	North	<i>Sri Ayudhaya</i>	39
15	East	<i>PTT gas station (Vipavadee 30)</i>	38
16	North	<i>Mor chid 2 (point 3)</i>	37
17	North	<i>Muang Tong Condo</i>	32
18	East	<i>Bangkok Hospital</i>	29
19	North	<i>Booth in Rama Hospital</i>	28
20	North	<i>Muang Aek 2</i>	28

Source : Cash Report by PMA CP 7 Eleven Plc., August 2002

✓ Process of manufacturing of Frozen Ready to Eat

According to the Figure 1.1, the process of FRTE starts from preparing raw materials and mixing up all raw materials with ingredients after which, the cooked food is immediately contained in a polyethylene box, expiry date stamped, and the food frozen at -40°C in order to prohibit bacteria or germs. The food can be kept long without spoiling. Frozen foods are to be kept in the refrigerator at -18°C to -20°C . In addition, freezing food under very low temperatures while the food is just cooked does not destroy fibers. Consumers can also feel relieved about the value of FRTE because all the frozen processes do not effect vitamin, mineral salt, or nutritional value. Adversely, the food can be conserved, and the value of FRTE food is more than the transformed food. The life span of FRTE is approximately one year, but the package should be properly kept, with neither leakage nor loose cover (Krierviriyapan, 1996).

Figure 1.1 : Layout of manufacture of frozen foods



Source : Zeuthen, P.(1990). Processing and quality of foods. London: Elsevier Applied Science.

Table 1.6 : Menu of Ezy Go

	Menu List	Price per box (Baht)
1	<i>Khao Pa-nang Moo</i>	25
2	<i>KhaoKra-prow Kai</i>	25
3	<i>Khao Kai-Ob sauce</i>	25
4	<i>Khao Pad Num prik Pao</i>	25
5	<i>Khao Moo-Kwar-Kling</i>	25
6	<i>Khao Moo-Ob-A-Roi</i>	25
7	<i>Kao Moo-Pan-Kon sauce Kratiem</i>	25
8	<i>Khao Pad-ra-praw Ki Mao-Moo</i>	25
9	<i>Spaghetti Ki-Mao-Moo</i>	25
10	<i>Khao Ob-sub-Pra-Rod</i>	25
11	<i>Khao Pad-Pog Kra-Ree</i>	25
12	<i>Khao Mu-tod-Sauce Kra-tiem-Pril Thai</i>	25
13	<i>Khao Pad-Kra-tiem-Kai-Sub-Pan Kon</i>	25
14	<i>Khao Moo-Pad-Prik-Sod</i>	25
15	<i>Khao Pad-Preaw-Wan-Kai</i>	25
16	<i>Khao Kang Keaw Wan Kai</i>	25
17	<i>Khao Kai-Spicy</i>	29
18	<i>Khao Kai-Kow-Lee</i>	29
19	<i>Jok Set-thee-Hongkong (Khun Rheed's recipe)</i>	30
20	<i>Spaghetti Sauce Kai</i>	32
21	<i>Macaroni Sauce Kai</i>	32
22	<i>Spaghetti Sukhothai (Khun Rheed's recipe)</i>	35
23	<i>Khao-Pow-Moo-Kow-Hom-Khai-Kem</i> <i>(Khun Rheed's recipe)</i>	35
24	<i>Khao-Khai-Pa-lo-Jak-Ga-Pad</i> <i>(Khun Rheed's recipe)</i>	35

Source : Information from CP 7 Eleven Plc., August 2002.

Ezy Go provides Thai popular menu items, nutrition, good taste is 100% clean, and is sold at the most reasonable prices when compared to other FRTE

competitors. Ezy Go menus and prices are shown in Table 1.6. They are developed for local consumers taste, without any Monosodium Glutamate (MSG) or any kinds of preservatives, and distributed solely through 7 Eleven stores.

Target Market

CP 7 Eleven segments their groups of Ezy Go consumers by gender, age, and occupation. The main target market for Ezy Go is both male and female, aged approximately 19-35 years. The consumers who buy Ezy Go are aged between 23-35 years (CP 7 Eleven Plc., 2002). For occupation, the markers concentrate on undergraduate students, working people, and housewives. The product is sold 24 hours a day. Moreover, the product is sold heavily for dinner, lunch and breakfast of which the proportions are 50% 30% and 20% respectively.

1.2 Statement of the problem

Presently, changes in economic patterns has caused the FRTE foods to gain popularity among Bangkokians. The patterns of urban society are far different to what they were in the past. Housewives, for example, who have always been the food supplier in the family, now have to be responsible for earning the family's income just like their husbands. They can no longer spend all their time in the kitchen because they have become part of the vicious urban economic circle and struggle to find enough time to do everything they must. In addition to lack of time, tensions built up during the day due to traffic congestion, pollution etc. often making them too tired to cook their own evening meals.

As ready-to eat is certain to remain a part of Bangkokians' lifestyles, the marketers should be aware and understand the real needs, ~~values~~ and purchase behavior of consumers which are very important because they can launch the right products that can satisfy the consumers' need. Therefore, a realization of consumer's demands means that the opportunity of success would be widened.

This study focused on investigating the relationship between ~~values~~ and consumers' purchase behavior of frozen ready to eat products. Hence, this study's main focus was on the ~~values that were linked to~~ buying behavior of Ezy Go frozen ready to eat products by CP 7 Eleven in Bangkok.

frozen food

Research questions

A research question is the researcher's translation of the research problem into a specific need for inquiry (Zikmund, 1991). A research question is a statement of what specific information is required for progress toward the achievement of the research purpose (Aaker et. al., 1995).

1. Are consumer demographics associated with purchase behavior of Ezy Go FRTE products?
2. What are the values associated with purchase behavior of Ezy Go FRTE products?

1.3 Objectives

1. To study the demographic characteristics are related to consumers' purchase behavior of Ezy Go frozen ready to eat food.
2. To determine values are related to purchase behavior of Ezy Go frozen ready to eat food.

1.4 Limitations

1. This research only focused on people who have bought and eaten Ezy Go.
2. The area of the research study was limited to Bangkok Metropolis.
3. The items of Ezy Go which were expanded in the menu list beyond August 2002, were excluded.

1.5 Scope of the study

There are a number of convenience food manufacturers in the Thai market. However, this research only concentrated on frozen ready to eat, not other kinds of food. Ezy Go brand, launched by CP 7 Eleven Plc., is selected as a basis for studying the values and purchase behavior of consumers rather than other brands, because the company is the most famous convenience store which has over 1,100 branches in Bangkok and the shops are opened round the o'clock. The products of frozen ready to

eat are highly acceptable since they have been launched into the Thai market.

1.6 Significance of the study

The findings of this research investigation will support CP 7 Eleven marketers especially in the frozen ready to eat food section in order to adjust or improve their marketing strategies. The marketers of these types of food products will be more understanding of their consumers' values and their purchase behavior. The findings of this study will provide them with valuable information for developing their market planning, for example, better menu planning, to increase consumers' satisfaction. Moreover, the findings are also useful to both existing frozen ready to eat manufacturers, as well as any entrepreneurs who are interested in developing this type of product in the future.

1.7 Definition of Terms

Attitude : is related to the total effect associated with that individual's belief, intentions, and behaviors (Fishbein and Ajzen, 1975). Attitude consists of 3 main components; cognitive, affective, and behavioral.

Consumer Behavior : how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. This includes who buys the product, what consumers buy, when consumers buy, where consumers buy, motives to purchase, how consumers buy, and how often they buy (Schiffman and Kanuk, 2000).

Convenience food : a menu item in a preserved state that with objective finishing instructions allows the serving of that menu item without need for a skilled cook or baker to assure customer acceptance of that item (Davies and Gary, 1997).

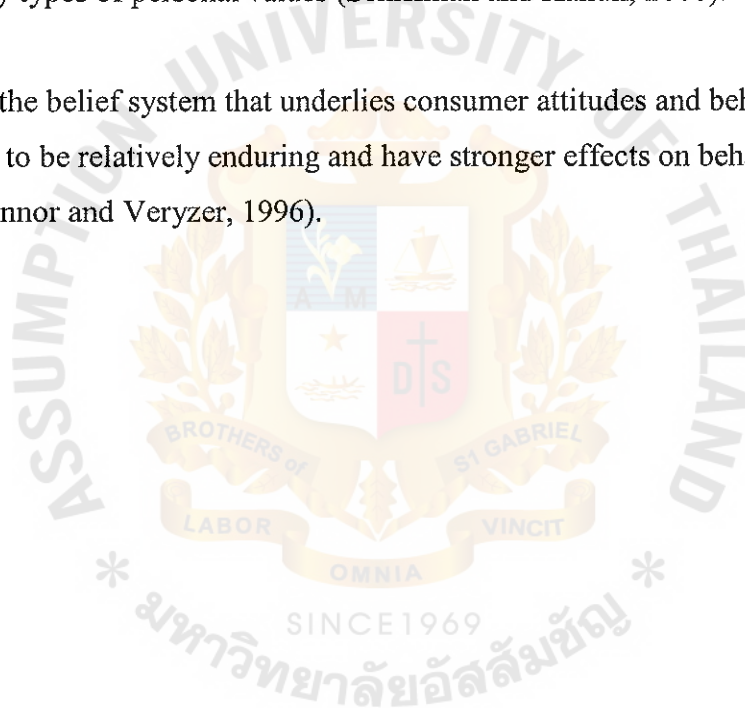
Demographics : a buyer's decisions are influenced by demographic such as gender, age, education, occupation, income, marital status, family size, etc. (Kotler, 2000).

Ezy Go : a frozen ready to eat brand that is sold at 7 Eleven shops in Thailand. There are 3 main types of Ezy Go – rice covered with curry, rice fried with curry and noodles (CP 7 Eleven, 2002).

Frozen ready to eat (FRTE) : a ready prepared meal contained in the poly-ethelene paper box (P.E.T.) and frozen at the proper controlled temperature (Krierviriyapan, 1996).

Rokeach Value Survey : a self administered value inventory that is divided into 2 parts, 18 terminal values and 18 instrumental values, each part measuring different but complementary types of personal values (Schiffman and Kanuk, 2000).

Values : is the belief system that underlies consumer attitudes and behavior. Values are felt to be relatively enduring and have stronger effects on behavior (Durgee, O Connor and Veryzer, 1996).



CHAPTER 2

LITERATURE REVIEW

This chapter presents literature on 5 topics: Section one will be literature on the History of Frozen Ready to Eat (FRTE) in Thailand. The second section will cover literature on demographics. The third section will cover literature on values and lifestyles of consumers in relation to food choices. The fourth section will be on purchase behavior related to food selection. Finally there is a section on local studies conducted on the consumption of FRTE foods.

2.1 History of FRTE in Thailand

Frozen prepared meals were originally designed to be consumed by people too busy, unwilling or even unable to prepare their own food. In the genesis of this food category, the meals were referred to as “TV dinners”. This name was given to the meals to suggest their ease of preparation with associated free time to be able to watch television (Mallet, 1993). As time passed, these products were to become part of a much larger food-product category and became known as convenience foods or frozen prepared foods. The products were readily embraced by a society that was constantly “on-the-go”. Convenience prepared foods continued to grow in popularity and demand. As food consumption away from home became more popular, the food service industry saw the potential application of frozen convenience prepared foods to diversify their menu selection. This provided the product category with substantially greater volume and further diversified the product offerings.

The pioneer brand of ready-to-eat frozen food in Thailand is Jitramart. It launched its business by distributing its products through the State Railways of Thailand. Since Jitramart opened in a narrow market, it was known to a specific consumer – travelers by train. It was Quick Meal brand by S&P Syndicate Public Co., Ltd. a second comer that made ready-to-eat frozen food products well-known in market by distributing its products through S&P restaurants and S&P bakery shops. At that time, ready-to-eat frozen food products are better known among Thais. Presently, there are six manufacturers existing in the ready-to-eat frozen food industry of Thailand. Among all of them, only Quick Meal brand from S&P Syndicate Public

Co., Ltd. has ready-to-eat frozen dessert entrees.

Quick Meal brand from S&P Syndicate Public Co., Ltd. is a key player in ready-to-eat frozen food market with 20%-25% of market share (Manager, Weekly Magazine, September 2-8, 2002) Consequently, the company started its business from a restaurant named S&P that is well known among consumers. Accordingly, it takes advantage of its brand name by expanding its business into frozen food business. Apparently, most of its ready-to-eat frozen food entrees especially main dishes come from S&P restaurant's favorite menus and its target group of Quick Meal is the same as S&P restaurants that is middle-income people and families. At present, the company has emerged as one of Thailand leading bakery products and food manufacturers with a network of over 100 full-service restaurants and bakery shops nationwide. The company expands distribution channel through supermarkets, S&P restaurants, and S&P Speedy shops. The company also increases the preservation time of its products in order to keep them unspoiled for 12 months.

FRTE in Thailand market

Nowadays, there are 4 leading manufacturers in the Thai market :

1. **Jitramart Trading Co., Ltd.** : which produces its products under the brand "Jitramart" which has been known as the pioneer brand that studied the frozen food market in 1989 and has launched its products into the market since 1991. However, this brand is not very popular when compared with the brands introduced by giant food manufacturing companies.
2. **S&P Syndicate Co., Ltd.** : launched its product under brand "Quick meal" in the middle of 1993. Frozen Ready to Eat gained more favor and heavy trial by consumers.
3. **Le Diamond Co., Ltd.** : "Prompt meal" first launched in early 1994.
4. **Neo Foods Co., Ltd.** : launch "Saranjai Express Menu" in March 1994.
5. **CP 7 Eleven Plc.** : introduced Ezy Go in January 5, 2001 that was distributed in only 7 Eleven stores.

Frozen Ready to Eat (FRTE)

Frozen Ready to Eat is the ready prepared-meal contained in the Poly-Ethelene paper box (P.E.T.) and frozen at the proper controlled temperature. Consumers are able to eat by warming in microwave, oven, pot, or steamer without re cooking (Krierviriyapan, 1996). Frozen meal lines include meat, vegetables and potatoes in several varieties, ready to heat and eat. This concept helps to elevate product quality without extra preparation time - pour it out, cook, and eat (Hollingsworth, 2001). Frozen foods grabbed attention from the consumers because they provided new cooking ideas, simple prep, and quick cooking time (Wellman, 2001). Nonetheless, frozen main courses are viewed as having the poorest taste, and are least liked both by children and other adults in the family. Fast foods are perceived less healthy and higher in calories than the other foods (Darian and Cohen, 1995)

Changing lifestyles and the new technologies of quick microwave frozen food are sparking the second revolution in convenience foods (Consumer Poll, 1985). According to a quick frozen food-sponsored survey, the frozen department of the grocery store is where some 87.5percent of consumers look for microwave foods (retrieved on July 29, 2002 from http://www.orst.edu/food-resource/prodev/tr_asian.html).

"In today's time-pressed world, we don't always have time to shop, chop, cook and clean. Yet we want to serve and enjoy foods that taste just like homemade" This neat bit of copy writing appears on *Nestle's Stouffer's Sensation* Web site, and it does much more than introduce the company's expanding line of frozen meals. The words also define today's mandate for value-added foods from the perspective of the consumer (retrieved on July 29, 2002 from http://www.orst.edu/food-resource/prodev/tr_asian.html).

The opportunity to choose from a partial convenience food system or a total convenience food system is more viable today than ever before because of availability, quality, and acceptance of convenience foods, as well as the development of effective equipment for the reconstituting of convenience foods.

Four R's concepts

There are many categories of prepared foods, four R's, such as ready to prepare, ready to cook, ready to heat, and ready to eat. Home meal replacement is a kind of ready to eat foods (Weinstein, 1998).

Ready to prepare consists of a composite product containing a number of ingredients, such as meat and vegetables, for easy preparation (Nobis, 1993). It involves the ingredients to cook food at home, which has always been the traditional strength of the supermarket such as salad, hamburger, sour cream and cheese, tomato and onion, taco shells and beverage cross-promotion. It includes the meal by ingredient segment in which frozen food can play a role, such as frozen pizza.

Ready to cook are the foods composed with the prepared raw materials regarding the defined menu which is contained in foam and covered with the transparent plastic in order to always keep clean and fresh. Consumers have to warm foods by themselves before eating the Ready to Cook Food (Krieviriyapan, 1996). The ready-to cook area can be in-line or a centerpiece in a store. The consumers can recognize a meal solution from the demonstration. There will be a menu board as well as cooking and preparation instructions on cards.

Ready to heat is more of a challenge. These items can go in the same kiosk as ready to cook or consumers can go near ready to eat prepared foods. If these items are purchased from a third party, they could be shipped directly to stores. Ready to heat includes the bailiwick of frozen as well as dry and shelf-stable meals.

Ready to eat : the ready to eat department must be well located and have an expanded assortment. And everything has to be made to order i.e. preparing hero sandwiches while the customer waits. All food must be high quality and it must be convenient. i.e. meals at a food court (Weinstein, 1998), deli sandwiches, rotisserie chicken, and ready to eat cereal (Nobis, 1993).

2.2 Demographics

Demographics are used to describe a population in terms of its size, structure, and distribution. (Hawkins, Best, and Coney, 1983) There are some of the variance in food attitudes and food buying behavior is attributable to demographic differences among the respondents. People within the same demographic group can exhibit very

different psychographics profiles (Kotler, 2000). Psychographic and demographic profiles are highly complementary approaches that work best when used together. Demographic-psychographic profiling has been widely used in the development of advertising campaigns to answer three questions: "Whom should we target?", "What should we say?", "Where should we say it?" (Shiffman and Kanuk, 2000). Demographic, socioeconomic and life cycle variables affect convenience store shopping behavior. The fastest-growing restaurant eat occasions from 1997 through 2010 would be eat-in occasions-driven by demographics, particularly an increase in "empty nest" households created as Baby Boomers' own kids moved out-reversing the pattern of the previous 10 years (Wellman, 2001).

Samuel (1997) argued that the factors significantly explaining purchases of processed food and beverage products are the distance traveled to the shop (closely related to frequency of shopping), the gender of shopper, whether the shopping is the main shopping occasion for the week, and the income of the shopper.

2.1 Gender

Gender is a natural basis for market segmentation from both a physiological and a cultural viewpoint (McNeal, 1982). Many products are produced and marketed to either males or females. Women and Men both have basically the same needs (except for biological ones), but they usually express them differently in their purchase. Samuel (1997) stated that the gender of shoppers significantly affected the purchases of processed food and beverage products. Peter and Olson (1996) pointed out there is ample evidence men and women differ in important respects not only physically. Nowadays, men are more likely involved with the household tasks (Qualls, 1981) including cooking (Robinson, 1988b). Males and females not only eat differently but also have a completely different relationship to the selection, preparation, and consumption of food in present-day society. Women are expected to select, prepare, and present food to the family in a structured manner, such as a cooked dinner (Gillon, et.al., 1993). Female consumers have adopted a more active lifestyle, spend less time in the kitchen and consume more convenience food (Betts, et.al., 1997). Yulia Goshko head of marketing at Unilever in Russia, which produces and sells Knorr instant broth cited in Vykhodtsev (2002) that female consumers have

adopted a more active lifestyle and spend less time in the kitchen. As the social roles of the sexes blur and the number of single-person households increases, the male shopper will become increasingly important to food retailers (Chetthamrongchai and Davies 2000). Prompriang (1996) stated that males who mostly work for their families, require eating convenience that results in having more working time. Vichayapaibunnag (1997) argued that the behavior of Bangkok consumers; both males and females have significantly affected their consumer behavior for health foods.

2.2 Age

The age structure of a population impacts on the demand for certain products and the marketing strategies most appropriate for those products (Hawkins, et.al., 1983). People of different ages have the same needs but often express them differently in their consumer behavior (McNeal, 1982). Consumer wants and abilities change with age (Kotler, 2000). Goldsmith, Frieden and Henderson (1997) researched older married women like cooking. The presence of children is associated with higher consumption of junk food. Younger families were more likely to have eaten fast foods, but the relationship between time shortage and use of fast foods remained significant after controlling for the effect of age. (Darian and Cohen, 1995). Most participants (particularly the young ones) predominantly refused to consume any sort of food consistently over a period of time. They favored change and they wanted variety. The baby boomers and younger generations are more traveled than previous generations and seem to value diverse cuisine and dining experiences as attributes of a good meal. For the students, nutrition was not as important as convenience, but nutrition was more important than adequacy of money for graduates (Betts, et.al., 1997). Although actual time for leisure (time left over after work, household chores, personal care, and sleep) has increased or stayed the same for most groups in the last two decades (Robinson 1988a) perceptions of being time pressed have increased perceptions of time pressure have adverse effects on eating habits. Phillips (1965) argued in reviewing the literature on age differences' and information processing, concluded that older consumers are likely to process less information than younger consumers.

2.3 Education

Consumer normally chooses products, services, and activities over others because they are associated with a certain education. People with a college education tend to be more sophisticated, more curious, and more willing to experiment with new products than people of average education. Having more general knowledge tends to cause a person to be aware of more kinds of things to satisfy needs, and consequently purchase behavior differs from that of the less knowledgeable (McNeal, 1982). The trend of education continues increasing, the preferences for products, advertising, and packaging can be expected to shift up. (Hawkins, et. al., 1983). Food habits are more strongly associated with level of education than with area of residence or age group. Education level was also associated with some differences in consumption of food items (Dobson, et. al., 1997). However, Darian and Cohen (1995) stated that the use of frozen food is not significantly related to the respondent's education.

2.4 Occupation

Roberts and Wortzel (1979) found that employment, role or career orientation had little effect on food shopping behavior. Strober and Weinberg (1980) found no differences between employed and non-employed wives in using convenience foods or ownership of microwave ovens, even when income and lifestyle were similar. However, there is an exception to this general pattern is a consistent finding that working-wife families do purchase more meals prepared away from home such as meals prepared in restaurants (Nickols and Fox, 1983). Wives' employment may be a weak indicator of time shortage as nonworking wives may spend more time on other activities such as community related (Bellizzi and Hite 1989; Kaufman, 1990). Working wives did not tend to rely any more heavily than did nonworking wives upon convenience foods in coping with time pressure. However, the working-wife families significance purchase more frequent use of fast food and take out restaurants (Kim, 1989). Mothersbaugh, Herrmann, and Warland (1993) stated that there is little support for the hypothesis that employment outside the home leads to greater use of convenience food items. Schaninger and Allen (1981) included wives' occupational status as a moderator by dividing households into three categories: wives not

employed outside the home, wives employed in lower status occupations, and wives employed in higher status occupations. The moderator hypothesis was supported by Schaninger and Allen's finding that households with wives employed in high status occupations often consumed convenience food items less frequently than the other two groups. Reilly (1982) modeled convenience food consumption as a direct result of role overload, a measure of perceived overall time pressure. Reilly found directional support for the hypothesis that those who feel more overloaded are more likely to use convenience food items.

2.5 Income

While population plays a major role in both the overall and localized demand for products and services, income plays an equally important role for many products and services. The level of income is highly associated with purchasing an increase in the number of processed food and beverage product types purchased, the weight of the purchase, and the value of the purchase. The stronger effect of income was on the value of purchases than on physical quantity (Samuel, 1997). Income per person is more important for purchasing products than the family size (Samuel, 1997). The higher levels of income are associated with purchase of nutritious food. Davis and Stewart (2002) argued that households with higher incomes eat out more frequently and spend more money per dining occasion than households with lower incomes. Studies show a 10-percent increase in income will cause a household's expenditure on away-from-home foods to increase about 4.6 percent, compared with a 1.3-percent increase for expenditures on at-home foods. Davis and Stewart (2002) suggested that income growth and changes in demographics affect the number of food items demanded by consumers. A Texas A&M and Cornell University in Davis and Stewart (2002) studied that a 10-percent increase in income is associated with a 0.7-percent increase in demand for ready-to-eat meals.

2.3 Values

Peter and Olson (1996) defined values as the cognitive representations of important, abstract life goals that consumers are trying to achieve. Consumers pay for quality products and good value (Weinstein, 1998). Values are the belief systems that

underlie consumer attitudes and behavior (Kotler, 2000).

The values are independent but generally are combined by the consumer through a willingness to accept less of one set of values to obtain more of another (Dawson, 1995). A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action (Kluckhohn, in Mizruchi, 1967). Durgee, O Connor and Veryzer (1996) stated that person's attitudes and opinions might vary and conflict from time to time and situation to situation, but values are felt to be relatively enduring and have stronger effects on behavior.

The Stanford Research (SRI) developed VALS (values and life-style), a typology which initially characterized people as *survivors and sustainers*; *survivors* were perceived as struggling for survival, typically elderly, distrustful, and with buying habits focused on basics; *sustainers*, though only slightly better off, hope that in time things will get better and so do not despair, their buying is price conscious (Chisnall, 2001).

The Rokeach Value Survey, List of Values (LOV), and the Values and Lifestyles (VAL) have been used in consumer behavior studies. The widely used Rokeach Value Survey is a self-administered value inventory that is divided into two parts, each part measuring different but complementary types of personal values. The first part consists of *18 terminal value* items, which are designed to measure the relative important end-state of existence (or personal goal). The second part consists of *18 instrument value* items, which measure basic approaches an individual might take to reach end state values, as shown in Table 2.1. Moreover, the first half of the measurement instrument deals with ends, and the second half considers means (Schiffman & Kanuk, 2000). Rokeach (1968) stated that values are the tool for living in the society, which are very important for everyone.

Miethe (1985) argued that the Rokeach Values survey exhibited less measurement error than a 100-point rating, magnitude estimation, and the handgrip scaling procedure; thus, "rank order scaling is shown to be the best technique for measuring human values even though it achieves only an ordinal level of measurement. The consumption of frozen foods do actually represent values (Wellman, 2001).

Values have been defined as beliefs regarding preferable end-states of

existence and modes of conduct, and it has been argued that they serve to guide actions, attitudes and judgments.

List of Value (LOV) is used in surveying consumers' personal values. The LOV scale asks consumers to identify their two most important values from a nine-value list such as Self respect, Sense of Accomplishment, Self fulfillment, Being well respected, Security, Warm relationship with others, Sense of belonging, Fun and Enjoyment in life and Excitement that is based on the terminal values of the Rokeach Value Survey (Schiffman and Kanuk, 2000).

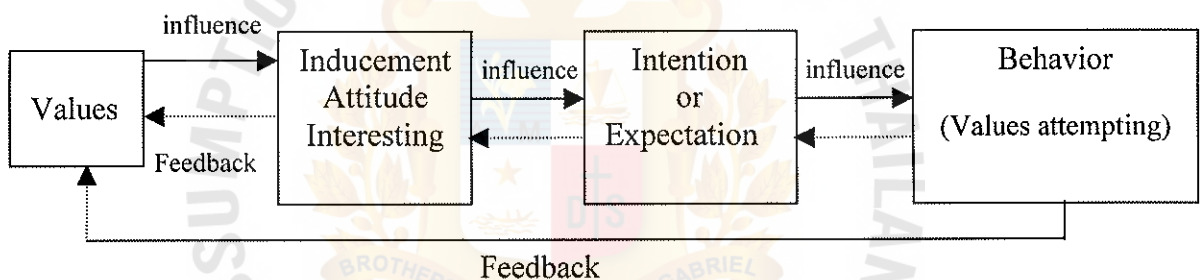
Table 2.1 : The Rokeach Value Survey Instrument

Terminal Values	Instrument Values
A Comfortable Life (a prosperous life)	Ambitious (hardworking, aspiring)
An Exciting Life (a stimulating, active life)	Broad-minded (open-minded)
A World At Peace (free of war and conflict)	Capable (competent, effective)
Equality (brotherhood, equal opportunity for all)	Cheerful (lighthearted, joyful)
Freedom (independence, and free choice)	Clean (neat, tidy)
Happiness (contentedness)	Courageous (standing up for your beliefs)
National Security (protection from attack)	Forgiving (willing to pardon others)
Pleasure (an enjoyable life)	Helpful (working for the welfare of others)
Salvation (saved, eternal life)	Honest (sincere, truthful)
Social Recognition (respect and administration)	Imaginative (daring, creative)
True Friendship (close companionship)	Independent (self-reliant, self-sufficient)
Wisdom (a mature understanding of life)	Intellectual (intelligent, reflective)
A World of Beauty (beauty of nature and the arts)	Logical (consistent, rational)
Family Security (taking care of loved ones)	Loving (affectionate, tender)
Mature Love (sexual and spiritual intimacy)	Obedient (dutiful, respectful)
Self-respect (self-esteem)	Polite (courteous well-mannered),
A Sense of Accomplishment (lasting contribution)	Responsible (dependable, reliable)
Inner Harmony (freedom from inner conflict)	self-controlled (restrained, Self-discipline)

Source: Schiffman, L.G. and Kanuk, J. L. (2000). Consumer Behavior. (7th ed.). New Jersey: Prentice Hall.

However, there are another five main sets of values associated with consumer behavior and a consumer will seek to combine the various benefits through a particular behavior pattern. These five values are: *functional values* - usually provided by utilitarian or physical attributes such as reliability, durability, price, etc.; *social value* - usually provided by what is communicated to peer groups by visible features, such as being seen in the right shop or wearing the right clothes; *emotional values* – usually associated with emotional responses (comfort, love, etc.) to products or aesthetic and ethical alternatives (strong beliefs such as environmentalism); *epistemic values* – usually provided through the search for novelty, new experiences, curiosity or simply the relief from boredom; *conditional values* – usually provided as a result of situational circumstances, such as seasonal shopping behavior at Christmas, emergency shopping when products are required unexpectedly, etc.

Figure 2.1 : Influence of Values toward Consumer Behavior



Source: Fishbein, M. and Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. Reading, Massachusetts: Addison-Wesley.

According to the Figure 2.1, values are personal variables that influence inducement, attitude, interesting, intention, expectation and the behavior of consumers. Behavior is feedback from individual values (Fishbein and Ajzen, 1975).

Values influence purchase product where personal involvement in the product field is high. Differences in purchase and use of some food categories may reflect deeply held beliefs about valued end states or behaviors, but values may not be associated strongly with every food purchase (Goldsmith et al., 1997).

According to the study of Ando and Gondo (1973) about the values held by Thai rural community inhabitants it was found that the desirable ways to live were “Peaceful home life”, 30% among the males and 47% among the females; “Life which benefits the people and society”, 28% and 18% receptively; Life of devoting oneself to work; 21% and 18%; “Convenience and comfortable life with abundant facilities”,

12% and 7%; “*Pleasant and joyful life day by day*”, 9% for each gender.

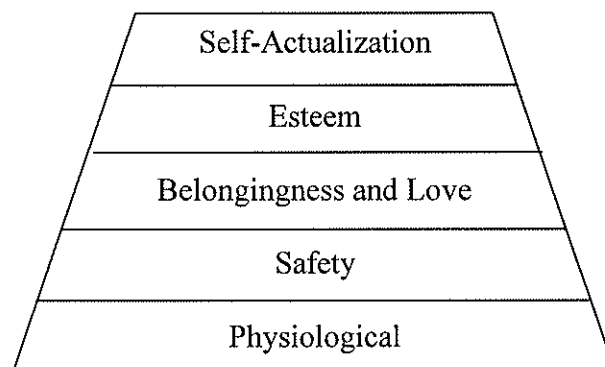
Phillips (1965) studied the personality of Thai rural people and he found that Thai people valued living with peace, avoiding quarrels, and being happy in next life. Moreover, values of Thai rural people focused on the terminal values, they respond to physical needs such as staying alive with normal food, etc. The Thai value system is highly involved with Buddhism.

Komin and Samakkan (1979) pointed out that there were the differences in values of urban people and rural people in Thailand. Most Thai rural people believed and valued Buddhism, were defensive, adapt to the social and environment. However, urban people were much more focus on the values that could bring them success, progression, material possession and happiness in their life.

Hierarchy of Needs

Bayton (1958) admitted that it is difficult to derive a basic list of human needs. Maslow (1943) proposed that human needs developed in a sequence ordered from lower wants to higher wants. He devised the following order of needs, which he divided into five main categories; Physiological needs (eg. hunger, thirst, sex), Safety needs (eg. Security and order, protection from both physical and psychological loss), Belongingness and love needs (eg. Affection, sense of being part of group, affiliation, to love and to be loved.), Esteem needs (eg. prestige, success, self-esteem, status and importance in the eyes of others), Need for self-actualization (eg. personal fulfillment, self-realization of potential) as shown in Figure 2.1.

Figure 2.2 : Maslow’s hierarchy of needs



Source : Maslow, A. H. (1943). Motivation and Personality. New York: Harper.

Higher level needs addressed only after lower needs fulfilled. Back down to lower need if it becomes activated. Types of business meeting physiological needs are grocery store, restaurant, hotel, campground, housing development, gas utility , community, swimming pool, etc. Security or safety needs are related with the business of security guards, alarm companies, public service (police, fire, EMT, hospital) gated community, security systems/ components vendors and integrators, martial arts schools, weapons manufacturers and resellers. For the businesses meet belonging and love needs are bars, nightclubs, community or spiritual organizations, retirement communities, clothing manufacturers and resellers, dating services, honey moon hotels. The businesses meet self esteem and ego needs are higher education, sports challenge service, online games, fashion retailing, luxury housing development. The businesses meet self actualization needs are special interest retailers e.g. hobby shops, special interest schools, e.g. cooking classes, cultural arts organizations, spiritual organizations.

Needs are of many kinds-from the basic survival needs such as food to sophisticated needs deriving from social, cultural, intellectual, and similar origins that are particularity evident in advanced communities. Hunger is the motivating force that causes people to seek for means of satisfying this need (Chisnall, 2001). Thouless (1967) argued food and drink are primarily means of satisfying hunger and thirst, but they also play a much larger part in social life, where they may become the center of rituals .

Food along with water and shelter are the basic requirements of life, and food is used to organize society by reinforcing social roles and marking social hierarchies (Fieldhouse, 1995). Moreover, at the individual-level, food and food choice likely expresses the self-concept more than other consumer goods. Eating is “the action in which we send food across the frontier between the world and the self, between the ‘outside’ and ‘inside’ of our body” (Fischler, 1988)

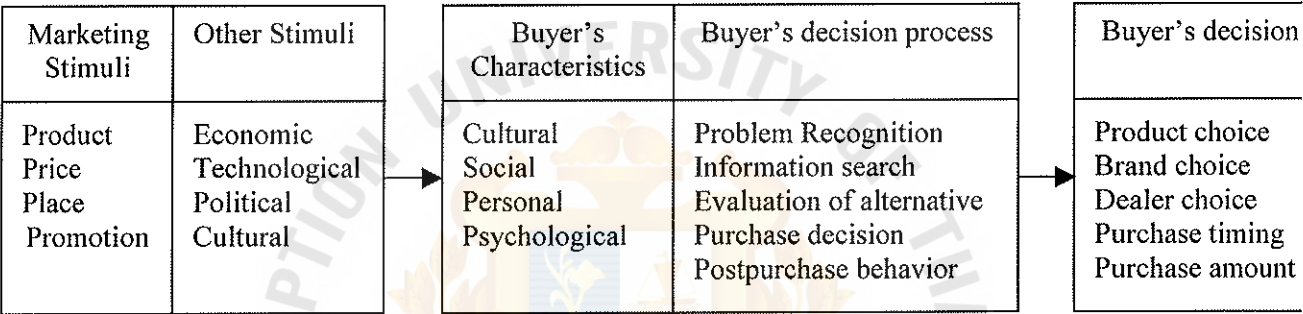
2.4 Purchase Behavior

Consumer Behavior

Consumer behavior consists of the activities people engage in when selecting, purchasing, and using products so as to satisfy needs and desires. Such activities

involve mental and emotional process, in addition to physical action (Willkie, cited in Imsombatanan, 2001). Consumer behavior is the way individual chooses, purchases, uses, and disposes of goods and services in order to satisfy personal or household needs. The consumer behavior describes the process used to make purchase decisions, as well as to use and dispose of the purchased good or service. The study of consumer behavior also includes the analysis of factors that influence purchase decisions and product use (Lamp, et. al., cited in Imsombatanan, 2001).

Figure 2.3: Model of Buyer Behavior



Source : Adopted from Kotler, Philip. (2000). Marketing Management. (10th ed.). New Jersey: Prentice-Hall. p.161.

The starting point for understanding consumer behavior is the stimulus-response model as shown in Figure 2.5, Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions (Kotler, 2000).

Kotler (2000) stated that on the left, marketing stimuli consist of the four P's – product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment – economic, technological, political, and cultural. All these stimuli enter the buyer's black box, where they are turned into a set of observable buyer response shown on the right – product choice, brand choice, dealer choice, purchase timing, and purchase amount. The marketer must understand how the stimuli are changed into responses inside the consumer's black box. The black box has two parts. Firstly, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Secondly, the buyer's decision process itself affects outcomes.

Schiffman and Kanuk (2000) argued that the study of consumer behavior focused on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, how often they buy it, and how they use it as follows :

1. **Who** buys the product ?

Management needs to distinguish between industrial and consumer users in analyzing buyers. Industrial buying is often done by professional purchasing agents or buying committees who make their decision based on carefully analyzed information. Consumer purchase decisions are typically not made by committees. Even for the consumer products, nonetheless, the buyer is not always the user or even the initiator of the purchase. Hence, firms need to know who consumers really are.

2. **What** consumers do with the product?

Information is needed on the uses of the product or service. Panel data can provide information on consumer purchase histories and product use. Defining both industrial and consumer segments in terms of the product currently used can suggest opportunities for additional market segments. Understanding the usage situation also helps to determine not only how it is used but where and when.

Food shopping and meal preparation can be regarded as linked activities as the preparation process includes the decision of what to buy. Some meals may also be planned while shopping, using the retailer's shelves as decision prompts. *Single-stop shopping*, where the shopper selects all the food needed for a week in one visit to a store, has increased as has the consumption of convenience foods and the propensity to eat out (Davies, 1997).

3. **Where** consumers buy?

Understanding the purchase location can help management structure promotion and media campaigns to target buyers. The sources from which buyer seek information, for example, are often different from where they make purchase.

4. **When** consumers buy?

“When” focuses on the time of day, month, or year during which purchase are made. “When” also encompasses whether the item is normally purchased on sale, purchased, purchased when a rebate is available, or when a coupon can be used. The time dimension of buying has implications for promoting scheduling. Promotional messages must reach consumers when they are in a decision-making frame of mind. It also influences pricing decisions, as when marketers adjust prices in an attempt to even out demand. For instance, supermarkets may offer double coupons on Tuesdays, usually a slow business day.

5. **Why** consumers purchase ? (Motives to purchase)

Understanding motives to purchase focuses on understanding the need to be satisfied by the purchase. Consumers may seek to satisfy an emotional or physical need, for example, but “why” focuses on the specific attributes of the offer that are attractive to either the consumer or industrial buyers. The reasons can include price, reliability, service, terms of payment, speed of delivery, brand name, or to satisfy an ego need.

Quinn (1994) argued consumers are very concerned about the health, safety, easy, tasty and comfort of food. The labeling of food packaging should easy to read and understand, date products for freshness, and keep taste at a level to which consumers have become accustomed. Beyond this, consumers will continue to be wary of chemical and pesticide residues. Davis and Stewart (2002) suggested the popularity of dinning out is clear indication of market trends. Snacks and meals prepared by foodservice establishments (away from home food) offer consumers a desirable combination of convenience and variety. Food retailers are responding to consumer’s demand for convenience and healthful foods by providing a greater variety of food products in a wider variety of formats.

Value of food is a function of quality, convenience, experience, and innovation. Quality is easily the most simple and straightforward. Regardless of the category, a better tasting product with higher quality ingredients will be perceived by consumers as a better value, and thus more deserving of a higher price point 75% of

consumers said they needed to manage time more efficiently and 71% need to find ways to reduce stress in their lives – Convenience. Experience is the sum totals of everything positive and negative a consumer encounters while interacting with a product. The final, and perhaps most important component of value is innovation. Regardless of economic times or demographic segments, consumers always place a premium on uniqueness (Howard, 1994).

5.1 Convenience

Convenience foods may be used for time shortage and also the reasons other than saving time such as liking the taste, pleasing the family (Kaufman, 1990; and Reilly, 1982), less effort associated with having to plan meals for the whole family (Darian and Kohen, 1995). Components of this dimension include *saving time* that could be either less time spent in the consumption process overall (active time) or availability at a convenient time i.e. not having to wait (passive time), *physical energy* and/or *mental energy* (Brown, 1989; Brown and McEnally, 1993; Kaufman, 1990). The benefits which involve saving active time and physical energy are also more important to the very time-poor: little or no preparation, little or no clearing up, and another household member usually prepares it (Darian and Cohen, 1995).

The dimension involves with the timing of convenience such as the stage of the consumption process at which convenience is obtained. These stages include : deciding what to eat, purchasing, preparation, consumption and clearing up (Brown, 1989; Brown and McEnally, 1993; Kaufman, 1990; Robinson and Nicosia, 1991). Time can be considered as either duration or succession (Fraisie, 1984). Succession and duration are linked, in that one cannot exist without the other. For example, the activities of shopping and meal preparation can be viewed in terms of the time people take or as significant events (Davies, 1997).

5.2 Innovation

One of the most important components of value is innovation. Regardless of economic times or demographic segments, consumers always place a premium on uniqueness (Howard, 1994). The changes of consumers desires', innovation

(innovative product, really representing new solution), is one alphabet in the concept of “ABC of food consumer” that explains the attributes that consumers’ want and the opportunities originated from these preferences (Retrieved September 19, 2002 From <http://www.fearp.usp.br/deptos/adm/docentes/fava/homefava/p/FoodConsumer.pdf>)

5.3 Time pressure

The increasing demand for convenience-oriented food is time-poverty (Berry, 1979). The respondents who are very time poor, somewhat time-poor, and not time-poor consumers agree that fast foods, frozen dinners, and ready-to-eat foods are convenient (Darian and Cohen, 1995). Fast foods may be used more by the very time-poor because these foods offer the benefits that are the most important to them (Darian and Cohen, 1995). Robinson (1990) stated that the employed women feel the most time-poor but they do not purchase more time-saving goods and services than others.

The very time-poor may be more willing to use fast foods because they feel that the benefits of greater convenience outweigh other factors, e.g. price or product attributes such as healthiness. The very time-poor more likely agree than those who are not time-poor, with the statement that fast foods tastes good (Darian and Cohen, 1995).

The reallocation of the time used for activities such as the purchasing of convenience food, bulk buying and shopping at less busy times and in less busy locations (Berry, 1979; Umesh, et.al., 1989), a reliance on pre-cooked and pre-processed foods (Thompson, 1996), a reduction in time spent on housekeeping activities generally (Robinsons, 1988a), are linked to the purchase of labor-saving devices such as microwave ovens (Nickols and Fox, 1983).

People in general, and particular social segments, such as working women and executives are experiencing greater demands on their time (Brandford, 1992; Bywaters, 1990; Reeves and Szafran, 1996; Robinson, 1990). This leads to a feeling of time pressure and to consequent adoption of a number of different time-saving or time-buying strategies. The time pressure is not a dominant factor in the purchase of time-saving devices (Kaufman, 1990; Roberts and Wortzel, 1979).

5.4 Price

There is strongly motivated consumer behavior toward buying convenience food by price factors especially among the increasing number of low-income consumers, the unemployed and older people. Dawson (1995) argued that the search price and price comparisons are responsive to consumer buying behavior.

5.5 Variety of Food

To purchase a large variety of fresh, chilled, frozen and packaged foods in consumer behavior is becoming more common and is likely to be the norm during the late 1990s (Dawson, 1995). Jamal (1995) argued their most participants (particularly the young ones) predominantly refused to consume any sort of food consistently over a period of time. They favored change and they liked variety. Food retailers respond to consumer's demand for convenience and healthful foods by providing a greater variety of food products in a wider variety of formats (Davis and Stewart, 2002).

5.6 Nutritional Values

Consumers have become increasingly interested in nutritional issues over recent years (Coronary Prevention Group, 1992; Ministry of Agriculture, Fisheries and Food, 1995). This interest in nutrition is fuelled by a number of factors including lifestyle, aging population, dietary and safety concerns (Shine, et.al., 1997).

A healthy natural lifestyle is part of Thailand's culture. The food is natural and healthy, people are hard-working and rarely obese. The widespread lack of concern about dieting has meant that calorie-conscious foods like low-fat ice creams and diet soft drinks hold little appeal to the consumer. However, with the emergence of a middle class, although people may still prefer noodles as a staple, potato chips and fast food have also gained appeal. Over time, this will have a significant impact on the health of Thai people (Reid, 1995).

Although Thai foods are naturally fresh and to that extent healthy, there is much frying. Their cholesterol levels are therefore higher than is commonly believed. As a consequence, modern health and nutritional fads that exist in the US and other

sophisticated Asian markets, such as Hongkong, are beginning to find followers in Thailand. As more people are finding themselves sitting behind desks they are attending health clubs, so perhaps more nutritional foods and health regimes will play a larger part of regular lifestyle (Reid, 1995).

5.7 Taste

Lancaster's Model of consumer demand holds that it is the attribute that a particular good possesses, not the good itself, that satisfies consumers' needs and wants. For example, a food product contains many attributes including taste, packaging, specific flavors, colours, calories, vitamins, etc.

6. How consumers buy ? (Frequency in purchasing)

Understanding how consumers buy can be a key in developing appropriate marketing strategies as reflected in media-use decision, location strategies, and similar decisions. Consumer buying decisions are generally made by individuals, although, influence may come from several persons. Children may influence their parents' buying decisions for cereal, and various family members may be involved in an anniversary purchase for a husband and wife. Still other decisions may include the size and frequency of purchase and the method of payment. In addition, purchase may be made either in-store, by direct mail, by telephone, or by the use of various forms of video technology. Consumers may often alter their purchasing patterns depending upon the usage situation. To indicate the behavior of consumers, the marketers should realize how often they purchased. There are 3 main determinants of food choice: environment, cultural practices, and the position of the human being in society (Nobis, 1993).

✓ Consumer Behavior related to FRTE

Increasingly, consumers lack the time, energy, and know-how to prepare a meal, creating a lifestyle dilemma that they are looking for others to solve (Mogelonsky, 1998). People now are more likely to buy food outside the home and eating at home. They do not prefer cooking or eating in the restaurant because it is

expensive. The number of meals made in-home per person have therefore declined (Wellman, 2001). Consumers today use refrigerators as meal pantries rather than keep in the shelves with canned or boxed ingredients. Consumers are becoming more willing to splurge on high calorie, unhealthy food (Miller, 1997). The high purchase rate of fast foods by the very time-poor suggests they are willing to sacrifice both health and low calorie benefits for convenience. They need the foods that are related to reduce preparation time and effort. (Darian and Cohen, 1995). Take-home meals from store deli and frozen microwave meals are convenience foods (Goldsmith, et. al., 1997).

There is continued growth of frozen and stagnation of takeout at the average dinner table. Consumers have traded down from full service restaurants to limited service and fast food places in search of less expensive choices. The percentage of in-home dinners featuring a frozen item, such as a frozen pizza, entrée, or meat dishes are increasing (Wellman, 2001). The most common respondents who buy frozen food are tired of cooking and want to save preparation and cooking time. Consumers look for easy food such as frozen food at a lower price. The poverty of time is associated with higher consumption of convenience foods (Darian and Klein, 1989). For all segments of very time-poor, somewhat time-poor and no time-poor consider a convenient location to buy food is important (Darian and Klein, 1989, Miller, 1997).

* 2.5 Related Studies of consumption of Frozen Ready to Eat

analysis.

✓ Prompriang (1997) researched consumers' attitude toward frozen foods. She specifically looked at those ingredients added to processed food that may be harmful or unsafe to eat. The consumers were not highly concerned about pesticides and herbicides in the food system. Consumers liked to try new foods. From the survey on perception of the consumers, they mentioned FRTEs are expensive. They could not easily find the selling places. Advertising and Promotion were only the tools that were able to inform the products available in the market. In Thailand, there were a lot of fresh foods that had clean and good taste.

✓ Krieviriyapan (1996) researched the factors that influence consumer buying decision of frozen ready prepared meals. They are convenience in preparing, to buying, eating, and keeping. Moreover, the consumers were concerned with food in terms of taste, high quality, high nutrition, packaging, promotion, brand/reputation of

manufacturer, price, variety of foods, and advertising.

✓ Trongpanich (2000) studied the demographic factors that are related to purchase of ready-to eat frozen food products. These consisted of gender, age, and average monthly income. The main demographic factor related to purchase timing of ready-to-eat frozen food products is family size. The marketing stimuli influences on purchase of FRTE products consists of product (taste of food, menu, variety, and eating convenience) appropriate level of food price, and food buying availability. The marketing stimuli influence on purchasing timing of ready-to-eat frozen food products consisted of product price and food availability.

✓ Sinsawascharoen (1990) stated that the main consumers of FRTE are females who are single, aged between 20-29 years, Bachelor Degree Education, average income 4,001-8,000 baht per month, and 4-6 family members. They bought FRTE because it was convenient, and innovative. Moreover, the most important factors of their buying decision were quality of FRTE, convenience in terms of cooking, manufacturing date or expiry date, price and the innovation of menu. In spite of the fact that consumers are always worried about non-fresh food, the consumers still buy them because they had no time for preparing their meals. They perceived that FRTE can provide the same nutrition as normal food. However, the consumers suggested that the foods should have more varieties.


✿ Wongwis(1988) studied the factors that affect the adoption of fast food among people in Bangkok and determined the relationship among socioeconomic status factors, communication behavior factors, consumers attitude towards fastfood factors and consumer's attitude towards foreign products, which explained the adoption of fast food. The data were derived from 150 fastfood consumers from 10 fastfood outlets in Bangkok. The respondents agreed that fastfood outlet is the most important factor that affects the adoption of fastfood. Other factors are the outlet's decoration and the taste of the food, respectively. Socioeconomic status factors; age, job and marital status had significantly different effects on the adoption of fastfood. Other factors, e.g. sex, level of education and income did not have significantly different effect on the level of adoption of fastfood. Communication behavior factors, mass media, and interpersonal media exposure, did not have significantly different effects on the level of adoption of fastfood. Consumer's attitude factors were not significantly correlated with the level of adoption of fastfood. Consumer's attitude

factors towards foreign food products were not significantly correlated with the level of adoption of fastfood.

Prasarn (1980) investigated existing values and expectations of Thai youths related to education level, gender and religion. The factor analysis yielded nine value factors across the six areas of responses. The highest value was the factor of security-safety-order-conservation of national identity. Values and expectations of the Thai youths were mostly consistent. The most dominant emphasis was upon satisfaction of basic needs concerning national security and the well-being of people. Changing trends in value and expectation were indicated in the decreasing emphases on family relationship and social recognition, which further supported the increment on achievement orientation, individual competence and independence among the Thai youths. Satisfaction with existing educational conditions, family and life were generally in the moderate to rather high levels. The Thai youths, however, were much less satisfied with social conditions and religious problems. The Thai youths placed less emphasis upon higher level of development such as people's rights and freedom, creativity, modernization, advancement of sciences and technology, and social leadership.

Research has demonstrated relationships between values and choice of product class (Howard 1994), choice criteria for goods and services (Pitts and Woodside 1983, 1984; Vinson, et.al. 1977), automobile purchases (Henry 1976), health food purchases (Homer and Kahle 1988), cigarette consumption (Grube et al. 1984), purchase of computers (McQuarrie and Langmeyer 1985), recycling behavior (McCarty and Shrum 1993a, in press), choice of leisure activities (Beatty et al. 1985), and measures of advertising effectiveness, such as involvement (Sherrell, Hair, and Bush 1984).

Darden and Lumpkin (1984) studied differences that were found among users in terms of demographics and shopping motives, but only marginal differences were found in household mobility and lifestyle. The major force behind convenience store shopping lies in the changing lifestyle and socioeconomic trends in society.

//  Darian and Cohen (1995) investigated that consumers who were somewhat time-poor, but not very time-poor, are more likely to have used frozen main courses. Thus, there is a weak association between perceived time shortage and use of this food. In the case of fast foods, those who are very time-poor are significantly more

likely to have eaten out in fast food restaurants than those who are not time-poor. The most time-poor do not use more convenient foods than others, but do purchase more meals from restaurants. The low usage rate of frozen main courses by all segments are not viewed as having a good taste because frozen main courses are usually microwaved. The food scientists have had great difficulties in developing microwaveable foods that taste good (Shapiro, 1993).

Nobis (1993) stated consumers' needs toward food products would take into consideration the individual's age, religion, socio-economic status, ethnic origin, spending power, education, family composition, and expectations. Moreover, they would examine the purpose of their choices: pleasure or necessity; time pressure; and usage.

Wellman (2001) studied the respondents who used convenience foods and found that they mostly look for healthy ingredients from the frozen foods. For instance, 48% of participants preferred a partially prepared meal which they could customize with their own seasoning or vegetable, or meat. One third of those surveyed preferred cooking an entire meal from scratch, and just 12% wanted the whole meal fully prepared.

Davies (1997) argued that food shopping and meal preparations are related activities that involve a significant consumption of time. There are three different aspects of people's attitude toward food shopping and preparation; and enjoyment of cooking, a traditional orientation and a modern attitude to the linked activities. One group clearly saw mealtimes as significant activities and found cooking enjoyable.

There is research which indicates that attitudes towards time-consuming activities can influence time-related behavior more than demographic or economic variables, such as gender or whether the individual is employed (Blaylock and Smallwood, 1987; Fournier, Antos and Beaumier, 1992; Reynolds, Crask and Wells, 1977; Roberts and Wortzel, 1979).

Shine, et.al. (1997) studied how consumers perceive nutrition as an attribute of food products. Respondents were asked to rank a list of six attributes in terms of importance to them. Quality (referring to intrinsic factors associated with the product, other than taste) was found to be the most important attribute, chosen by 32 per cent of the sample. Nutrition was deemed most important by 25 per cent of the sample, taste and price were of importance to 23 per cent and 16 per cent of the sample, with

convenience and brand being of less importance to the majority of those surveyed.

Allen and Saunders (1999) found that materialism, one of the important values in life, was not associated with a generalized preference for all foods. Instead, materialism was associated with the preference, consumption and hoarding of foods in the following order, from most to least; red meat, white meat, fish/seafood, dairy, fruits, vegetables, and cereals, respectively. Factor analyses revealed that this food sequence underpinned all participants' food preferences, and that the ordering distinguishes high from low status foods. In addition, the individuals in the treatment group demonstrated that materialism is negatively correlated with life satisfaction resulting in a decrease in the endorsement of materialism that in turn reduced preferences for higher status basic foods in favour of lower status foods. Finally, the preference for higher status foods and rejection of low status foods was associated with measures and facets of materialism. Taken together, the results suggest that materialists' food choices are driven more by status enhancement than survival security.

Thai Farmers Research Center (August, 1996) researched what Bangkokians think about frozen food. According to 275 respondents, 107 had tried frozen food and 168 had never done so. The survey has found that of those who have tried the frozen food, 69 % said the reason they tried it because they wanted to experience the new product after having seen the advertisement. A total of 83.9 % of respondents who tried it, said they did it again because it is so convenient. The most popular frozen food is the Western food, Thai cuisine, and Chinese Dim Sum respectively. About 71.3% of consumers prefer to buy frozen food in supermarkets. However, one interesting result is as much as 46% failed to recognize the brands and were not much interested in it either. The survey also found out that 40 % of Bangkokians had at least two frozen food package a week. They want producers to improve the food nutrition, its taste and freshness.

According to a poll by Thai Farmers Research Center - TFRC (May, 1997) a survey of 1,795 samples were asked about consumption of pre-packaged meals in Bangkok. The findings showed that 64.5% of Bangkokians are fond of ready-to-cook meals, many for the sake of convenience – 39.8%, and others out of willingness to try new products – 10.8%. When asked how frequently they consume these prepared meals, 33.4% said they took them once a week; others said a few times a week -

28.6%. Some said it was a matter of convenience – 18.8%. Others took these prepared dishes 3-4 times a week – 15.2%, and 3.9 % everyday. The average cost was Baht 200 per person.

Thai Farmers Research Center (February, 1998) surveyed 179 samples of Bangkokians dining out. The results of the poll showed that 33.9% of the people working in the Asoke area, took a meal out from home. Some 28% take their breakfast outside, and many eat out at lunch – 24.3%. A smaller number, 13.7%, ate their evening meal at a food shop or restaurant. The poll also focused on popular food shops or restaurants, popular menus, and average spending.



CHAPTER 3

RESEARCH FRAMEWORK

In chapter 3, the researcher focuses on the framework of the research. The researcher related the theories that are drawn from the literature review to develop the conceptual framework of the research. This chapter consists of three sections; first is the conceptual framework, the second section will include the research hypotheses that were tested in this research, and the final section shows the operationalization of related variables that explain all the component variables used in the study.

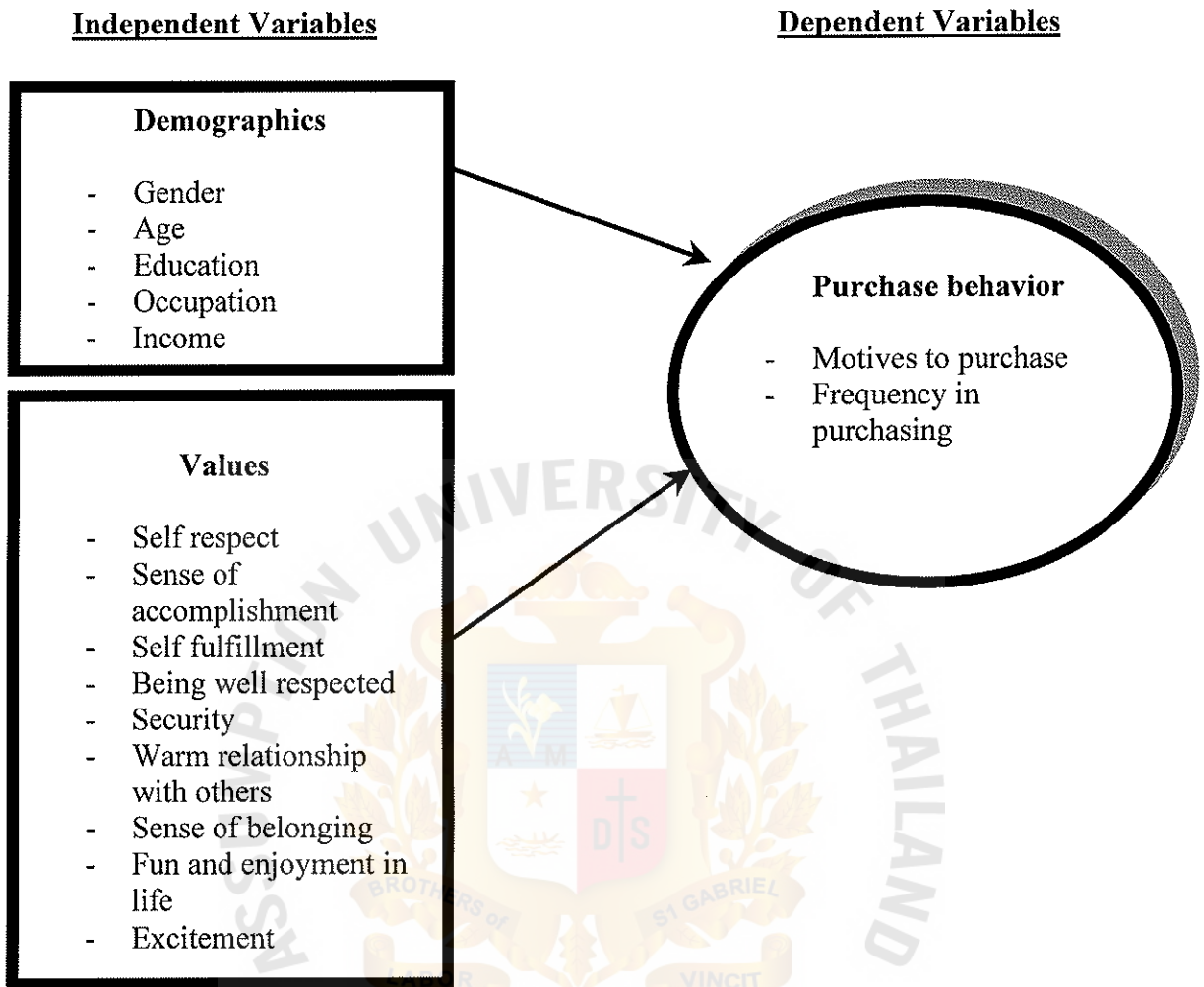
3.1 Elaborating the Conceptual Model

Conceptual Model

Concepts are the basic building blocks of scientific investigation. A conceptual model is any high-formalized representation of a theoretical framework, usually designed through the use of symbols or other such physical analogues. The model can be examined, analyzed and tested as a theoretical system (Zikmund, 1997).

An independent variable is a presumed cause of the dependent variable, the presumed effect. The independent variable produces a change in the dependent variable. The independent variable is one (or many if we are talking about multivariate models) which the researcher believes precedes and affects the dependent variable. The conceptual model for this study is represented in Figure 3.1., which is developed to determine the factors associated with purchase behavior of Ezy Go (FRTE brand of CP 7 eleven). Marketing, consumer behavior, values and lifestyles, and other relevant studies were used to develop the conceptual model.

Figure 3.1 : Conceptual Framework



The components of conceptual model

The figure illustrates the overall setting for this study. It indicates the two independent variables: Demographics and Values are the variables that influence the dependent variables: Purchase behavior. Each variable comprises many sub-variables. The first main independent variable: demographics consist of gender, age, education level, occupation, and income. Demographic variables affect the purchase food behavior (Wellman, 2001). Values, the second main independent variables, consists of self respect, sense of accomplishment, self fulfillment, being well respected, security, warm relationship with others, sense of belonging, fun and enjoyment in life, excitement. Values influence the choice of product class, for example in health food purchase (Homer and Kahle, 1988).

In this study, the researcher will investigate the relationship between sub-variables in demographics and purchase behavior of Ezy Go consumers and also discover the association between values and the consumer purchase behavior related to Ezy Go products. The conceptual definitions are described as follows:

Values

In this study, the researcher applied the nine list of values (LOV) from Schwartz' value survey in which social values represent desired end states of being or desirable behavior such as self respect, sense of accomplishment, self fulfillment, being well respected, security, warm relationship with others, sense of belonging, fun and enjoyment in life, and excitement. Goldsmith, et. al. (1997) suggested that social values may influence buyer behavior for low as well as high involvement products.

Self respect

Self respect is a value related to the growing interest in a personalized lifestyle that is consistent with one's self-concept. The characteristics of people who have strong self respect will be self confidence, self reliance, freedom of action and thought, selecting their own goals/objectives, dignity, and doing one's best.

Sense of Accomplishment

Individuals who consider a sense of accomplishment an important personal value tend to be achievers who strive hard for success. However, achievement and success do differ. Specially, achievement is its own direct reward (it is implicitly satisfying to the individual achiever), while success implies an extrinsic reward (such as luxury possessions, financial compensation, or status improvement). Both achievement and success influence consumption. They often serve as social and moral justification for the acquisition of goods and services (Goldsmith, et. al., 1997).

Self Fulfillment

In terms of consumer behavior, an appeal to individualism frequently takes the form of reinforcing the consumer's sense of identity with products or services that both reflect and emphasize that identity. Striving for self fulfillment seems to be linked to the efficient perception of reality, acceptance of self and others, spontaneity, simplicity, and naturalness.

Being Well Respected

Being well respected, characterize individuals who emphasize on being popular, being admired, being dignified among the public, or community.

Security

A person's stable preferences for national security, family security, and social order.

Warm Relationships with Others

This is likely to be helpfulness, support, and empathy for others.

Sense of Belonging

Emphasizing on feeling that others care about me, acceptance by family, acceptance by friends (or in general).

Fun and Enjoyment in life

Fun and Enjoyment in life is related to enjoying working, enjoying life, enjoying leisure activities.

Excitement

Excitement implies seeking adventure, a life filled with novelty and challenge and daring to take risks.

✓ **Purchase behavior**

In consumer behavior, it is useful to consider the potential impact of environmental factors in three main areas: communication, purchase, and usage situations. The purchase situation can have a strong influence on consumer behavior. Consumers may often alter their purchasing patterns depending upon the usage situation (Davies, 1997). In this study, the researcher investigated the purchase behavior by asking two major points : Motive for purchase and Frequency in purchasing

✓ **3.2 Hypotheses Statements**

A hypothesis is a researcher's conjecture about the relationship of two or more variables. Davitz (1996) stated hypotheses are statements predicting results prior to conducting a research. Hypotheses explain what has been observed (Hart, 2000). Zikmund (1997) stated that hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena; a proposition that is empirically testable, a probable answer to a research question. There are 28 hypotheses in this research study.

The researcher classified research hypotheses into two groups which consists of:

Group A : Demographics and Purchase behavior (Hypotheses 1-10)

Group B : Values and Purchase behavior (Hypotheses 11-28)

✓ **Group A : Measures the relationship between Demographics and Purchase behavior**

Hypothesis 1 Gender

H₀₁: There is no relationship between gender and motives to purchase Ezy Go.

H_{a1}: There is a relationship between gender and motives to purchase Ezy Go.

Hypothesis 2 Age

H₀₂: There is no relationship between age and motives to purchase Ezy Go.

H_{a2}: There is a relationship between age and motives to purchase Ezy Go.

Hypothesis 3 Education

H₀₃: There is no relationship between education and motives to purchase Ezy Go.

H_{a3}: There is a relationship between education and motives to purchase Ezy Go.

Hypothesis 4 Occupation

H₀₄: There is no relationship between occupation and motives to purchase Ezy Go.

H_{a4}: There is a relationship between occupation and motives to purchase Ezy Go.

Hypothesis 5 Income

H₀₅: There is no relationship between income and motives to purchase Ezy Go.

H_{a5}: There is a relationship between income and motives to purchase Ezy Go.

Hypothesis 6 Gender

H₀₆: There is no relationship between gender and frequency in purchasing Ezy Go.

H_{a6}: There is a relationship between gender and frequency in purchasing Ezy Go.

Hypothesis 7 Age

H₀₇: There is no relationship between age and frequency in purchasing Ezy Go.

H_{a7}: There is a relationship between age frequency in purchasing Ezy Go.

Hypothesis 8 Education

H₀8: There is no relationship between education and frequency in purchasing Ezy Go.

H_a8: There is a relationship between education frequency in purchasing Ezy Go.

Hypothesis 9 Occupation

H₀9: There is no relationship between occupation frequency in purchasing Ezy Go.

H_a9: There is a relationship between occupation frequency in purchasing Ezy Go.

Hypothesis 10 Income

H₀10: There is no relationship between income and frequency in purchasing Ezy Go.

H_a10: There is a relationship between income and frequency in purchasing Ezy Go.

Group B : Measures the relationship between Values and Purchase Behavior

Hypothesis 11

H₀11: There is no relationship between self respect and motives to purchase Ezy Go

H_a11: There is a relationship between self respect and motives to purchase Ezy Go

Hypothesis 12

H₀12: There is no relationship between sense of accomplishment and motives to purchase Ezy Go

H_a12: There is a relationship between sense of accomplishment and motives to purchase Ezy Go

Hypothesis 13

H₀13: There is no relationship between self fulfillment and motives to purchase Ezy Go

H_a13: There is a relationship between self fulfillment and motives to purchase Ezy Go

Hypothesis 14

H₀14: There is no relationship between being well respected and motives to purchase Ezy Go

H_a14: There is a relationship between being well respected and motives to purchase

Ezy Go

Hypothesis 15

H₀15: There is no relationship between security and motives to purchase Ezy Go

H_a15: There is a relationship between security and motives to purchase Ezy Go.

Hypothesis 16

H₀16: There is no relationship between warm relationship with others and motives to purchase Ezy Go

H_a16: There is a relationship between warm relationship with others and motives to purchase Ezy Go

Hypothesis 17

H₀17: There is no relationship between sense of belonging and motives to purchase Ezy Go

H_a17: There is a relationship between sense of belonging and motives to purchase Ezy Go

Hypothesis 18

H₀18: There is no relationship between fun and enjoyment in life and motives to purchase Ezy Go

H_a18: There is a relationship between fun and enjoyment in life and motives to purchase Ezy Go

Hypothesis 19

H₀19: There is no relationship between excitement and motives to purchase Ezy Go

H_a19: There is a relationship between excitement and motives to purchase Ezy Go

Hypothesis 20

H₀20: There is no relationship between self respect and frequency in purchasing Ezy Go

H_a20: There is a relationship between self respect and frequency in purchasing Ezy Go

Hypothesis 21

H₀21: There is no relationship between sense of accomplishment and frequency in purchasing Ezy Go

H_a21: There is a relationship between sense of accomplishment and frequency in purchasing Ezy Go

Hypothesis 22

H₀22: There is no relationship between self fulfillment and frequency in purchasing Ezy Go

H_a22: There is a relationship between self fulfillment and frequency in purchasing Ezy Go

Hypothesis 23

H₀23: There is no relationship between being well respected and frequency in purchasing Ezy Go

H_a23: There is a relationship between being well respected and frequency in purchasing Ezy Go

Hypothesis 24

H₀24: There is no relationship between security and how often frequency in purchasing Ezy Go

H_a24: There is a relationship between security and frequency in purchasing Ezy Go

Hypothesis 25

H₀25: There is no relationship between warm relationship with others and frequency in purchasing Ezy Go

H_a25: There is a relationship between warm relationship with others and frequency in purchasing Ezy Go

Hypothesis 26

H₀26: There is no relationship between sense of belonging and frequency in purchasing Ezy Go

H_a26: There is a relationship between sense of belonging and frequency in purchasing

Ezy Go

Hypothesis 27

H₀27: There is no relationship between fun and enjoyment in life and frequency in purchasing Ezy Go

H_a27: There is a relationship between fun and enjoyment in life and frequency in purchasing Ezy Go

Hypothesis 28

H₀28: There is no relationship between excitement and frequency in purchasing Ezy Go

H_a28: There is a relationship between excitement and frequency in purchasing Ezy Go

✓ **3.3 Concepts and Variables Operationlization**

A concept is a generalized idea about a class of objects, attributes, occurrences, or process. Conceptual definition is a verbal explanation of the meaning of a concept. It defines what the concept is and what it is not. Concepts must be made operational in order to be measured. An operational definition gives meaning to a concept by specifying the activities or operations necessary to measure it. The operational definition specifies what the researcher must do to measure the concept under investigation. Operational definitions assist the researcher to specify the rules for assigning numbers. The values assigned in the measuring process can be manipulated according to certain mathematical rules (Zikmund, 1991).

✓ **Table 3.1 : Operational Definition of Influencing Variables**

Concept	Conceptual Definition	Operational Components	Type of Scale
Demographic - <i>Gender</i>	Classification of sex	- Male or female	Nominal scale
Demographic - <i>Age</i>	The period of time during which someone lives	- Duration of life specific to one person	Ordinal scale
Demographic - <i>Education Level</i>	The knowledge or skill level one obtains or develops by a learning process through formal instruction at a school or college.	- One's highest education level	Ordinal scale
Demographic - <i>Occupation</i>	An activity that serves as one's regular source of livelihood.	- The career of the person	Nominal scale
Demographic - <i>Income</i>	The amount of money or its equivalent one receives in exchange for labor or services	- Individual average income per month	Ordinal scale
Values - <i>Self respect</i>	It's belief in one's own worth	- Self confidence - Self reliance - Freedom of action and thought - Selecting own goals/objectives	Ordinal scale

Values <i>-Sense of accomplishment</i>	- It is concerned with having a successful life, ambition, being influential, intelligent, and capable	- Achieve significant goals/objectives - Prestigious Status - Success	Ordinal scale
Values <i>-Self fulfillment</i>	To be accepting of one's position in life (submitting to life's circumstances)	- Efficient Perception of Reality - Acceptance of self and others - Spontaneity, Simplicity, Naturalness	Ordinal scale
Values <i>-Being well respected</i>	It is concerned with being accepted and gaining approval from others	- Being popular - Being admired - Being dignified	Ordinal scale
Values <i>- Security</i>	It is concerned with being safe in life	- National Security - Family Security - Social Order	Ordinal scale
Values <i>-Warm relationship with others</i>	It involves caring, being generous, always thinking of others.	- Helpfulness - Supportive - Empathy	Ordinal scale
Values <i>- Sense of belonging</i>	It involves being loved, and cared for by others	- Feeling that others care about me - Acceptance by family- - Acceptance by friends (or in general)	Ordinal scale
Values <i>-Fun and enjoyment in life</i>	It involves having an enjoyable and pleasure-oriented life.	- Enjoying work - Enjoying life - Enjoying leisure activities	Ordinal scale

<p>Values</p> <p>- <i>Excitement</i></p>	<p>It involves having stimulating experiences</p>	<ul style="list-style-type: none"> - Seeking adventure - Life filled with novelty and challenge - Daring to take risks 	<p>Ordinal scale</p>
<p>Purchase behavior</p> <p>- <i>Motives to purchase Ezy Go?</i></p>	<p>The factors that influence the consumers in their purchase of Ezy Go products</p>	<ul style="list-style-type: none"> - Convenience - Innovation - Time pressure - Price - Varieties of food - Nutritional Value - Taste 	<p>Ordinal scale</p>
<p>Purchase behavior</p> <p>- <i>Frequency in purchasing Ezy Go products?</i></p>	<p>The number of times that purchase happens</p>	<ul style="list-style-type: none"> - Everyday - More than once a week - Once a week - More than once a month - Once a month - Seldom - Only once since I know Ezy Go 	<p>Ordinal scale</p>

CHAPTER 4

RESEARH METHODOLOGY

This chapter provides an overview of the research methodology that was used to analyze the data in order to answer the research questions posed in this study. The first section outlines the research methods used. The second section details the respondents and sampling procedure. The third section provides information on the research instrument / questionnaire. The fourth section determines the collection of data, and the last section describes the statistical treatment of data.

4.1 Research Methods Used

This research exercises a cross-sectional survey. The sample survey technique is defined as a research technique in which information is gathered from a sample of people by use of a questionnaire. The survey technique is a convenient, and easy way in which the researcher can collect the data. In addition, the survey helps the researcher study large populations at a fairly low cost, and provides accurate data.

4.2 Respondents and Sampling Procedure

✓ 4.2.1 Respondents / Sampling Design

In this research, the target respondents who are relevant to the study is shown as follows:

Population	:	All persons who live in Bangkok and have purchased and eaten Ezy Go
Element	:	Each person who lives in Bangkok and has purchased and eaten Ezy Go
Population Frame	:	There is no list of all the elements in this research
Sample Survey	:	382 samples will be drawn from a total of 306,000 people (as shown in Table 4.1).
Sampling Unit	:	Each person among those 382 samples

Time for questionnaire collection: January 5-15, 2002.

4.2.2 Determining Sample size

The average number of consumers who bought Ezy Go in August 2002 in Bangkok is 306,000 persons (CP 7 Eleven Plc., 2002.), and the researcher requires the sample size at 5% for tolerable error, therefore the appropriate number of sample size should be 382 as per the Anderson Table shown below :

Table 4.1: Theoretical Sample sizes for Different Sizes of Population and a 95 percent level of certainty

Population/ Sampling Frame	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source : Gary Anderson, Fundamentals of Educational Research, 1996, P. 202.

The respondents were asked whether they have ever bought Ezy Go or not before they were given the questionnaire.

4.2.3 Sampling Procedure

In this study, *probability sampling procedure* was used for selecting stores. Probability sampling provides the greatest assurance that the sample drawn accurately represents the population (Bouma and Atkinson, 1996). In this study, the research

applies the technique of cluster sampling which is an economically efficient sampling technique in which the primary sampling unit is not the individual elements in the population, but a large cluster of elements. The researcher assumes that the purchase behavior of respondents in one branch does not differ from those in other branches, hence the cluster sampling was used. In the first stage, the researcher used simple random sampling to select 3 shops from the 20 highest selling shops in Bangkok. The shops obtained by random selection were Thammasat Rangsit Technology, Pramongkut Hospital 2, and Sirikit Medical Centre. The researcher then distributed the questionnaires to respondents in these three shops. The researcher also applied non-probability sampling for selecting the respondents among those particular shops by asking people whoever came out from the 7 Eleven whether they have purchased and eaten Ezy Go. If yes, they were the target respondents, then the researcher would distributed the questionnaire to them.

✓ 4.3 Research Instrument / Questionnaire

Self administered questionnaires were used in this research to collect information from samples. Self administered questionnaire is a questionnaire that is filled in by the respondent rather than an interviewer (Zikmund, 1997).

The structured interview in collecting data for this survey is a questionnaire, which is the most flexible of data collection methods. Questionnaire is an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variables of interest (Sekaran, 2000). Interviews by questionnaire, conducted in quantitative field research surveys, produce a high response rate. The questions in the research questionnaire are closed-ended questions. The advantages of closed-ended questions are they can control possible answers, and help respondents to make rapid decisions by making a choice among the several alternatives and do not use a lot of time. Furthermore, collecting relevant data from setting questions allow researchers the ease in analyzing reply of respondents by minimizing bias.

The questionnaire was divided into ²~~3~~ parts:

Part 1 : Values

There are 28 questions in the first part, the questions design used a Likert scale. Likert scale is designed to examine what subjects feel are the most important or the least important statement in each value such as self respect, sense of accomplishment, self fulfillment, being well respected, security, warm relationship with others, sense of belonging, fun and enjoyment in life, and excitement. The first part of the questionnaire are nos. 1–28.

Part 2 : Purchase behavior

There are 5 questions in the second part that asked the respondents to answer questions relating to their purchasing behavior of Ezy Go; i.e., what consumers buy, when consumers buy, motives to purchase, and frequency in purchasing. The respondents have to choose only one answer for how often they buy, but for what and when they buy, the respondents are able to choose more than one answer on the checklist. Moreover, the respondents have to rank from strongly agree to strongly disagree their reasons for buying Ezy Go for which there are seven factors in the question. The second part contains the questions nos. 29-33.

Part 3 : Demographics

There are 5 questions that are included in the demographic part such as gender, age, education, occupation and income. Multiple choice is used in this part.

Pilot Study

The objective of the pilot study was to examine the reliability of the questionnaire. Vanichbuncha cited in Imsombatanan (2001) argued that in order to conduct a pilot survey or pre-test, the number of respondents should be at least 25. In this research, 30 respondents participated in the pre-test. The data were coded and

processed by SPSS program to find the reliability by using the Cronbach's Coefficient Alpha. The result shown an alpha coefficient value of self respect was .7099, sense of accomplishment was .6082, self fulfillment was .6777, being self respected was .8518, security was .8112, warm relationship with others was .8270, sense of belonging was .7932, fun and enjoyment in life was .7641, and excitement was .8394 as shown in Appendix C.

According to the results, each alpha in the pretest study was more than 0.60 which renders the questionnaire reliable to use in this study.

The pilot study is essential for the researcher to look for evidence of incorrect questions, inappropriate wording, and so forth. Therefore, mistakes must be corrected and adjusted to fit the respondents understanding and to make sure that the questions are not biased or lead the respondents to certain answers.

After presenting the questionnaire, and correcting all the mistakes, the adjusted form of questionnaire was distributed to the respondents. The key before distributing the questionnaire is the researcher had to ask them whether they had ever purchased and eaten Ezy Go or not. If the answer was yes, the researcher gave the respondent the questionnaire.

✓4.4 Collection of Data / Gathering Procedures

The researcher collected both secondary data and primary data. Secondary data is any data originally generated for some purpose other than the present research objectives. The information from primary data can be rapidly and inexpensively obtained. Most of the secondary data used in this research was gathered from journals, articles, textbooks, thesis and the report from the 7 Eleven company, which were acquired prior to the primary data.

Primary data, was collected via structured interviews with self-administered or close-formed questionnaires. The researcher personally distributed questionnaires in all three stores. Consumers entering the stores were asked whether they had bought and eaten Ezy Go products. This was used as a screening question by the researcher before the distribution of the questionnaires. Some consumers answered that they had only bought but not eaten Ezy Go. Such persons were excluded from the sample. Finally only those who had both bought and eaten Ezy Go products were asked to

complete the questionnaire.

4.5 Statistical Treatment of Data

Once the data was collected, it was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) was utilized to summarize the data where needed. All statistical manipulations of the data follow commonly accepted research practices. The form of data presentation from these procedures is presented in an easy interpret format, using computer to ensure accuracy and to minimize costs for performing all statistical procedures.

This research used non-parametric statistics because there was no estimate of population parameter. To collect data, the researcher has proceeded the coding of 383 questionnaires into a symbolic form in SPSS software. The data was summarized in the form of simple frequency and descriptive statistics. The *descriptive statistic* consists of the frequency and percentage in order to describe each variable that is associated with respondent data such as personal data, personal values, and respondents' purchase behavior of Ezy Go products.

Statistical treatment of data also required the use of *inferential statistics*. For testing the purchase behavior and the independent variables, the research applied two non-parametric statistics such as *Chi-square test* and *Spearman's rank order correlation coefficient*. For the section on values and why do the consumers buy Ezy Go, the researcher designed a five point scale, the average weighted means were assigned to the categories of rating as follows:

<u>Arbitrary Level</u>	<u>Descriptive Rating</u>
4.20-5.00	Most important / Strongly Agree
3.40-4.19	Very important / Agree
2.60-3.39	Neutral / Neither agree nor disagree
1.80-2.59	Less important / Disagree
1.00-1.79	Least important / Strongly Disagree

Chi-square Test

Chi-square tests determine the significance in the analysis of frequency distributions. In this study, chi-square test is used to examine the relationship between demographic factors, such as gender, occupation and purchase behavior. To calculate the chi-square statistic, the following formula is used:

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where

X^2	=	chi-square statistic
O_i	=	Observed frequency in the i th cell
E_i	=	expected frequency in the i th cell

Spearman Rank-Order Correlation Coefficient

Spearman Rank-Order Correlation Coefficient is a measure of association between two variables which requires that both variables be measured in at least an ordinal scale so that the objects or individuals under study may be ranked in two ordered series.

In this research, the Spearman rank-order correlation coefficient was applied for testing the relationship between demographics variables such as age, education, income and purchase behavior and the relationship between values and purchase behavior such as self respect, sense of accomplishment, self fulfillment, being well respected, security, warm relationship with others, sense of belonging, fun and enjoyment in life, and excitement. To calculate r_s , the following formula was used :

$$r_s = \frac{\sum x^2 + \sum y^2 - \sum d^2}{2\sqrt{\sum x^2 \sum y^2}} \quad (\text{Eq. 4.5})$$

Where

$$d_i = x_i - y_i$$

$$d_i^2 = (x_i - y_i)^2$$

$$\sum d_i^2 = \sum (x_i - y_i)^2$$

The Table 4.2 shows the statistical treatment used for each question that was posed in the statement of problem and hypotheses.

Table 4.2 : Arrangement of Questionnaires

Hypotheses	Statistics	Question No.
1. H_{a1} : There is a relationship between gender and motives to purchase Ezy Go	Chi-square Test	1 (part3) & 31 (part 2)
2. H_{a2} : There is a relationship between age and motives to purchase Ezy Go	Spearman rank-order correlation	2 (part3) & 31 (part 2)
3. H_{a3} : There is a relationship between education and motives to purchase Ezy Go	Spearman rank-order correlation	3 (part3) & 31 (part 2)
4. H_{a4} : There is a relationship between occupation and motives to purchase Ezy Go	Chi-square Test	4 (part3) & 31 (part 2)
5. H_{a5} : There is a relationship between income and motives to purchase Ezy Go	Spearman rank-order correlation	5 (part3) & 31 (part 2)
6. H_{a6} : There is a relationship between gender and frequency in purchasing Ezy Go	Chi-square Test	1 (part3) & 33 (part 2)
7. H_{a7} : There is a relationship between age and frequency in purchasing Ezy Go	Spearman rank-order correlation	2 (part3) & 33 (part 2)

8. H_a8: There is a relationship between education and frequency in purchasing Ezy Go	Spearman rank-order correlation	3 (part3) & 33 (part 2)
9. H_a9: There is a relationship between occupation and frequency in purchasing Ezy Go	Chi-square Test	4 (part3) & 33 (part 2)
10. H_a10: There is a relationship between income and frequency in purchasing Ezy Go	Spearman rank-order correlation	5 (part3) & 33 (part 2)
11. H_a11: There is a relationship between self respect and motives to purchase Ezy Go	Spearman rank-order correlation	1-4 (part1) & 31 (part 2)
12. H_a12: There is a relationship between sense of accomplishment and motives to purchase Ezy Go	Spearman rank-order correlation	5-7 (part1) & 31 (part 2)
13. H_a13: There is a relationship between self fulfillment and motives to purchase Ezy Go	Spearman rank-order correlation	8-10 (part1) & 31 (part 2)
14. H_a14: There is a relationship between being well respected and motives to purchase Ezy Go	Spearman rank-order correlation	11-13 (part1) & 31 (part 2)
15. H_a15: There is a relationship between security and motives to purchase Ezy Go	Spearman rank-order correlation	14-16 (part1) & 31 (part 2)
16. H_a16: There is a relationship between warm relationship with others and motives to purchase Ezy Go	Spearman rank-order correlation	17-19 (part1) & 31 (part 2)
17. H_a17: There is a relationship between sense of belonging and motives to purchase Ezy Go	Spearman rank-order correlation	20-22 (part1) & 31 (part 2)

18. H_a18: There is a relationship between fun and enjoyment in life and motives to purchase Ezy Go	Spearman rank-order correlation	23-25 (part1) & 31 (part 2)
19. H_a19: There is a relationship between excitement and motives to purchase Ezy Go	Spearman rank-order correlation	26-28 (part1) & 31 (part 2)
20. H_a20: There is a relationship between self respect and frequency in purchasing Ezy Go	Spearman rank-order correlation	1-4 (part1) & 33 (part 2)
21. H_a21: There is a relationship between sense of accomplishment and frequency in purchasing Ezy Go	Spearman rank-order correlation	5-7 (part1) & 33 (part 2)
22. H_a22: There is a relationship between self fulfillment and frequency in purchasing Ezy Go	Spearman rank-order correlation	8-10 (part1) & 33 (part 2)
23. H_a23: There is a relationship between being well respected and frequency in purchasing Ezy Go	Spearman rank-order correlation	11-13 (part1) & 33 (part 2)
24. H_a24: There is a relationship between security and frequency in purchasing Ezy Go	Spearman rank-order correlation	14-16 (part1) & 33 (part 2)
25. H_a25: There is a relationship between warm relationship with others and frequency in purchasing Ezy Go	Spearman rank-order correlation	17-19 (part1) & 33 (part 2)
26. H_a26: There is a relationship between sense of belonging and frequency in purchasing Ezy Go	Spearman rank-order correlation	20-22 (part1) & 33 (part 2)
27. H_a27: There is a relationship between fun and enjoyment in life and frequency in purchasing Ezy Go	Spearman rank-order correlation	23-25 (part1) & 33 (part 2)

28. H_a28: There is a relationship between excitement and frequency in purchasing Ezy Go	Spearman rank-order correlation	26-28(part1) & 33 (part 2)
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CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents a critical discussion of results and explains the results of the analysis of the data that had been collected based on the sample size of 383 respondents. The analysis is derived from responses relating to questions on demographics, values, and purchase behavior of the respondents toward Ezy Go in Bangkok. This chapter tested 28 hypotheses that were posed in this study. This chapter can be divided into 4 parts as follows :

5.1 : Descriptive Analysis of Demographic data

5.2 : Descriptive Analysis of Values

5.3 : Descriptive Analysis of Purchase Behavior

5.4 : Hypotheses Testing

✓ 5.1 : Descriptive Analysis of Demographic Data

The demographic characteristics of the respondents that participated in this research can be categorized into variables such as gender, age, education, occupation, and income. A preliminary inspection of these characteristics is illustrated in Table 5.1.

Table 5.1 : Gender

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	113	29.5	29.5	29.5
	female	270	70.5	70.5	100.0
	Total	383	100.0	100.0	

As shown in Table 5.1, there are totally 383 respondents in this study with 113

or 29.5 % male, and more than twice the number of males, 270 or 70.5 % female respondents.

Table 5.2 : Age

age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	144	37.6	37.6	37.6
	20-30	202	52.7	52.7	90.3
	31-40	21	5.5	5.5	95.8
	41-50	12	3.1	3.1	99.0
	more than 50	4	1.0	1.0	100.0
	Total	383	100.0	100.0	

Table 5.2 shows that 202 respondents are aged between 20-30 years or 52.7%, 144 respondents are aged less than 20 years or 37.6%, and 21 respondents are aged between 31-40 years or 5.5%. The number of respondents who are aged between 41-50 years and more than 50 years are 12 and 4, which represents 3.1% and 1% respectively.

Table 5.3 : Education

education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary school or below	31	8.1	8.1	8.1
	vocational school	29	7.6	7.6	15.7
	bachelor's degree	293	76.5	76.5	92.2
	higher than bachelor's degree	30	7.8	7.8	100.0
	Total	383	100.0	100.0	

Table 5.3 shows the education level of the respondents. It is composed of 293 respondents who have bachelor's degree or 76.5% , 31 respondents who have secondary school or below, amounting to 8.1%, 30 respondents who have higher than bachelor's degree or 7.8%, and 29 respondents who have vocational school degree, 7.6%.

Table 5.4 : Occupation

occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid student	269	70.2	70.2	70.2
private employee	41	10.7	10.7	80.9
state enterprise officer	20	5.2	5.2	86.2
business owner	8	2.1	2.1	88.3
government officer	44	11.5	11.5	99.7
others	1	.3	.3	100.0
Total	383	100.0	100.0	

Table 5.4 indicates the occupation of the respondents. It is composed of 269 respondents who are students or 70.2%, 44 respondents who are government officers or 11.5%, 41 respondents who are private employees or 10.7%, 20 respondents who are state enterprise officers or 5.2%, and 8 respondents who have their own business which is 2.1%. Only one respondent had no occupation, or 0.3%.

Table 5.5 : Income

income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 10,000 baht	285	74.4	74.4	74.4
10,000-20,000 baht	75	19.6	19.6	94.0
20,001-30,000 baht	16	4.2	4.2	98.2
30,001-40,000 baht	2	.5	.5	98.7
40,001-50,000 baht	1	.3	.3	99.0
more than 50,000 baht	4	1.0	1.0	100.0
Total	383	100.0	100.0	

Table 5.5 shows monthly income of the respondents. The majority of respondent's monthly income is less than 10,000 baht, which are 285 respondents or 74.4%, and the minority only 1 respondent of the total sample who earned an income of 40,001-50,000 baht or 0.3%. Meanwhile, 75% of respondents had incomes of 10,000-20,000 baht or 19.6%, 16 respondents had incomes of 20,001-30,000 baht or 4.2%, 4 respondents had incomes of more than 50,000 baht or 1%, and 2 respondents

earned income of 30,001-40,000 baht or 0.5%.

✕ **5.2 : Descriptive Analysis of Values**

For this section, the respondents have to rate how important each of nine values, such as self-respect, sense of accomplishment, self-fulfillment, being well respected, security, warm relationships with others, sense of belonging, fun and enjoyment in life, and excitement, was in their lives. These values are phrased as ways of acting that may be more or less important to them. The scale of importance is rated as follows:

Most important	=	5
Very Important	=	4
Neutral	=	3
Less important	=	2
Least important	=	1

Table 5.6 : Mean score rating, minimum, maximum, and standard deviation of Self respect

Descriptive Statistics					
	N	Minimu	Maximu	Mean	Std. Deviatio
Self confidence	383	1	5	4.25	.71
Self reliance	383	2	5	4.33	.72
Freedom of action and thought	383	2	5	4.40	.64
Selecting own goals/objective	383	1	5	4.39	.73
Valid N (listwise)	383				

Table5.6 indicates that the mean score of freedom of action and thought is rated the highest at4.40, the respondents' own goals/ objectives is 4.39, self-reliance is 4.33, and self-confidence is rated the lowest, 4.25.

Table 5.7 : Mean score rating, minimum, maximum and standard deviation of Sense of accomplishment

Descriptive Statistics					
	N	Minimu	Maximu	Mean	Std. Deviation
Achieve significant goals/objjs	383	2	5	4.25	.74
Prestigious Stastatus	383	1	5	3.38	.80
Succes	383	1	5	3.43	.91
Valid N (listwise)	383				

Table5.7 illustrates that the mean score of achieve significant goals/objective is the highest mean which is 4.25, followed by success, and prestigious status by 3.43, and 3.38 respectively.

Table 5.8 : Mean score rating, minimum, maximum and standard deviation of Self fulfillment

Descriptive Statistics					
	N	Minimu	Maximu	Mean	Std.
Efficient perception of reality	383	2	5	4.19	.70
Acceptance of self and others	383	2	5	4.31	.70
Spontaneity,simplicity,naturalness	383	1	5	4.23	.81
Valid N (listwise)	383				

Table 5.8 s shows m ean s core o f a cceptance o f s elf and o thers i s t he highest mean which is 4.3. Spontaneity, simplicity, naturalness, is 4.23, and efficient perception of reality is 4.19.

Table 5.9 : Mean score rating, minimum, maximum and standard deviation of Being well- respected

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Being popular	383	1	5	3.32	.81
Being admired	383	1	5	3.50	.83
Being dignified	383	1	5	3.11	.85
Valid N (listwise)	383				

Table 5.9 shows the average score of being admired is3.50 which is the highest among being well respected. Being popular and being dignified have mean scores of 3.32 and 3.11, respectively.

Table 5.10 : Mean score rating, minimum, maximum and standard deviation of Security

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
National security	383	1	5	4.40	.77
Family security	383	2	5	4.67	.61
Social order	383	1	5	4.38	.76
Valid N (listwise)	383				

Table 5.10 indicates that the respondents value family security at the highest mean score, 4.67. The values of national security and social order are more or less not much different in mean scores which are 4.40 and 4.38, respectively.

Table 5.11 : Mean score rating, minimum, maximum and standard deviation of Warm relationships with others

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Helpfulness	383	2	5	4.32	.64
Supportive	383	1	5	3.92	.73
Empathy	383	3	5	4.23	.64
Valid N (listwise)	383				

Table 5.11 shows helpfulness is given the highest mean score among the other variables, followed by empathy at 4.23, and supportive, 3.92.

Table 5.12 : Mean score rating, minimum, maximum and standard deviation of Sense of belonging

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Feeling that others care about	383	1	55	4.31	2.70
Acceptance by family	383	2	44	4.60	2.12
Acceptance by friends and	383	1	5	4.33	.71
Valid N (listwise)	383				

Table5.12 illustrates mean score of acceptance by family members is highest, 4.60, followed by acceptance by friends and others, 4.33, and feeling that others care about me, 4.31.

Table 5.13 : Mean score rating, minimum, maximum and standard deviation of Fun and enjoyment in life

Descriptive Statistics					
	N	Minimum	Maximu	Mean	Std. Deviation
Enjoying work	383	1	5	4.29	.75
Enjoying life	383	2	5	4.36	.71
Enjoying leisure	383	2	5	4.16	.79
Valid N (listwise)	383				

Table 5.13 shows the highest mean score is enjoying life, 4.36, while enjoying work and enjoying leisure activities obtained mean scores of 4.29 and 4.16, respectively.

Table 5.14 : Mean score rating, minimum, maximum and standard deviation of Excitement

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
seeking adventure	383	1	5	3.72	.87
life filled with novelty and challer	383	1	5	3.69	.90
daring to take risks	383	1	5	3.49	.92
Valid N (listwise)	383				

Table 5.14 indicates the highest mean score of excitement is seeking adventure mean 3.72. Life filled with novelty and challenge, and daring to take rinks showed means of 3.69 and 3.49, respectively.

Table 5.15 : Mean score rating, minimum, maximum and standard deviation of nine list of values

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Self respect	383	2.25	5.00	4.342	.5128
Sense of accomplish	383	1.67	5.00	3.684	.6135
Self fulfillment	383	2.33	5.00	4.241	.5779
Being well respected	383	2.00	5.00	4.483	.6108
Security	383	2.00	5.00	4.483	.6108
Warm relationship	383	2.33	5.00	4.157	.5772
Sense of belonging	383	1.33	5.00	4.333	.5839
Fun and enjoyment	383	2.00	5.00	4.269	.6189
Excitement	383	1.00	5.00	3.631	.7809
Valid N	383				

Table 5.15 reveals that most respondents rated and security as the same level, mean 4.4830, followed by self respect, 4.3427, 4.3333, 4.2698, 4.2419 are mean scores of sense of belonging, fun and enjoyment in life, and self fulfillment respectively. According to the scale for this study, values of between 4.20-5.00 as determined the most important, hence, the previous five mentioned values' mean scores are then implied as the most important values. On the other hand, the range of mean scores falling between 3.40 to 4.19 are determined only as important; the respondents rated sense of accomplishment and excitement within this range as 3.6849 and 3.6310, respectively.

5.3 : Descriptive Analysis of Purchase Behavior

This section outlines the purchase behavior of the respondents toward buying Ezy Go FRTE. There are 4 main questions such as menu the respondents buy, when they buy, why they buy, and how often they buy.

Table 5.16 : Frequency distribution of Menu of foods

Question 29 : Please choose the menus of Ezy Go according to your choice?

Descriptive Statistics			
	N	Mean	Std. Deviation
khao ka prow kai	383	.67	.472
khao kai-spicy	383	.14	.346
khao kai-ob sauce	383	.28	.449
khao kai-kow-lee	383	.12	.329
khao pad kra tiem kai sub pan kon	383	.11	.319
khao pad ka prow ki mao moo	383	.26	.441
khao pad num prik pao	383	.15	.356
khao pad pong kra ree	383	.07	.261
khao pad preaw wan kai	383	.13	.340
khao moo pad prik sod	383	.08	.277
khao moo kwor kling	383	.10	.306
khao moo ob a roi	383	.10	.299
khao kang keaw wan kai	383	.41	.492
khao moo tod sauce kra tiem prik thai	383	.23	.423
khao moo pan kon sauce kra tiem	383	.12	.326
khao ob sub pra rod	383	.13	.340
khao khai pa lo jak ga pad	383	.07	.252
khao pa nang moo	383	.39	.489
ka prow moo kow hom kai kem	383	.10	.303
macaroni sauce kai	383	.15	.359
spaghetti ki mao moo	383	.20	.397
spaghetti sauce kai	383	.15	.356
spaghetti sukothai	383	.04	.194
jok set thee hongkong	383	.07	.252
Valid N (listwise)	383		

Table 5.16 presents the menu of food that the respondents select in this research. Over half of the respondents purchase *Khao Ka-prow Kai* which can be counted for 67%, 41% of respondents select *Khao Kang Keaw Wan Kai* as the choice, and 39% of respondents choose *Khao Pa-nang Moo* for their foods, and followed by

Khao Kai Ob Sauce 28%, Khao Pad Ka-prow Ki-mow Moo 23%, Khao Moo Tod Sauce Kra-tiem Prik-thai and Spaghetti Ki-mow Moo 20%, , Khao Pad Num-prink-pao, Macaroni Sauce Kai, and Spaghetti Sauce Kai 15%, Khao Kai Spicy 14%, Khao Pad Preaw-wan Kai and Khao Ob Sab-pa-rod 13%, Khao Moo Pan Kon Sauce Kra-tiem and Khao Kai Kow-lee 12%, Khao Pad Kra-tiem Kai Sub Pan Kon 11%. Khao Moo Kwor Kling, Khow Moo Ob Aroi, and Ka-prow Moo Khao Hom Kai Kem 10% , Khao Moo Pad Prik Sod 8%, Khao Pad Pong Ka-ree. For the menus are seldom chosed are Khao Khai Pa-lo Ja-ka-pad and Joke Set-tee Hong Kong 7%, and the lowest purchase rate is Spaghetti Sukko-thai 4%.

Table 5.17 :: Frequency distribution of Purchased Time

Question 30 When do you buy Ezy Go ?

Descriptive Statistics			
	N	Mean	Std. Deviation
06.01-09.00	383	.10	.299
09.01-12.00	383	.10	.296
12.01-15.00	383	.15	.354
15.01-18.00	383	.13	.334
18.01-21.00	383	.32	.467
21.01-24.00	383	.38	.485
00.01-03.00	383	.10	.299
03.01-06.00	383	.05	.212
Valid N (listwise)	383		

Table 5.17 illustrates purchased time of the respondents for this study. The peak purchased time is 21.01-24.00, which accounts for 38%. This is followed by 18.01-21.00 can be counted for 32%, 15% for 12.01-15.00 and 13% for 15.01-18.00 hrs. A total of 10% of the respondents purchased Ezy Go between 06.01-09.00, 09.01-12.00 and 00.01-03.00 hrs, while there are only 5% who purchased Ezy Go between 03.01-06.00 hrs.

Table 5.18 : Frequency distribution of why do the consumers buy Ezy Go (Convenience)

Question 31 Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

convenience (ezy go is convenience to buy)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	23	6.0	6.0	6.0
	agree	163	42.6	42.6	48.6
	strongly agree	197	51.4	51.4	100.0
	Total	383	100.0	100.0	

Table 5.18 shows that 51.4% of the respondents strongly agree that Ezy Go is convenient to buy, 42.6% of the respondents agree, and only 6% answered that they neither agree nor disagree that Ezy Go is convenient to buy.

Table 5.19 : Frequency distribution of why do the consumers buy Ezy Go (Innovation)

Question 31 : Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

innovation (ezy go is a new thing)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	1.8	1.8	1.8
	disagree	26	6.8	6.8	8.6
	neither agree nor disagree	220	57.4	57.4	66.1
	agree	104	27.2	27.2	93.2
	strongly agree	26	6.8	6.8	100.0
	Total	383	100.0	100.0	

Table 5.19 shows that 57.4% of the respondents neither agree nor disagree that Ezy Go is a new thing or innovation, 27.2% agree, 1.8% strongly disagree, and 6.8% equally disagree and strongly disagree that Ezy Go is a new thing or innovation.

Table 5.20 : Frequency distribution of why do the consumers buy Ezy Go (Time pressure)

Question 31 Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

time pressure (I have no time for cooking)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.0	1.0	1.0
	disagree	24	6.3	6.3	7.3
	neither agree nor disagree	102	26.6	26.6	33.9
	agree	177	46.2	46.2	80.2
	strongly agree	76	19.8	19.8	100.0
	Total	383	100.0	100.0	

Table 5.20 shows that 46.2% of the respondents agree that they have time pressure which causes them to buy Ezy Go products, 26.6% neither agree nor disagree, 19.8% strongly agree, 6.3% disagree, and only 1% strongly disagree.

Table 5.21: Frequency distribution of why do the consumers buy Ezy Go (Price)

Question 31 : Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

price (the price is reasonable)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	20	5.2	5.2	5.2
	disagree	59	15.4	15.4	20.6
	neither agree nor disagree	189	49.3	49.3	70.0
	agree	99	25.8	25.8	95.8
	strongly agree	16	4.2	4.2	100.0
	Total	383	100.0	100.0	

Table 5.21 presents 49.3% of respondents neither agree nor disagree that the price of Ezy Go is reasonable, 25.8% agree, 15% disagree, 5.2% strongly disagree, 4.2% strongly agree.

Table 5.22 : Frequency distribution of why do the consumers buy Ezy Go (Varieties of food)

Question 31 Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

varieties of food (ezy go has varieties of food)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.5	.5	.5
	disagree	19	5.0	5.0	5.5
	neither agree nor disagree	146	38.1	38.1	43.6
	agree	176	46.0	46.0	89.6
	strongly agree	40	10.4	10.4	100.0
	Total	383	100.0	100.0	

Table 5.22 shows that 46% of the respondents agree that Ezy Go has varieties of food, 38.1% neither agree nor disagree, 10.4% strongly agree, 5% disagree and only .5% strongly disagree.

Table 5.23 : Frequency distribution of why do the consumers buy Ezy Go (Nutritional Values)

Question 31 Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

nutritional value (ezy go provides nutritional value)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	2.6	2.6	2.6
	disagree	33	8.6	8.6	11.2
	neither agree nor disagree	218	56.9	56.9	68.1
	agree	107	27.9	27.9	96.1
	strongly agree	15	3.9	3.9	100.0
	Total	383	100.0	100.0	

Table 5.23 shows that 56.9% neither agree nor disagree that Ezy Go provides nutritional values, 27.9% agree, 8.6% disagree, 3.9% strongly agree, and only 2.6% strongly disagree.

Table 5.24 : Frequency distribution of why do the consumers buy Ezy Go (Taste)

Question 31 : Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

taste (ezy go has good taste)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	2.3	2.3	2.3
	disagree	27	7.0	7.0	9.4
	neither agree nor disagree	177	46.2	46.2	55.6
	agree	146	38.1	38.1	93.7
	strongly agree	24	6.3	6.3	100.0
	Total	383	100.0	100.0	

Table 5.24 shows that 46.2% of the respondents neither agree nor disagree that Ezy Go is tasty, 38.1% agree, 7% disagree, 6.3% strongly agree, and only 2.3% strongly disagree about the taste of Ezy Go products.

Table 5.25 : Frequency distribution of ranking why do the consumers buy Ezy Go (Convenience)

Question 32 Please rank the reason why do you buy Ezy Go?

Convenience		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first	316	82.5	82.5	82.5
	second	43	11.2	11.2	93.7
	third	10	2.6	2.6	96.3
	fourth	6	1.6	1.6	97.9
	fifth	5	1.3	1.3	99.2
	sixth	1	.3	.3	99.5
	seventh	2	.5	.5	100.0
Total		383	100.0	100.0	

Table 5.25 shows that most respondents, 82.5%, rank convenience as the first reason to buy Ezy Go , 11.2% ranked it as the second reason.

Table 5.26: Frequency distribution of ranking why do the consumers buy Ezy Go (Innovation)

Question 32 Please rank the reason why do you buy Ezy Go?

Innovation		Frequency	Percent	Valid Percent	Cumulative Percent
Vali	first	7	1.8	1.8	1.8
	second	43	11.2	11.2	13.1
	third	56	14.6	14.6	27.7
	fourth	56	14.6	14.6	42.3
	fifth	42	11.0	11.0	53.3
	sixth	51	13.3	13.3	66.6
	seventh	128	33.4	33.4	100.0
Total		383	100.0	100.0	

Table 5.26 shows that the majority 33.4% of the respondents rank innovation as the seventh reason for buying Ezy Go.

Table 5.27: Frequency distribution of ranking why do the consumers buy Ezy Go (Time pressure)

Question 32 Please rank the reason why do you buy Ezy Go?

Time pressure		Frequency	Percent	Valid Percent	Cumulative Percent
Vali	first	46	12.0	12.0	12.0
	second	167	43.6	43.6	55.6
	third	53	13.8	13.8	69.5
	fourth	34	8.9	8.9	78.3
	fifth	18	4.7	4.7	83.0
	sixth	37	9.7	9.7	92.7
	seventh	28	7.3	7.3	100.0
Total		383	100.0	100.0	

Table 5.27 shows that the majority 43.6% of the respondents rank time pressure as the second reason to buy Ezy Go.

Table 5.28: Frequency distribution of ranking why do the consumers buy Ezy Go (Price)

Question 32 Please rank the reason why do you buy Ezy Go?

Price		Frequenc	Percent	Valid Percent	Cumulative Percent
Vali	first	2	.5	.5	.5
	second	38	9.9	9.9	10.4
	third	53	13.8	13.8	24.3
	fourth	63	16.4	16.4	40.7
	fifth	69	18.0	18.0	58.7
	sixth	69	18.0	18.0	76.8
	seventh	89	23.2	23.2	100.0
Total		383	100.0	100.0	

Table 5.28 shows that 23.2% of the respondents rank price as the seventh reason for buying Ezy Go.

Table 5.29: Frequency distribution of ranking why do the consumers buy Ezy Go (Varieties of food)

Question 32 Please rank the reason why do you buy Ezy Go?

Varieties of food		Frequency	Percent	Valid Percent	Cumulative Percent
Vali	first	4	1.0	1.0	1.0
	second	42	11.0	11.0	12.0
	third	123	32.1	32.1	44.1
	fourth	101	26.4	26.4	70.5
	fifth	64	16.7	16.7	87.2
	sixth	34	8.9	8.9	96.1
	seventh	15	3.9	3.9	100.0
Total		383	100.0	100.0	

Table 5.29 shows 32.1% of respondents ranked varieties of food as the third reason for buying Ezy Go.

Table 5.30 Frequency distribution of ranking why do the consumers buy Ezy Go (Nutritional Values)

Question 32 Please rank the reason why do you buy Ezy Go?

Nutritional value		Frequency	Percent	Valid Percent	Cumulative Percent
Vali	first	3	.8	.8	.8
	second	16	4.2	4.2	5.0
	third	39	10.2	10.2	15.1
	fourth	67	17.5	17.5	32.6
	fifth	86	22.5	22.5	55.1
	sixth	108	28.2	28.2	83.3
	seventh	64	16.7	16.7	100.0
	Total	383	100.0	100.0	

Table 5.30 shows that 28.2% of respondents ranked nutritional values as the sixth reason for buying Ezy Go.

Table 5.31 Frequency distribution of ranking why do the consumers buy Ezy Go (Taste)

Question 32 Please rank the reason why do you buy Ezy Go?

Taste		Frequency	Percent	Valid Percent	Cumulative Percent
Vali	first	6	1.6	1.6	1.6
	second	34	8.9	8.9	10.4
	third	48	12.5	12.5	23.0
	fourth	55	14.4	14.4	37.3
	fifth	100	26.1	26.1	63.4
	sixth	83	21.7	21.7	85.1
	seventh	57	14.9	14.9	100.0
	Total	383	100.0	100.0	

Table 5.31 shows that 26.1 % of respondents ranked taste of food as the fifth reason for buying Ezy Go.

Table 5.32 : Frequency distribution of purchase frequency

Question 33 How often do you buy Ezy Go ? (Frequency in purchasing Ezy Go)

how often do you buy ezy go?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid everyday	10	2.6	2.6	2.6
more than once a week	15	3.9	3.9	6.5
once a week	76	19.8	19.8	26.4
more than once a month	17	4.4	4.4	30.8
once a month	30	7.8	7.8	38.6
seldom	196	51.2	51.2	89.8
only once since i know Ezy G	20	5.2	5.2	95.0
others	19	5.0	5.0	100.0
Total	383	100.0	100.0	

Table 5.32 illustrates 51.2% of the respondents seldom buy Ezy Go, 19.8% buy once a week, 7.8% once a month, 5.2% are those who bought only once since they know the product, 4.4% are more than once a month, 3.9% are more than once a week, and 2.6% are those who purchase Ezy Go everyday.

✓ 5.4 : Analysis of the Hypothesis Testing

Chi-square and Spearman correlations were used to test the hypotheses. There are 2 groups of hypotheses; 10 hypotheses in group A, and 18 hypothesis in group B. All 28 hypotheses are conjectured to test the relationship between each dependent and independent variable.

Group A : Measures the relationship between demographic data and purchase behavior

Hypothesis 1

H₀1: There is no relationship between gender and motives to purchase Ezy Go.

H_a1: There is a relationship between gender and why consumers buy Ezy Go.

Table 5.33 Chi-square test between gender and motives to purchase Ezy Go

<i>Pearson Chi-square</i>	Value	df	Asymp. Sig. (2-sided)
Gender * Convenience	11.649	2	.003
Gender * Innovation	3.389	4	.495
Gender * Time pressure	2.569	4	.632
Gender * Price	17.380	4	.002
Gender * Varieties of food	4.372	4	.358
Gender * Nutritional values	3.890	4	.421
Gender * Taste	8.042	4	.090

Pearson Chi-square in Table 5.33 indicates that the significance of .003 (gender and convenience) is less than .05 ($.003 < .05$), and the significance of .002 (gender and price) is less than .05 ($.002 < .05$) which mean that the null hypothesis was rejected. Therefore, there are relationships between gender and convenience, and gender and price at the .05 significant level.

However, the others show values which are more than .05. Hence, there are no relationships between gender and innovation, gender and time pressure, gender and varieties of food, gender and nutritional values, or gender and taste.

Hypothesis 2

H₀2: There is no relationship between age and motives to purchase Ezy Go.

H_a2: There is a relationship between age and motives to purchase Ezy Go.

Table 5.34 Correlation between age and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Age * Convenience	.049	.340	383
Age * Innovation	.103*	.044	383
Age * Time pressure	.066	.198	383
Age * Price	.334**	.000	383
Age * Varieties of food	.115*	.024	383
Age * Nutritional values	.163**	.001	383
Age * Taste	.170**	.001	383

* Correlation is significant at the .05 level (2-tailed).

**Correlation is significant at the .01 level (2-tailed).

Correlation coefficient in Table 5.34 indicates that the significance of .000 (age and price) is less than .01 ($.000 < .01$), the significance of .001 (age and nutritional values, age and taste) is less than .01 ($.001 < .01$), and the significance of .024 (age and varieties of food) and .044 (age and innovation) are less than .05 ($.024 < .05$ and $.044 < .05$), which mean that the null hypothesis was rejected. Therefore, there are relationships between age and price, age and nutritional values, and age and taste at the .01 significant level. Moreover, there are relationships between age and varieties of food, and age and innovation, at the .05 significant level.

Values of correlation coefficient equal .334 (age and price), .163 (age and varieties of food), .170 (age and taste), .115 (age and varieties of food), and .103 (age and innovation) which mean there are positive relationships between each of them. However, the correlation coefficient values show a weak association between these variables.

There are no relationships between age and convenience ($.340 > .05$), and age and time pressure ($.198 > .05$).

Hypothesis 3

H₀₃: There is no relationship between education and motives to purchase Ezy Go.

H_{a3}: There is a relationship between education and motives to purchase Ezy Go.

Table 5.35 Correlation between education and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Education * Convenience	-.040	.463	383
Education * Innovation	-.125*	.014	383
Education * Time pressure	.037	.469	383
Education * Price	-.026	.615	383
Education * Varieties of food	-.115*	.024	383
Education * Nutritional values	.135**	.008	383
Education * Taste	-.095	.065	383

* Correlation is significant at the .05 level (2-tailed).

**Correlation is significant at the .01 level (2-tailed).

Correlation coefficient in Table 5.35 indicates that the significance of .008 (education and nutritional values) is less than .01 ($.008 < .01$), the significance of .014 (education and innovation) is less than .05 ($.014 < .05$), the significance of .024 (education and varieties of food) is less than .05 ($.024 < .05$) which means that the null hypothesis was rejected. Therefore, there are relationships between education and nutritional values at the .01 significant level. Moreover, there are relationships between education and innovation, and education and varieties of food, at the .05 significant level.

Values of correlation coefficient equal .135 (education and nutritional values) that mean there is positive relationship between education and nutritional values but both of them have a weak association. For education and innovation, education and varieties of food, values equal -.125 and -.115 respectively. Hence, there are negative relationships between education and innovation, and education and varieties of food.

There are no relationships between education and convenience ($.463 > .05$), education and time pressure ($.469 > .05$), education and price ($.615 > .05$), and education and taste ($.065 > .05$)

Hypothesis 4

H₀4: There is no relationship between occupation and motives to purchase Ezy Go.

H_a4: There is a relationship between occupation and motives to purchase Ezy Go.

Table 5.36 Chi-square test between occupation and motives to purchase Ezy Go

<i>Pearson Chi-square</i>	Value	df	Asymp. Sig. (2-sided)
Occupation * Convenience	13.830	10	.181
Occupation * Innovation	25.667	20	.177
Occupation * Time pressure	13.640	20	.848
Occupation * Price	73.200	20	.000
Occupation * Varieties of food	20.693	20	.415
Occupation * Nutritional values	23.476	20	.266
Occupation * Taste	23.904	20	.247

Pearson Chi-square in Table 5.36 indicates that the significance of .000 (occupation and price) is less than .05 (.000<.05) which means that the null hypothesis was rejected. Therefore, there is a relationship between occupation and price at the .05 significant level.

However, the others show the significances are more than .05. Hence, there are no relationships, either between occupation and convenience, occupation and innovation, occupation and time pressure, occupation and varieties of food, occupation and nutritional values, or occupation and taste.

Hypothesis 5

H₀5: There is no relationship between income and motives to purchase Ezy Go.

H_a5: There is a relationship between income and motives to purchase Ezy Go.

Table 5.37 Correlation between income and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Income * Convenience	.068	.182	383
Income * Innovation	.128*	.012	383
Income * Time pressure	.036	.483	383
Income * Price	.257**	.000	383
Income * Varieties of food	.167**	.001	383
Income * Nutritional values	.109*	.033	383
Income * Taste	.106*	.038	383

* Correlation is significant at the .05 level (2-tailed).

**Correlation is significant at the .01 level (2-tailed).

Correlation coefficient in Table 5.37 indicates that the significance of .000 (income and price) is less than .01 ($.000 < .01$), the significance of .001 (income and varieties of food) is less than .05 ($.014 < .05$), the significance of .012 (income and innovation), .033 (income and nutritional values), .038 (income and taste) are less than .05 ($.012 < .05$, $.033 < .05$, $.038 < .05$) which mean that the null hypothesis was rejected. Therefore, there are relationships between income and price, income and varieties of food at the .01 significant level. Moreover, there are relationships between income and innovation, income and nutritional values, and income and taste, at the .05 significant level.

Values of correlation coefficient equal .257 (income and price), .167 (income and varieties of food), .128 (income and innovation), .109 (income and nutritional), .106 (income and taste) which mean there are positive relationships between each of them but in weak association.

There are no relationships between income and convenience ($.182 > .05$), and income and time pressure ($.483 > .05$).

Hypothesis 6

H₀6: There is no relationship between gender and frequency in purchasing Ezy Go.

H_a6: There is a relationship between gender and frequency in purchasing Ezy Go.

Table 5.38 Chi-square test between gender and frequency in purchasing Ezy Go

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.785 ^a	7	.352
Likelihood Ratio	9.336	7	.229
Linear-by-Linear Association	.707	1	.401
N of Valid Cases	383		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.95.

Chi-square test in Table5.38 indicates that the significance of .229 is more than .05 (.229 > .05), which means that the null hypothesis was accepted. Therefore, there is a no relationship between gender and motives to purchase Ezy Go at the .05 significant level.

Hypothesis 7

H₀7: There is no relationship between age and frequency in purchasing Ezy Go.

H_a7: There is a relationship between age and frequency in purchasing Ezy Go.

Table 5.39 Correlation between age and frequency in purchasing Ezy Go

Correlations			
		age	how often do you buy ezy go?
Spearman's rho	age		
	Correlation Coefficient	1.000	.024
	Sig. (2-tailed)	.	.641
	N	383	383
	how often do you buy ezy go?		
	Correlation Coefficient	.024	1.000
	Sig. (2-tailed)	.641	.
	N	383	383

Correlation Coefficient in Table5.39 indicates that the significance of .641 is more than .05 (.641 > .05), which means that the null hypothesis was accepted. Therefore, there is a no relationship between age and motives to purchase Ezy Go, at the .05 significant level.

Hypothesis 8

H₀8: There is no relationship between education and frequency in purchasing Ezy Go.

H_a8: There is a relationship between education and frequency in purchasing Ezy Go.

Table 5.40 Correlation between education and frequency in purchasing Ezy Go

Correlations			education	how often do you buy ezy go?
Spearman's rho	education	Correlation Coefficient	1.000	.116*
		Sig. (2-tailed)	.	.023
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	.116*	1.000
		Sig. (2-tailed)	.023	.
		N	383	383

*. Correlation is significant at the .05 level (2-tailed).

Correlation Coefficient in Table5.40 indicates that the significance of .023 is less than .05 ($.023 < .05$), which means that the null hypothesis was rejected. Therefore, there is a relationship between education and how often the consumers buy Ezy Go at the .05 significant level.

Value of correlation coefficient equals .116 which means there is a positive relationship between education and how often the consumers buy Ezy Go. However, the correlation coefficient value shows a weak association between these two variables.

Hypothesis 9

H₀9: There is no relationship between occupation and frequency in purchasing Ezy Go.

H_a9: There is a relationship between occupation and frequency in purchasing Ezy Go.

Table 5.41 Chi-square test between occupation and frequency in purchasing Ezy Go

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.377 ^a	35	.010
Likelihood Ratio	47.779	35	.073
Linear-by-Linear Association	1.331	1	.249
N of Valid Cases	383		

a. 35 cells (72.9%) have expected count less than 5.
The minimum expected count is .03.

Chi-square test in Table5.41 indicates that the significance of .073 is more than .05 ($.073 > .05$), which means that the null hypothesis was rejected. Therefore, there is a relationship between occupation and the frequency in purchasing Ezy Go at the .05 significant level.

Hypothesis 10

H₀10: There is no relationship between income and frequency in purchasing Ezy Go.

H_a10: There is a relationship between income and frequency in purchasing Ezy Go.

Table 5.42 Correlation between income and frequency in purchasing Ezy Go

Correlations				
			income	how often do you buy ezy go?
Spearman's rho	income	Correlation Coefficient	1.000	-.077
		Sig. (2-tailed)	.	.132
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.077	1.000
		Sig. (2-tailed)	.132	.
		N	383	383

Correlation Coefficient in Table 5.42 indicates that the significance of .132 is more than .05 (.132 > .05), which means that the null hypothesis was accepted. Therefore, there is no relationship between income and frequency in purchasing Ezy Go, at the .05 significant level.

Group B : Measures the relationship between Values and Purchase behavior

Hypothesis 11

H₀11: There is no relationship between self respect and motives to purchase Ezy Go.

H_a11: There is a relationship between self respect and motives to purchase Ezy Go.

Table 5.43 Correlation between self respect and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Self respect * Convenience	.059	.250	383
Self respect * Innovation	-.23	.649	383
Self respect * Time pressure	.008	.872	383
Self respect * Price	-.050	.332	383
Self respect * Varieties of food	-.041	.424	383
Self respect * Nutritional values	-.054	.290	383
Self respect * Taste	-.027	.596	383

Correlation Coefficient in Table 5.43 indicates that all significance values shown above are more than .05. Therefore, there are no relationships between self respect and the motives to purchase Ezy Go at the .05 significant level.

Hypothesis 12

H₀12: There is no relationship between sense of accomplishment and motives to purchase Ezy Go.

H_a12: There is a relationship between sense of accomplishment and motives to purchase Ezy Go.

Table 5.44 Correlation between sense of accomplishment and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Sense of Accomplishment * Convenience	.154*	.003	383
Sense of Accomplishment * Innovation	.084	.099	383
Sense of Accomplishment * Time pressure	-.026	.606	383
Sense of Accomplishment * Price	.028	.581	383
Sense of Accomplishment * Varieties of food	.034	.511	383
Sense of Accomplishment * Nutritional values	.096	.061	383
Sense of Accomplishment * Taste	.034	.504	383

* Correlation is significant at the .05 level (2-tailed).

Correlation Coefficient in Table 5.44 indicates that most values shown above are more than .05, except for significance between sense of accomplishment and convenience, .003 which is less than .05 (.003<.05).Therefore, there is a relationship between sense of accomplishment and convenience at the .05 significant level.

Value of correlation coefficient is .154. It means that there is a positive relationship between sense of accomplishment and convenience, but in weak association.

Hypothesis 13

H₀13: There is no relationship between self fulfillment and motives to purchase Ezy Go.

H_a13: There is a relationship between self fulfillment and motives to purchase Ezy Go.

Table 5.45 Correlation between self fulfillment and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Self fulfillment * Convenience	.093	.068	383
Self fulfillment * Innovation	-.021	.682	383
Self fulfillment * Time pressure	.038	.462	383
Self fulfillment * Price	.032	.533	383
Self fulfillment * Varieties of food	.035	.499	383
Self fulfillment * Nutritional values	.040	.434	383
Self fulfillment * Taste	.017	.746	383

Correlation Coefficient in Table 5.45 indicates that all significance on the above are more than .05. Therefore, there are no relationships between self fulfillment and reasons for purchasing Ezy Go at the .05 significant level.

Hypothesis 14

H₀14: There is no relationship between being well respected and motives to purchase Ezy Go.

H_a14: There is a relationship between being well respected and motives to purchase Ezy Go.

Table 5.46 Correlation between being well respected and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Being well respected * Convenience	.098	.056	383
Being well respected * Innovation	-.050	.327	383
Being well respected * Time pressure	.018	.725	383
Being well respected * Price	-.007	.896	383
Being well respected * Varieties of food	.031	.546	383
Being well respected * Nutritional values	-.007	.896	383
Being well respected * Taste	.076	.136	383

Correlation Coefficient in Table 5.46 indicates that all significance on the above are more than .05. Therefore, there are no relationships between being well respected and reasons for purchasing Ezy Go at the .05 significant level.

Hypothesis 15

H₀15: There is no relationship between security and motives to purchase Ezy Go.

H_a15: There is a relationship between security and motives to purchase Ezy Go.

Table 5.47 Correlation between security and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Security * Convenience	.098	.056	383
Security * Innovation	-.050	.327	383
Security * Time pressure	.018	.725	383
Security * Price	-.007	.896	383
Security * Varieties of food	.031	.546	383
Security * Nutritional values	-.007	.896	383
Security * Taste	.076	.136	383

Correlation Coefficient in Table 5.47 indicates that all significance values on the above are more than .05. Therefore, there are no relationships between security and reasons for purchasing Ezy Go at the .05 significant level.

Hypothesis 16

H₀16: There is no relationship between warm relationship with others and motives to purchase Ezy Go.

H_a16: There is a relationship between warm relationship with others and motives to purchase Ezy Go.

Table 5.48 Correlation between warm relationship with others and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Warm relationship with others * Convenience	.106*	.038	383
Warm relationship with others * Innovation	.068	.185	383
Warm relationship with others * Time pressure	.016	.750	383
Warm relationship with others * Price	.044	.390	383
Warm relationship with others * Varieties of food	.038	.457	383
Warm relationship with others * Nutritional values	.105*	.039	383
Warm relationship with others * Taste	.039	.447	383

* Correlation is significant at the .05 level (2-tailed).

Correlation Coefficient in Table 5.48 indicates that almost all the significance values on the above are more than .05, except the significance between warm relationship with others and convenience, which is .038; and the significance between warm relationship with others and nutritional values which is .039, which are less than .05 ($.038 < .05$ and $.039 < .05$). Therefore, there are relationships between warm relationship with others and convenience, and warm relationship with others and nutritional values at the .05 significant level.

Values of correlation coefficient are .106 (warm relationship with others and convenience) and .105 (warm relationship with others and nutritional values) which mean that there are positive relationships between warm relationship with others and convenience, and warm relationship with others and nutritional values, but in weak association.

Hypothesis 17

H₀17: There is no relationship between sense of belonging and motives to purchase Ezy Go.

H_a17: There is a relationship between sense of belonging and motives to purchase Ezy Go.

Table 5.49 Correlation between sense of belonging with others and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Sense of belonging * Convenience	.166**	.001	383
Sense of belonging * Innovation	-.002	.976	383
Sense of belonging * Time pressure	.035	.497	383
Sense of belonging * Price	-.078	.128	383
Sense of belonging * Varieties of food	.003	.958	383
Sense of belonging * Nutritional values	.037	.475	383
Sense of belonging * Taste	.050	.325	383

**Correlation is significant at the .01 level (2-tailed).

Correlation Coefficient in Table 5.49 indicates that almost all significance values on the above are more than .05, except the significance between sense of belonging and convenience is .001 which is less than .01 ($.001 < .01$). Therefore, there is a relationship between sense of belonging and convenience, at the .01 significant level.

Value of correlation coefficient is .166 (sense of belonging and convenience) which means that there is a positive relationship between sense of belonging and convenience, but in weak association.

Hypothesis 18

H₀18: There is no relationship between fun and enjoyment in life and motives to purchase Ezy Go.

H_a18: There is a relationship between fun and enjoyment in life and motives to purchase Ezy Go.

Table 5.50 Correlation between fun and enjoyment in life with others and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Fun and enjoyment in life * Convenience	.026	.611	383
Fun and enjoyment in life * Innovation	-.006	.913	383
Fun and enjoyment in life * Time pressure	.012	.820	383
Fun and enjoyment in life * Price	-.077	.130	383
Fun and enjoyment in life * Varieties of food	.013	.794	383
Fun and enjoyment in life * Nutritional values	-.054	.293	383
Fun and enjoyment in life * Taste	-.059	.247	383

Correlation Coefficient in Table 5.50 indicates that all significance values on the above are more than .05. Therefore, there are no relationships between fun and enjoyment in life and reasons for purchasing Ezy Go at the .05 significant level.

Hypothesis 19

H₀19: There is no relationship between excitement and motives to purchase Ezy Go.

H_a19: There is a relationship between excitement and motives to purchase Ezy Go.

Table 5.51 Correlation between excitement with others and motives to purchase Ezy Go

<i>Spearman's rho</i>	Correlation Coefficient	Sig. (2-tailed)	N
Excitement * Convenience	.114*	.026	383
Excitement * Innovation	.022	.674	383
Excitement * Time pressure	.023	.650	383
Excitement * Price	-.008	.877	383
Excitement * Varieties of food	-.015	.769	383
Excitement * Nutritional values	-.073	.154	383
Excitement * Taste	-.134**	.009	383

* Correlation is significant at the .05 level (2-tailed).

**Correlation is significant at the .01 level (2-tailed).

Correlation Coefficient in Table 5.51 indicates that almost all significance values on the above are more than .05. except the significance between excitement and convenience is .026, which is less than .05 ($.026 < .05$) and the significance between excitement and taste is .009, which is less than .01 ($.009 < .01$). Therefore, there are relationships between excitement and convenience at the .05 significant level, and excitement and taste, at the .01 significant level.

Value of correlation coefficient is .114 (excitement and convenience) which means that there is a positive relationship between excitement and convenience but in weak association. However, the correlation coefficient value of excitement and taste is -.134, which means that there is a negative relationship between excitement and taste but in weak association.

Hypothesis 20

H₀20: There is no relationship between self respect and frequency in purchasing Ezy Go.

H_a20: There is a relationship between self respect and frequency in purchasing Ezy Go.

Table 5.52 Correlation between self respect and frequency in purchasing Ezy Go

Correlations				
			self respect	how often do you buy ezy go?
Spearman's rho	self respect	Correlation Coefficient	1.000	.039
		Sig. (2-tailed)	.	.444
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	.039	1.000
		Sig. (2-tailed)	.444	.
		N	383	383

Correlation Coefficient in Table 5.52 indicates that the significance of .444 is more than .05 ($.444 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between self respect and frequency in purchasing Ezy Go at the .05 significant level.

Hypothesis 21

H₀21: There is no relationship between sense of accomplishment and frequency in purchasing Ezy Go.

H_a21: There is a relationship between sense of accomplishment and frequency in purchasing Ezy Go.

Table 5.53 Correlation between sense of accomplishment and frequency in purchasing Ezy Go

Correlations				
			sense of accomplishment	how often do you buy ezy go?
Spearman's rho	sense of accomplishment	Correlation Coefficient	1.000	-.087
		Sig. (2-tailed)	.	.090
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.087	1.000
		Sig. (2-tailed)	.090	.
		N	383	383

Correlation Coefficient in Table 5.53 indicates that the significance of .090 is more than .05 ($.090 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between sense of accomplishment and frequency in purchasing Ezy Go, at the .05 significant level.

Hypothesis 22

H₀22: There is no relationship between self fulfillment and frequency in purchasing Ezy Go.

H_a22: There is a relationship between self fulfillment and frequency in purchasing Ezy Go.

Table 5.54 Correlation between self fulfillment and frequency in purchasing Ezy Go

Correlations

			self fulfillment	how often do you buy ezy go?
Spearman's rho	self fulfillment	Correlation Coefficient	1.000	-.033
		Sig. (2-tailed)	.	.516
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.033	1.000
		Sig. (2-tailed)	.516	.
		N	383	383

Correlation Coefficient in Table 5.54 indicates that the significance of .516 is more than .05 ($.516 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between self fulfillment and frequency in purchasing Ezy Go, at the .05 significant level.

Hypothesis 23

H₀23: There is no relationship between being well respected and frequency in purchasing Ezy Go.

H_a23: There is a relationship between being well respected and frequency in purchasing Ezy Go.

Table 5.55 Correlation between being well respected and frequency in purchasing Ezy Go

Correlations				
			being well respect	how often do you buy ezy go?
Spearman's rho	being well respect	Correlation Coefficient	1.000	.055
		Sig. (2-tailed)	.	.285
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	.055	1.000
		Sig. (2-tailed)	.285	.
		N	383	383

Correlation Coefficient in Table 5.55 indicates that the significance of .285 is more than .05 ($.285 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between sense of accomplishment and frequency in purchasing Ezy Go at the .05 significant level.

Hypothesis 24

H₀24: There is no relationship between security and frequency in purchasing Ezy Go.

H_a24: There is a relationship between security and frequency in purchasing Ezy Go.

Table 5.56 Correlation between security and frequency in purchasing Ezy Go

Correlations

			security	how often do you buy ezy go?
Spearman's rho	security	Correlation Coefficient	1.000	.055
		Sig. (2-tailed)	.	.285
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	.055	1.000
		Sig. (2-tailed)	.285	.
		N	383	383

Correlation Coefficient in Table 5.56 indicates that the significance of .090 is more than .05 ($.090 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between sense of accomplishment and frequency in purchasing Ezy Go, at the .05 significant level.

Hypothesis 25

H₀25: There is no relationship between warm relationship with others and frequency in purchasing Ezy Go.

H_a25: There is a relationship between warm relationship with others and frequency in purchasing Ezy Go.

Table 5.57 Correlation between warm relationship with others and frequency in purchasing Ezy Go

Correlations

			warm relationships	how often do you buy ezy go?
Spearman's rho	warm relationship	Correlation Coefficient	1.000	-.101*
		Sig. (2-tailed)	.	.048
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.101*	1.000
		Sig. (2-tailed)	.048	.
		N	383	383

*. Correlation is significant at the .05 level (2-tailed).

Correlation Coefficient in Table 5.57 indicates that the significance of .048 is less than .05 ($.048 < .05$), which means that the null hypothesis was rejected. Therefore, there is a relationship between warm relationship and frequency in purchasing Ezy Go at the .05 significant level.

Value of correlation coefficient is -.101 which means that there is a negative relationship between warm relationship with others, and frequency in purchasing Ezy Go, but in weak association.

Hypothesis 26

- H₀26: There is no relationship between sense of belonging and frequency in purchasing Ezy Go.
- H_a26: There is a relationship between sense of belonging and frequency in purchasing Ezy Go.

Table 5.58 Correlation between sense of belonging and frequency in purchasing Ezy Go

Correlations				
			sense of belonging	how often do you buy ezy go?
Spearm an's rho	sense of belonging	Correlation Coefficient	1.000	-.094
		Sig. (2-tailed)	.	.067
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.094	1.000
		Sig. (2-tailed)	.067	.
		N	383	383

Correlation Coefficient in Table 5.58 indicates that the significance of .067 is more than .05 ($.067 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between sense of belonging and frequency in purchasing Ezy Go at the .05 significant level.

Hypothesis 27

H₀27: There is no relationship between fun and enjoyment in life and frequency in purchasing Ezy Go.

H_a27: There is a relationship between fun and enjoyment in life and frequency in purchasing Ezy Go.

Table 5.59 Correlation between fun and enjoyment and frequency in purchasing Ezy Go

Correlations			fun and enjoy in life	how often do you buy ezy go?
Spearm an's rho	fun and enjoy in life	Correlation Coefficient	1.000	.043
		Sig. (2-tailed)	.	.401
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	.043	1.000
		Sig. (2-tailed)	.401	.
		N	383	383

Correlation Coefficient in Table 5.59 indicates that the significance of .401 is more than .05 ($.401 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between fun and enjoyment and frequency in purchasing Ezy Go at the .05 significant level.

Hypothesis 28

H₀28: There is no relationship between excitement and frequency in purchasing Ezy Go.

H_a28: There is a relationship between excitement and frequency in purchasing Ezy Go.

Table 5.60 Correlation between excitement and frequency in purchasing Ezy Go.

Correlations				
			excite	how often do you buy ezy go?
Spearman's rho	excite	Correlation Coefficient	1.000	-.095
		Sig. (2-tailed)	.	.064
		N	383	383
	how often do you buy ezy go?	Correlation Coefficient	-.095	1.000
		Sig. (2-tailed)	.064	.
		N	383	383

Correlation Coefficient in Table 5.60 indicates that the significance of .064 is more than .05 ($.064 > .05$), which means that the null hypothesis was accepted. Therefore, there is no relationship between excitement and frequency in purchasing Ezy Go, at the .05 significant level.

CHAPTER 6

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the conclusion of the study. There are 3 sections in this chapter. The first section outlines a summary of findings of this research, which includes the demographic characteristics of the respondents, summary of nine values, summary of purchase behavior of Ezy Go, the summary of hypotheses testing, and conclusion drawn against the research objectives. The second section is the implications divided into two parts; the academic contributions and recommendation. The last section offers suggestions for further research.

✓ 6.1 Summary of findings

The purpose of this research study was to investigate whether demographic characteristics and nine values are related to consumers' purchase behavior of Ezy Go FRTE. This research studied the relationship between demographic characteristics and 7 reasons motives to purchase Ezy Go, as well as the relationship between demographic characteristics and frequency in purchasing Ezy Go. Furthermore, the research also examined the association between nine values and reasons for buying Ezy Go, as well as nine values and frequency of buying Ezy Go products.

The nine values included self respect, sense of accomplishment, self fulfillment, being well respected, security, warm relationship with others, sense of belonging, fun and enjoyment in life, and excitement. The 7 factors or reasons for buying Ezy Go in this study were convenience, innovation, time pressure, price, varieties of food, nutritional values, and taste. This study applied a quantitative research design that presents the data analysis in tabulation by using descriptive analysis to explain its frequency and percentage. Chi-square test and bivariate test using Spearman's rank correlation were used to test the correlation coefficient in the sets of hypotheses.

✓ Characteristics of the respondents

The study found that the gender of the respondents composed of 113 male respondents and 270 female respondents or 29.5% and 70.5% respectively. Most of the respondents were aged between 20-30 years old, which consists of 202 persons, or 52.7%. The majority of respondents, 293 or 76.5% had Bachelor's degrees.

Most respondents were students, 269 persons or 70.2%, whose average income was less than Baht 10,000 per month.

Summary of values

Most of respondents rated being well-respected and being secure as the most important values in their lives, both these values obtained the same score of 4.4830 from the full score 5. This was followed by self respect 4.3247, sense of belonging, 4.3333, fun and enjoyment 4.2698, and self fulfillment 4.2419. Almost all respondents rated warm relationships with others as a very important value, the mean score was 4.1575. On the other hand, a sense of accomplishment and excitement were rated lower, with mean scores at 3.6849 and 3.6310 respectively. This implies that a sense of accomplishment and excitement are perceived as less important values for guiding respondents' lives.

✓ Summary of purchase behavior toward Ezy Go

The result from the survey shows that the top three popular menus of Ezy Go are *Khao Ka-Prow Kai*, *Khao Kang Keaw Wan Kai*, and *Khao Pa-nang Moo*. which can be counted for 67%, 41%, and 39% respectively. However, only 10% of respondents have tried *Khao Moo Kwor Kling*, *Khao Moo Ob Aroi*, and *Ka-prow Moo Khao Hom Khai Kem*. The majority of respondents purchased Ezy Go during 21.01-24.00 and 18.01-21.00 hrs. which accounted for 38 % and 32% respectively.

The majority of the respondents, 82.5%, rank convenience as the first reason to buy Ezy Go, time pressure as second, or 43.6%, varieties of food was ranked third, 32.1%. Innovation 33.4%, and price 23.2%, ranked much lower, which means both reasons are the least influential factors to induce the respondents to buy Ezy Go.

The majority of respondents, 51% were not frequent buyers of Ezy Go. A total of 19.8% bought once a week, , 7.8% bought once a month, 5.2% had bought Ezy Go only once since knowing the brand, 3.9% more than once a week. However, there were 2.6% of the respondents who bought Ezy Go everyday.

Summary of hypotheses testing

The result of hypotheses testing is shown in Table 6.1. The table confirms all of hypotheses. This means that there is the statistical relationship between all pairs of dependent and independent variables.

Table 6.1 Summary of hypotheses testing results

Hypotheses	Statistics test	Level of significant	Correlation coefficient	Results
H_{a1}: There is a relationship between gender motives to purchase Ezy Go				
- Gender and Convenience	Chi-square	.003	11.649	Rejected H ₀
- Gender and Innovation	Chi-square	.495	3.389	Accepted H ₀
- Gender and Time pressure	Chi-square	.632	2.569	Accepted H ₀
- Gender and Price	Chi-square	.002	17.380	Rejected H ₀
- Gender and Varieties of food	Chi-square	.358	4.372	Accepted H ₀
- Gender and Nutritional values	Chi-square	.421	3.890	Accepted H ₀
- Gender and Taste	Chi-square	.090	8.042	Accepted H ₀
H_{a2}: There is a relationship between age and motives to purchase Ezy Go				
- Age and Convenience	Spearman	.340	.049	Accepted H ₀
- Age and Innovation	Spearman	.044	.103*	Rejected H ₀
- Age and Time pressure	Spearman	.198	.066	Accepted H ₀
- Age and Price	Spearman	.000	.334**	Rejected H ₀

- Age and Varieties of food	Spearman	.024	.115*	Rejected H ₀
- Age and Nutritional values	Spearman	.001	.163**	Rejected H ₀
- Age and Taste	Spearman	.001	.170**	Rejected H ₀
H_{a3}: There is a relationship between education and motives to purchase Ezy Go				
- Education and Convenience	Spearman	.463	-.040	Accepted H ₀
- Education and Innovation	Spearman	.014	-.125*	Rejected H ₀
- Education and Time pressure	Spearman	.469	.037	Accepted H ₀
- Education and Price	Spearman	.615	-.026	Accepted H ₀
- Education and Varieties of food	Spearman	.024	-.115*	Rejected H ₀
- Education and Nutritional values	Spearman	.008	.135**	Rejected H ₀
- Education and Taste	Spearman	.065	-.095	Accepted H ₀
H_{a4}: There is a relationship between occupation and motives to purchase Ezy Go				
- Occupation and Convenience	Chi-square	.181	13.830	Accepted H ₀
- Occupation and Innovation	Chi-square	.177	25.667	Accepted H ₀
- Occupation and Time pressure	Chi-square	.848	13.640	Accepted H ₀
- Occupation and Price	Chi-square	.000	73.200	Rejected H ₀
- Occupation and Varieties of food	Chi-square	.415	20.693	Accepted H ₀
- Occupation and Nutritional values	Chi-square	.266	23.476	Accepted H ₀
- Occupation and Taste	Chi-square	.247	23.904	Accepted H ₀
H_{a5}: There is a relationship between income and motives to purchase Ezy Go				
- Income and Convenience	Spearman	.182	.068	Accepted H ₀
- Income and Innovation	Spearman	.012	.128*	Rejected H ₀
- Income and Time pressure	Spearman	.483	.036	Accepted H ₀

- Income and Price	Spearman	.000	.257**	Rejected H ₀
- Income and Varieties of food	Spearman	.001	.167**	Rejected H ₀
- Income and Nutritional values	Spearman	.033	.109*	Rejected H ₀
- Income and Taste	Spearman	.038	.106*	Rejected H ₀
H_a6: There is a relationship between gender and frequency in purchasing Ezy Go	Chi-square	.352	7.785	Accepted H ₀
H_a7: There is a relationship between age and frequency in purchasing Ezy Go	Spearman	.641	.024	Accepted H ₀
H_a8: There is a relationship between education and frequency in purchasing Ezy Go	Spearman	.023	.116*	Rejected H ₀
H_a9: There is a relationship between occupation and frequency in purchasing Ezy Go	Chi-square	.010	57.377	Rejected H ₀
H_a10: There is a relationship between income and frequency in purchasing Ezy Go	Spearman	.132	-.077	Accepted H ₀
H_a11: There is a relationship between self respect and motives to purchase Ezy Go				
- Self respect and Convenience	Spearman	.250	.059	Accepted H ₀
- Self respect and Innovation	Spearman	.649	-.23	Accepted H ₀
- Self respect and Time pressure	Spearman	.872	.008	Accepted H ₀
- Self respect and Price	Spearman	.332	-.050	Accepted H ₀
- Self respect and Varieties of food	Spearman	.424	-.041	Accepted H ₀
- Self respect and Nutritional values	Spearman	.290	-.054	Accepted H ₀
- Self respect and Taste	Spearman	.596	-.027	Accepted H ₀

H_a12: There is a relationship between sense of accomplishment and motives to purchase Ezy Go				
- Sense of accomplishment and Convenience	Spearman	.003	.154*	Rejected H ₀
- Sense of accomplishment and Innovation	Spearman	.099	.084	Accepted H ₀
- Sense of accomplishment and Time pressure	Spearman	.606	-.026	Accepted H ₀
- Sense of accomplishment and Price	Spearman	.581	.028	Accepted H ₀
- Sense of accomplishment and Varieties of food	Spearman	.511	.034	Accepted H ₀
- Sense of accomplishment and Nutritional values	Spearman	.061	.096	Accepted H ₀
- Sense of accomplishment and Taste	Spearman	.504	.034	Accepted H ₀
H_a13: There is a relationship between self fulfillment and motives to purchase Ezy Go				
- Self fulfillment and Convenience	Spearman	.068	.093	Accepted H ₀
- Self fulfillment and Innovation	Spearman	.682	-.021	Accepted H ₀
- Self fulfillment and Time pressure	Spearman	.462	.038	Accepted H ₀
- Self fulfillment and Price	Spearman	.533	.032	Accepted H ₀
- Self fulfillment and Varieties of food	Spearman	.499	.035	Accepted H ₀
- Self fulfillment and Nutritional values	Spearman	.434	.040	Accepted H ₀
- Self fulfillment and Taste	Spearman	.746	.017	Accepted H ₀

H_a14: There is a relationship between being well respected and motives to purchase Ezy Go				
- Being well respected and Convenience	Spearman	.056	.098	Accepted H ₀
- Being well respected and Innovation	Spearman	.327	-.050	Accepted H ₀
- Being well respected and Time pressure	Spearman	.725	.018	Accepted H ₀
- Being well respected and Price	Spearman	.896	-.007	Accepted H ₀
- Being well respected and Varieties of food	Spearman	.546	.031	Accepted H ₀
- Being well respected and Nutritional values	Spearman	.896	-.007	Accepted H ₀
- Being well respected and Taste	Spearman	.136	.076	Accepted H ₀
H_a15: There is a relationship between security and motives to purchase Ezy Go				
- Security and Convenience	Spearman	.056	.098	Accepted H ₀
- Security and Innovation	Spearman	.327	-.050	Accepted H ₀
- Security and Time pressure	Spearman	.725	.018	Accepted H ₀
- Security and Price	Spearman	.896	-.007	Accepted H ₀
- Security and Varieties of food	Spearman	.546	.031	Accepted H ₀
- Security and Nutritional values	Spearman	.896	-.007	Accepted H ₀
- Security and Taste	Spearman	.136	.076	Accepted H ₀
H_a16: There is a relationship between warm relationship with others and motives to purchase Ezy Go				
- Warm relationship with others and Convenience	Spearman	.038	.106*	Rejected H ₀

- Warm relationship with others and Innovation	Spearman	.185	.068	Accepted H ₀
- Warm relationship with others and Time pressure	Spearman	.750	.016	Accepted H ₀
- Warm relationship with others and Price	Spearman	.390	.044	Accepted H ₀
- Warm relationship with others and Varieties of food	Spearman	.457	.038	Accepted H ₀
- Warm relationship with others and Nutritional values	Spearman	.039	.105*	Rejected H ₀
- Warm relationship with others and Taste	Spearman	.447	.039	Accepted H ₀
H_a17: There is a relationship between sense of belonging and motives to purchase Ezy Go				
- Sense of belonging and Convenience	Spearman	.001	.166**	Rejected H ₀
-Sense of belonging and Innovation	Spearman	.976	-.002	Accepted H ₀
- Sense of belonging and Time pressure	Spearman	.497	.035	Accepted H ₀
- Sense of belonging and Price	Spearman	.128	-.078	Accepted H ₀
-Sense of belonging and Varieties of food	Spearman	.958	.003	Accepted H ₀
- Sense of belonging and Nutritional values	Spearman	.475	.037	Accepted H ₀
- Sense of belonging and Taste	Spearman	.325	.050	Accepted H ₀
H_a18: There is a relationship between fun and enjoyment in life and motives to purchase Ezy Go				

- Fun and enjoyment in life and Convenience	Spearman	.611	.026	Accepted H ₀
- Fun and enjoyment in life and Innovation	Spearman	.913	-.006	Accepted H ₀
- Fun and enjoyment in life and Time pressure	Spearman	.820	.012	Accepted H ₀
- Fun and enjoyment in life and Price	Spearman	.130	-.077	Accepted H ₀
- Fun and enjoyment in life and Varieties of food	Spearman	.794	.013	Accepted H ₀
- Fun and enjoyment in life and Nutritional values	Spearman	.293	-.054	Accepted H ₀
- Fun and enjoyment in life and Taste	Spearman	.247	-.059	Accepted H ₀
H_a19: There is a relationship between excitement and motives to purchase Ezy Go				
- Excitement and Convenience	Spearman	.026	.114*	Rejected H ₀
- Excitement and Innovation	Spearman	.674	.022	Accepted H ₀
- Excitement and Time pressure	Spearman	.650	.023	Accepted H ₀
- Excitement and Price	Spearman	.877	-.008	Accepted H ₀
- Excitement and Varieties of food	Spearman	.769	-.015	Accepted H ₀
- Excitement and Nutritional values	Spearman	.154	-.073	Accepted H ₀
- Excitement and Taste	Spearman	.009	-.134**	Rejected H ₀

H_a20: There is a relationship between self respect and frequency in purchasing Ezy Go	Spearman	.444	.039	Accepted H ₀
H_a21: There is a relationship between sense of accomplishment and frequency in purchasing Ezy Go	Spearman	.090	-.087	Accepted H ₀
H_a22: There is a relationship between self fulfillment and frequency in purchasing Ezy Go	Spearman	.516	-.033	Accepted H ₀
H_a23: There is a relationship between being well respected and frequency in purchasing Ezy Go	.Spearman	.285	.055	Accepted H ₀
H_a24: There is a relationship between security and frequency in purchasing Ezy Go	.Spearman	.285	.055	Accepted H ₀
H_a25: There is a relationship between warm relationship with others and frequency in purchasing Ezy Go	Spearman	.048	-.101*	Rejected H ₀
H_a26: There is a relationship between sense of belonging and frequency in purchasing Ezy Go	Spearman	.067	-.094	Accepted H ₀
H_a27: There is a relationship between fun and enjoyment in life and frequency in purchasing Ezy Go	Spearman	.401	.043	Accepted H ₀

H_a28: There is a relationship between self respect and frequency in purchasing Ezy Go	Spearman	.064	-.095	Accepted H ₀
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Consequently, the researcher examined the conclusion of the research objectives as follows:

Objective 1 : To study demographic characteristics are related to purchase behavior of Ezy Go frozen ready to eat food.

This research confirms some demographic variables are related with motives to purchase Ezy Go, as follows:

1. Gender and Convenience,
2. Gender and Price,
3. Age and Innovation (+),
4. Age and Price (+),
5. Age and Varieties of food (+),
6. Age and Nutritional values (+),
7. Age and Taste (+),
8. Education and Innovation (-),
9. Education and Varieties of food (-),
10. Education and Nutritional values (+),
11. Occupation and price,
12. Income and Innovation (+),
13. Income and Price (+),
14. Income and Varieties of food (+),
15. Income and Nutritional values (+),
16. Income and taste (+)

However, there is only one demographic variable related with frequency in purchasing Ezy Go as follows:

1. Education and how frequency (+)
2. Occupation and frequency

Objective 2 : To determine values that are related to purchase behavior of Ezy Go frozen ready to eat food.

The result of the study has shown values were related with some factors (reasons) motives to purchase Ezy Go, as follows:

1. Sense of accomplishment and convenience (+),
2. Warm relationship with others and convenience (+),
3. Warm relationship with others and nutritional values (+)
4. Sense of belonging and convenience (+),
5. Excitement and convenience (+),
6. Excitement and taste (–)

There is only one value related with frequency in purchasing Ezy Go, as follows:

1. Warm relationship with others and how often (–)

6.2 Academic Contributions and Recommendations

In response to shifts in consumer demand, different sectors of the food system are competing to identify and provide more processed and higher value-added products. The foodservice industry has benefited from Thai consumers' desire for convenience. The retail food industry, however, is now responding to the new challenges by offering consumers a variety of processed, ready-to-cook, and ready-to-eat foods. Economic and demographic trends in Thailand are not only affecting overall consumer expenditures on away-from-home foods but are also influencing consumer choice in the types of away-from-home facilities to patronize. Meanwhile, food retailers are responding to consumers' demand for convenience and healthful foods by providing a greater variety of food products.

The result of this study reveals that demographics and personal values have the potential to influence purchase behavior in terms of convenience food. Demographics relate to age, education, and income, were observed to be especially influential. The results suggest that the group of respondents who were older, perceived the price of the products was reasonable.

The findings of the study indicated that females outnumbered males by more

than thrice in their purchase of Ezy Go products. Several factors can be accountable for this. There are many more female students in higher education nowadays, and many of them live in dormitories around university campuses. Female students are also more likely to purchase boxes of food for those who cannot come to purchase themselves. It is also found that female purchasers buy in bulk and freeze the products for later consumption. Many researchers also have noted the behavior of Thai females and their tendency to share meals in groups. These reasons might account for the high number of female purchasers of Ezy Go products.

Thai economic growth has been, and will be, a primary determinant of consumer expenditures on food. Similar to other countries in the world, households with higher incomes eat out more frequently and spend more money per dining occasion than households with lower incomes. According to the findings, most of the respondents are young people aged 20-30 years old, and most were students whose income did not exceed Baht 10,000 per month.

Many students, especially those coming from other provinces to study in Bangkok, stay in condominiums, flats, and dormitories located around campus areas. These students are frequently the heaviest users of retailed and street-sold ready to eat food. Studies show that single person households eat out more often in part because of time and expense economies present in purchasing and preparing meals. For example, it might take 30 minutes to prepare a meal for four and 20 minutes to prepare a meal for one. Larger households can benefit by purchasing larger package sizes with lower per unit costs. In total, single-person households have the highest per person time and monetary costs for purchasing and preparing meals.

Since it is students who form the largest group of respondents in this study, their opinions on the type and quality of ready to eat food is important to marketers in this industry. For instance, it was this group of consumers who did not think that Ezy Go products were priced reasonably. Furthermore, they did not agree that Ezy Go provides varieties of food, nutritional value, good taste, and innovative products.

It is wrong to assume that younger people who buy ready to eat food are not interested in the nutritive value of food. In this study, there was a positive relationship between education and nutritional value. This implies that the respondents who have higher education also looked for nutritional values in the food they bought. The results support the findings of Betts, et.al. (1997) who argued that although students

did not much concentrate on nutrition as much as convenience, nutrition was more important than other factors such as taste and price.

Varied growth rates across different types of ready to eat food establishments suggest that consumer demand for convenience is not the only force behind current trends. Some consumers are also looking for dining amenities and diverse menus.

The respondents in this study did not perceive Ezy Go products as innovative, and this can be explained by the menu items, all of which are basic rice topped with traditional Thai curry or stir fried meat. The packaging of Ezy Go and the taste also did not appeal to higher educated respondents in terms of innovativeness.

Only one demographic variable, education, was related to frequency of purchase of Ezy Go products. It certainly shows that people who have higher education buy Ezy Go, more often than people who have lower education.

Convenience was the only factor that showed a positive relationship with four values. The researcher separates each item for better application.

Convenience and Sense of Accomplishment:

It is quite obvious that people who work harder and longer hours per day, have no time for the luxury of cooking. They often leave home very early and return back late and tend to stop by to pick up food, wherever they find it convenient. These are also the people who have strong need for achievement, and look for promotions in their jobs. Ezy Go food is a good option for these people because the food is hygienic, packaged and frozen, and also sold at a reasonable price.

Convenience and Warm relationship:

In the past, places selling ready to eat food were mostly frequented for a quick breakfast and lunch but today, more diners are visiting these venues for their evening meal. These days people may be working longer hours and have less time to enjoy a full meal, so these cheaper dining options fulfil their requirements. In some instances, the ready to eat meal counter is even becoming a family dining venue, some of those who eat dinner in ready to eat food places take their children along. With less time spent on cooking at home, Thai people, especially women consumers, are finding they have more time to spend talking, indulging in their hobbies and sports, or working late in the office. Hence it is not surprising to see that convenience was the factor

linked to the majority of values in this study. One of the reasons for the correlation between convenience and warm relationship might be that the free time women get through not cooking, can be spent on family members, especially children.

Convenience and Sense of Belonging:

The study found a relationship between these two factors which might stem from group eating behavior. Often, as mentioned earlier, friends buy Ezy Go in large amounts, which they share with others who live in the same dormitory. The price of items on the menu is quite reasonable, which makes it possible for one buyer to buy an item, and then mix it with another which is bought by friends. Ezy Go items are also good for parties because various items can be heated up and served, all this at a reasonable price. It is most likely that people also carry Ezy Go products when they go on picnics or trips outdoors.

Convenience and Excitement:

If one compares Ezy Go choices against products such as home cooked noodles, it is easy to see why these two factors are related. Ezy Go offers a variety of items all with different tastes. It is also likely that most consumers eating Ezy Go are doing so while watching television or listening to music. After a hard day of work, these simple activities offer pleasure and a sense of excitement.

Excitement and Taste:

The study showed a negative relationship between the two factors and this can be explained by the fact that Ezy Go has no exotic foods on its menu. The food tastes very much like home cooking and if a person eats a pack everyday, it is easy to get bored with the taste. This is the only factor that poses a disadvantage to home cooked food. In home cooked food, the cook become excited about what he/she is planning to cook, the taste, and the response of others who eat the food. Ezy Go is standardized food prepared to fixed taste and therefore offers no excitement in this sense.

Warm Relationship with others and Frequency:

The study also showed a negative relationship between these two factors. Again, it is obvious that cooking at home in a family setting, offers a better chance for closer relationship among the members. This is true especially if the food is served at the table and all members participate in eating together. With packaged food, such as Ezy Go, family members may take the food up to their rooms, may not have a chance to make conversation with each other, and may also take the food outside the home to eat with their friends.

Recommendations

Based on the findings of this study, several recommendations can be made to 7 Eleven as well as other marketers of ready to eat and convenience food in general.

The popularity of eating ready/convenience food is a clear indication of market trends. Snacks and meals prepared by foodservice establishments offer consumers a desirable combination of convenience and variety. As students are making up a large and increasing share of the ready to eat food market, their future dining habits will have a significant effect on the foodservice industry. For example, younger generations are more traveled, are more variety-oriented, and are more exposed to media than previous generations and seem to value diverse cuisine and innovative food as attributes of a good meal.

It would be beneficial for Ezy Go and other such food marketers to upgrade their menus by increasing the variety of food and other ingredients offered. It would also be useful to emphasize the health benefits of certain items in the menu. Thai supermarket produce departments are changing and are offering more fresh food items, such as salads and cut/sliced fresh fruit items. It might also be advisable for ready to eat food corners to also offer bagged salads and other packaged fresh-cut products.

Research suggests that income growth and changes in demographics affect the number of food items demanded by consumers. For example, a Texas A&M and Cornell University study estimates that a 10-percent increase in income is associated with a 0.7-percent increase in demand for ready-to-eat meals. As the Thai economy strengthens, and income levels rise, the demand for higher quality ready to eat food

may create opportunities for marketers such as 7 Eleven.

Consumer time constraints also likely affect the number of food items demanded. Researchers have found that areas with high rates of women in the workforce are associated with a less diverse basket of goods purchased. Households in these areas purchase fewer traditional goods for at-home meal preparation but purchase more prepared products. In this study, the number of female buyers of ready to eat food was almost three times (70.5% versus 29.5%) the number of male buyers. This might mean that women bought not only for themselves but for their families. Because women are the major buyers, it would be advisable to also target them through media, such as women's magazines and television programs.

Studies also indicate that ethnicity affects consumer demand for food products. As mentioned earlier, many students who come to Bangkok to study are from other provinces in Thailand. Their food tastes differ according to the area they come from. Retailers of ready to eat food should respond to the diverse eating habits by developing specialty items tailoring selections according to the major areas, i.e., northern, north-eastern, and southern.

Reflecting the food industry's trend toward more processed products, retailers of ready to eat food should offer many food products in a variety of sizes and convenient packages. Consumer demand for convenience and quality, are leading to new package designs. For example, bagged salads represent a significant packaging innovation in supermarkets. Other new packaging concepts include yogurt in a tube and locally-grown fruit juice boxes and pouches that make products more portable and convenient.

The research findings show that the strength of Ezy Go lies in its convenience. The company should try to convince the consumers that it is really convenient to buy its products by creating a slogan such as "Hungry...Easy....Ezy Go". The findings also showed that most factors such as sense of accomplishment, warm relationship with others, sense of belonging and excitement are related with convenience. Therefore, the company could apply these values in designing the market strategy and advertising campaigns. One example could be people who are workaholic and strive for achievement in life, could be shown as having very little time for cooking, and hence 7 Eleven's, Ezy Go products would make an ideal meal for them. The ads should also emphasize cleanliness, safety, health & nutrition, and also a variety of

foods to choose from.

A very important suggestion for the company is to use free samples of small boxes of Ezy Go and distribute them to students who are looking for their afternoon meal around university campuses. The scarcity of advertising for Ezy Go makes brand awareness very low, even among Bangkokians. It would be a good idea for the company to distribute fliers to students around campuses and dormitories and also arrange for delivery services to these places. In many offices, there are few or no cafeterias for food. 7 Eleven needs to improve its supply chain management by making contacts with these companies and arranging for afternoon deliveries.

However, before marketers of Ezy Go or any low-involvement products use the concept of social values to appeal to their consumers they should thoroughly study the role values play in shaping these purchases. They might have to design promotions that show how their general product lines are related to consumer values, then show how their specific brands are the best choice for achieving highly valued end-states.

6.3 Future research

Apart from the nine values studied in this research, future researchers should conduct studies on consumers' satisfaction with various brands of FRTE. Furthermore, lifestyle segmentation should be used to correctly target the different markets in the Bangkok area. This research was conducted on a sample of 383 respondents. Further studies may be conducted by enlarging the research objective and the sample size.

One finding in this study is the surprisingly large number of female buyers of Ezy Go. Further research is necessary to study the purchasing and eating habits of female buyers of frozen food.

Household size and family composition also affects food-purchasing behavior. For example, if a household were made up of all working members who returned home late, there would be a higher tendency to buy convenience food. This factor needs to be investigated.

It would be beneficial for large retailers such as CP Group, which owns 7 Eleven to conduct research which can better profile their consumers and enhance or

reposition their service. The changes will be good for the Thai consumers who can expect lower prices, wider choice, improved shopping environment and better service.

The study found consumers reacted negatively to Ezy Go's taste and innovation. It might be necessary for the company to conduct research on what items of menu consumers want added and also gather data on packaging and tastes.



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APPENDIX A : QUESTIONNAIRE
(ENGLISH VERSION)



Questionnaire

This questionnaire is constructed for use as part of a master thesis entitled “The relationship between values and purchase behavior of consumers of Ezy Go Frozen Ready to Eat Food of CP 7 Eleven in Bangkok”. Please fill in each item of the questionnaire to your opinion. The obtained information will only be used for study purpose.

Part 1. Values

Please rate how important each of the following values is for you as a guiding principle in YOUR life. These values are phrased as ways of acting that may be more or less important for you.

5	=	Most important
4	=	Very important
3	=	Neutral
2	=	Less important
1	=	Least important

Self – Respect

1. Self confidence	5	4	3	2	1
2. Self reliance	5	4	3	2	1
3. Freedom of action and thought	5	4	3	2	1
4. Selecting own goals/objectives	5	4	3	2	1

Sense of Accomplishment

5. Achieve significant goals/objectives	5	4	3	2	1
6. Prestigious Status	5	4	3	2	1
7. Success	5	4	3	2	1

Self Fulfillment

8. Efficient Perception of Reality	5	4	3	2	1
9. Acceptance of self and others	5	4	3	2	1
10. Spontaneity, Simplicity, Naturalness	5	4	3	2	1

Being Well Respected

11. Being popular	5	4	3	2	1
12. Being admired	5	4	3	2	1
13. Being dignified	5	4	3	2	1

Security

14. National Security	5	4	3	2	1
15. Family Security	5	4	3	2	1
16. Social Order	5	4	3	2	1

Warm Relationship with Others

17. Helpfulness	5	4	3	2	1
18. Supportive	5	4	3	2	1
19. Empathy	5	4	3	2	1

Sense of Belonging

20. Feeling that others care about me	5	4	3	2	1
21. Acceptance by family	5	4	3	2	1
22. Acceptance by friends (or in general)	5	4	3	2	1

Fun and Enjoyment in life

23. Enjoying work	5	4	3	2	1
24. Enjoying life	5	4	3	2	1
25. Enjoying leisure activities	5	4	3	2	1

Excitement

26. Seeking adventure	5	4	3	2	1
27. Life filled with novelty and challenge	5	4	3	2	1
28. Daring to take risks	5	4	3	2	1

Part 2. Purchase Behavior

29. Please choose the menus of Ezy Go according to your choice ? (can choose more than 1)

- | | |
|---|---|
| <input type="checkbox"/> <i>Khao Ka-prow Kai</i> | <input type="checkbox"/> <i>Khao Moo-tod-Sauce Kra-tiem-</i> |
| <input type="checkbox"/> <i>Khao Kai-Spicy</i> | <input type="checkbox"/> <i>Prik-Thai</i> |
| <input type="checkbox"/> <i>Khao Kai-Ob sauce</i> | <input type="checkbox"/> <i>Khao Moo-Pan Kon-Sauce- Kratiem</i> |
| <input type="checkbox"/> <i>Khao Kai-Kow-Lee</i> | <input type="checkbox"/> <i>Khao Ob-Sub-Pra-Rod</i> |
| <input type="checkbox"/> <i>Khao Pad-Kra-tiem-Kai-Sub-</i> | <input type="checkbox"/> <i>Khao Khai-Pa-lo-Jak-Ga-Pad</i> |
| <input type="checkbox"/> <i>Pan- Kon</i> | <input type="checkbox"/> <i>Khao Pa-nang Moo</i> |
| <input type="checkbox"/> <i>Khao Pad-Ka-prow-Ki-Mao-Moo</i> | <input type="checkbox"/> <i>Ka-Prow-Moo-Kow-Hom-Kai-Kem</i> |
| <input type="checkbox"/> <i>Khao Pad Numprik Pao</i> | <input type="checkbox"/> <i>Macaroni Sauce Kai</i> |
| <input type="checkbox"/> <i>Khao Pad-Pong-Kra-Ree</i> | <input type="checkbox"/> <i>Spaghetti Ki-Mao-Moo</i> |
| <input type="checkbox"/> <i>Khao Pad-Preaw-Wan-Kai</i> | <input type="checkbox"/> <i>Spaghetti Sauce Kai</i> |
| <input type="checkbox"/> <i>Khao Khao Moo-Pad-Prik-Sod</i> | <input type="checkbox"/> <i>Spaghetti Sukothai</i> |
| <input type="checkbox"/> <i>Khao Moo-Kwor-Kling</i> | <input type="checkbox"/> <i>Jok Set-thee-Hongkong</i> |
| <input type="checkbox"/> <i>Khao Moo-Ob-A-Roi</i> | |
| <input type="checkbox"/> <i>Khao Kang Kaew Wan Kai</i> | |

30. When do you buy Ezy Go ?

- | | |
|--|--|
| <input type="checkbox"/> 06.01-9.00 am. | <input type="checkbox"/> 18.01-21.00 pm. |
| <input type="checkbox"/> 09.01-12.00 am. | <input type="checkbox"/> 21.01-24.00 pm. |
| <input type="checkbox"/> 12.01-15.00 pm. | <input type="checkbox"/> 00.01-03.00 am. |
| <input type="checkbox"/> 15.01-18.00 pm. | <input type="checkbox"/> 03.01-06.00 am. |

31. Why do you buy Ezy Go ? (Motives to purchase Ezy Go)

For each of the factors below, please indicate the extent of your agreement or disagreement by ticking the appropriate box

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Convenience (Ezy Go is convenience to buy)					
Innovation (It is a new thing)					
Time pressure (I have no time for cooking)					
Price (The price is reasonable)					
Varieties of food (There are variety menus)					
Nutritional Value (It provides nutritional value)					
Taste (It has good taste)					

32. Please ranking the reason why you buy Ezy Go (motives to purchase Ezy Go) ?
(1 = The most important, 5 = Least important)

- _____ Convenience
- _____ Innovation
- _____ Time pressure
- _____ Price
- _____ Varieties of food
- _____ Nutritional Value
- _____ Taste

33. How often do you buy Ezy Go ? (Frequency in purchasing Ezy Go)

- _____ Everyday

_____ Once a week

_____ Once a month

_____ Only once since I know Ezy Go
- _____ More than once a week

_____ More than once a month

_____ Seldom

_____ Others (please specific)

.....

Part 3 : Demographic Factors

1. Gender

☐ 1). Male

☐ 2). Female

2. Age

☐ 1). Less than 20

☐ 2). 20-30

☐ 3). 31-40

☐ 4). 41-50

☐ 5) Over 50

3. Education

☐ 1). Secondary school or below

☐ 2). Vocational school

☐ 3). Bachelor's degree or equal

☐ 4) Higher than bachelor's degree

☐ 5). Others (please specific).....

4. Occupation

☐ 1). Student

☐ 2). Private employee

☐ 3). State Enterprise Officer ☐ 4). Business owner

☐ 5). Government officer

☐ 6). Others (please specific).....

5. Income

☐ 1). Less than 10,000 baht ☐ 2). 10,000-20,000 baht

☐ 3). 20,001-30,000 baht ☐ 4). 31,001-40,000 baht

☐ 5). 40,001-50,000 baht ☐ 6). More than 50,000 baht

Thank you very much for your cooperation

APPENDIX B : QUESTIONNAIRE
(THAI VERSION)



แบบสอบถาม

เรื่อง ความสัมพันธ์ระหว่างค่านิยมกับพฤติกรรมการซื้ออาหารกล่องสำเร็จรูปแช่แข็งอิชี่โกของคนในกรุงเทพฯ
เพื่องานวิจัยวิทยานิพนธ์ นิตยภัฏญาโท สาขาบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

ส่วนที่ 1 : ค่านิยม

กรุณา ☐ ในสิ่งที่ท่านเชื่อว่ามีค่า มีความสำคัญและเป็นที่ต้องการในชีวิตของท่านเสมอ (กรุณาตอบทุกข้อย่อย)

- | | | |
|---|---|-----------------|
| 5 | = | สำคัญมากที่สุด |
| 4 | = | สำคัญมาก |
| 3 | = | ปานกลาง |
| 2 | = | สำคัญน้อย |
| 1 | = | สำคัญน้อยที่สุด |

การเคารพตนเอง (Self Respect)

- | | | | | | |
|-----------------------------------|---|---|---|---|---|
| 1. การเชื่อมั่นในตัวเอง | 5 | 4 | 3 | 2 | 1 |
| 2. การพึ่งพาตนเอง | 5 | 4 | 3 | 2 | 1 |
| 3. การมีอิสระในการกระทำและความคิด | 5 | 4 | 3 | 2 | 1 |
| 4. การเลือกจุดมุ่งหมายด้วยตัวเอง | 5 | 4 | 3 | 2 | 1 |

การทำสำเร็จ (Sense of Accomplishment)

- | | | | | | |
|--|---|---|---|---|---|
| 5.การบรรลุจุดมุ่งหมาย | 5 | 4 | 3 | 2 | 1 |
| 6. การมีชื่อเสียงเกียรติยศ | 5 | 4 | 3 | 2 | 1 |
| 7. การประสบความสำเร็จ (การมีสิ่งของที่หรูหรา มีเงินทองมาก ๆ มีฐานะที่ดี) | 5 | 4 | 3 | 2 | 1 |

การบรรลุผลตามเจตนารมณ์ (Self Fulfillment)

- | | | | | | |
|---|---|---|---|---|---|
| 8. การเข้าใจและเข้าใจความเป็นจริง | 5 | 4 | 3 | 2 | 1 |
| 9. การยอมรับตนเองและผู้อื่น | 5 | 4 | 3 | 2 | 1 |
| 10. การอยู่อย่างเป็นตัวของตัวเอง เรียบง่ายและเป็นธรรมชาติ | 5 | 4 | 3 | 2 | 1 |

การได้รับความเคารพนับถือ (Being Well Respected)

- | | | | | | |
|---------------------------------|---|---|---|---|---|
| 11. การเป็นที่นิยม | 5 | 4 | 3 | 2 | 1 |
| 12. การที่ได้รับการยกย่องนับถือ | 5 | 4 | 3 | 2 | 1 |
| 13. การมีเกียรติ สูงศักดิ์ | 5 | 4 | 3 | 2 | 1 |

ความมั่นคง (Security)

- | | | | | | |
|--------------------------------------|---|---|---|---|---|
| 14. การที่ประเทศชาติมีความมั่นคง | 5 | 4 | 3 | 2 | 1 |
| 15. การที่สถาบันครอบครัวมีความมั่นคง | 5 | 4 | 3 | 2 | 1 |
| 16. การที่สังคมมีระเบียบวินัย | 5 | 4 | 3 | 2 | 1 |

ความเห็นอกเห็นใจผู้อื่น (Warm Relationship with Others)

17. การช่วยเหลือผู้อื่น	5	4	3	2	1
18. การสนับสนุนผู้อื่น	5	4	3	2	1
19. การเห็นอกเห็นใจผู้อื่น	5	4	3	2	1

ความสัมพันธกับคนอื่น ๆ (Sense of Belonging)

20. การที่มีผู้อื่นห่วงใยเอาใจใส่	5	4	3	2	1
21. การที่ครอบครัวยอมรับ	5	4	3	2	1
22. การที่เพื่อนๆ และผู้อื่นยอมรับ	5	4	3	2	1

ความสนุกสนาน และ เพลิดเพลินในชีวิต (Fun and Enjoyment in life)

23. ความสนุกสนานและเพลิดเพลินกับการทำงาน	5	4	3	2	1
24. ความสนุกสนานและเพลิดเพลินกับการใช้ชีวิต	5	4	3	2	1
25. ความสนุกสนานและเพลิดเพลินกับการใช้เวลาว่าง	5	4	3	2	1

ความตื่นเต้น (Excitement)

26. การแสวงหากิจกรรมที่ตื่นเต้นเร้าใจ	5	4	3	2	1
27. การใช้ชีวิตแปลกใหม่และท้าทาย	5	4	3	2	1
28. การกล้าที่จะเสี่ยง	5	4	3	2	1

ส่วนที่ 2 : พฤติกรรมการซื้ออาหารกล่องสำเร็จรูปแช่แข็งอีซีโก

29. ท่านซื้ออีซีโกเมนูใดบ้าง (เลือกได้มากกว่า 1 ข้อ)

_____ ข้าวกะเพราไก่	_____ ข้าวหมูทอดซอสกระเทียมพริกไทย
_____ ข้าวไก่สับชีส	_____ ข้าวหมูปั้นก้อนซอสกระเทียม
_____ ข้าวไก่อบซอส	_____ ข้าวอบสับปะรด
_____ ข้าวไก่เกาหลี	_____ ข้าวไข่พะโล้จักรพรรดิ
_____ ข้าวผัดกระเทียมไก่สับปั้นก้อน	_____ ข้าวแพงหมู
_____ ข้าวผัดกะเพราซี่หมู	_____ กะเพราหมูข้าวหอมไข่เค็ม
_____ ข้าวผัดน้ำพริกเผา	_____ มักกะโรนีซอสไก่
_____ ข้าวผัดผงกระหรี่	_____ สเปกตตี้ซี่หมู
_____ ข้าวผัดเปรี้ยวหวานไก่	_____ สเปกตตี้ซอสไก่
_____ ข้าวหมูผัดพริกสด	_____ สเปกตตี้สุโขทัย
_____ ข้าวหมูคั่วกลิ้ง	_____ โจ๊กเศรษฐีฮ่องกง
_____ ข้าวหมูอบอร่อย	
_____ ข้าวแกงเขียวหวานไก่	

30. ท่านซื้อชีสโกในเวลาใด

_____ 06.01—9.00 น.

_____ 18.01-21.00 น.

_____ 09.01—12.00 น.

_____ 21.01-24.00 น.

_____ 12.01-15.00 น.

_____ 00.01-03.00 น.

_____ 15.01-18.00 น.

_____ 03.01-06.00 น.

31. ท่านซื้อชีสโกเพราะเหตุผลใด

กรุณาเครื่องหมาย ✓ ในช่องว่าง สำหรับเหตุผลที่ทำให้ท่านซื้อชีสโก (กรุณาตอบทุกข้อย่อย)

	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉย ๆ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
สะดวก หาซื้อง่าย					
เป็นสิ่งใหม่					
ไม่มีเวลาทำกับข้าว					
ราคาเหมาะสม					
เมนูหลากหลาย					
มีคุณค่าทางอาหาร					
รสชาติดี					

32. กรุณาเรียงลำดับเหตุผลที่ทำให้ท่านเลือกซื้อชีสโก (1 = สำคัญมากที่สุด, 7 = สำคัญน้อยที่สุด)

_____ สะดวก หาซื้อง่าย

_____ เป็นสิ่งใหม่

_____ ไม่มีเวลาทำกับข้าว

_____ ราคาเหมาะสม

_____ เมนูหลากหลาย

_____ มีคุณค่าทางอาหาร

_____ รสชาติดี

33. ท่านซื้อซีดีโกบ่อยเพียงใด

- _____ ทุกวัน

_____ สัปดาห์ละ 1 ครั้ง

_____ เดือนละ 1 ครั้ง

_____ ตั้งแต่รู้จัก ซีดีซีโกเพียงครั้งเดียว
- _____ มากกว่า สัปดาห์ละ 1 ครั้ง

_____ มากกว่าเดือนละ 1 ครั้ง

_____ นาน ๆ ครั้ง

_____ อื่นๆ (โปรดระบุ)

ส่วนที่ 3 : ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

1. เพศ

☐ 1). ชาย

☐ 2). หญิง
2. อายุ

☐ 1). ต่ำกว่า 20 ปี

☐ 2). 20-30 ปี

☐ 3). 31-40 ปี

☐ 4). 41-50 ปี

☐ 5). มากกว่า 50 ปี
3. การศึกษา

☐ 1). มัธยมศึกษาปีที่ 6 หรือต่ำกว่า

☐ 2). ประกาศนียบัตรวิชาชีพ

☐ 3). ปริญญาตรีหรือเทียบเท่า

☐ 4). สูงกว่าปริญญาตรี

☐ 5). อื่นๆ
4. อาชีพ

☐ 1). นักเรียน / นักศึกษา

☐ 2). พนักงานบริษัทเอกชน

☐ 3). พนักงานรัฐวิสาหกิจ

☐ 4). เจ้าของกิจการ

☐ 5). ข้าราชการ

☐ 6). อื่นๆ (โปรดระบุ).....
5. รายได้

☐ 1). ไม่ถึง 10,000 บาท

☐ 2). 10,000-20,000 บาท

☐ 3). 20,001-30,000 บาท

☐ 4). 31,001-40,000 บาท

☐ 5). 40,001-50,000 บาท

☐ 6). 50,000 บาท ขึ้นไป

ขอขอบพระคุณในความร่วมมือตอบแบบสอบถามดังกล่าว

APPENDIX C : RELIABILITY ANALYSIS



Self respect

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	SELFCON	4.2507	.7088	30.0
2.	SELFRELI	4.3290	.7246	30.0
3.	FREEDOM	4.4021	.6433	30.0
4.	SELECGOA	4.3890	.7254	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	17.3708	4.2077	2.0513	4

Reliability Coefficients

N of Cases = 30.0

N of Items = 4

Alpha = .7099

Sense of Accomplishment

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases
1. ACHIGOA	4.2480	.7404	30.0
2. PRESTATU	3.3760	.8023	30.0
3. SUCCESS	3.4308	.9065	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	11.0548	3.3870	1.8404	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .6082



Self fulfillment

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	PERCEPTR	4.1854	.7050	30.0
2.	ACCEPTSF	4.3133	.6985	30.0
3.	SPONTA	4.2272	.8142	30.0

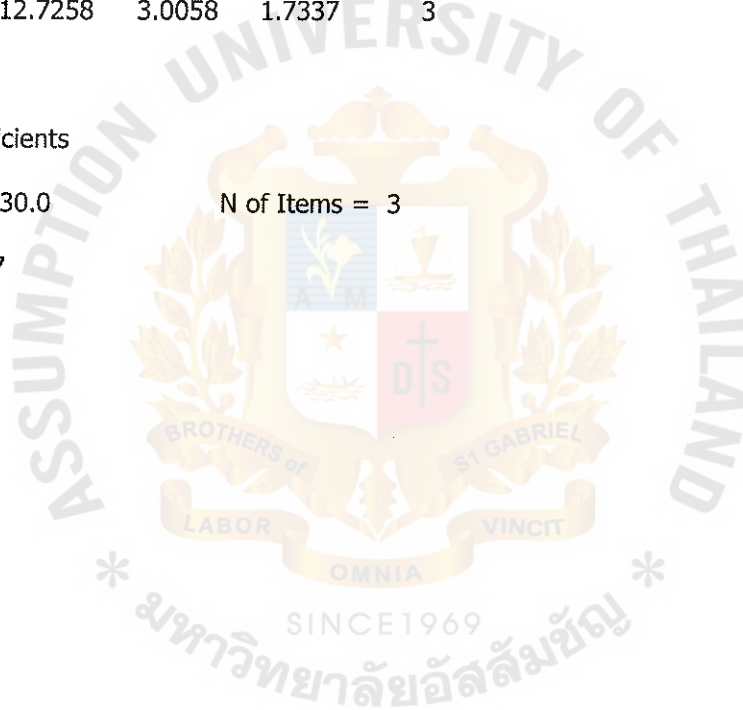
Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	12.7258	3.0058	1.7337	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .6777



Being self respected

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases
1. POPULAR	3.3211	.8114	30.0
2. ADMIRE	3.5013	.8309	30.0
3. DIGNIFY	3.1070	.8540	30.0

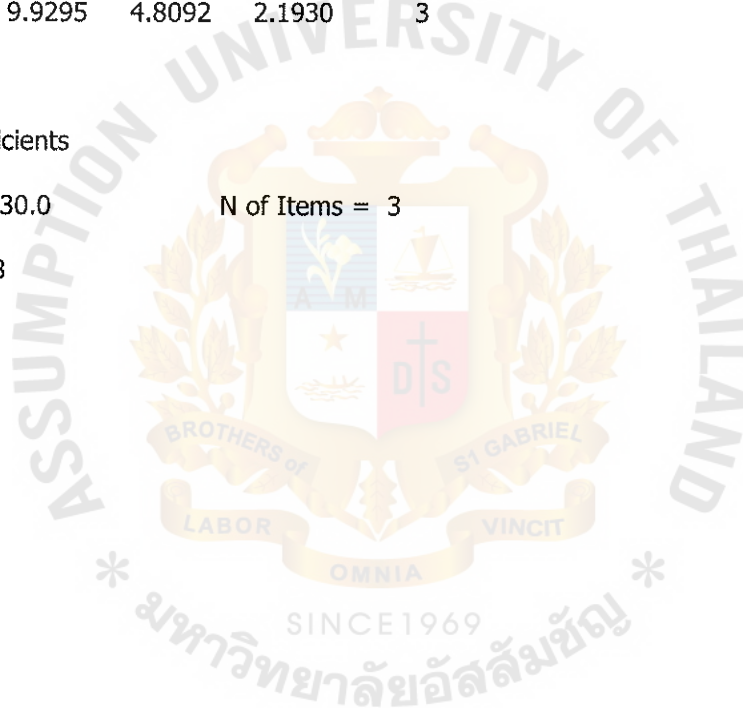
Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	9.9295	4.8092	2.1930	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8518



Security

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases
1. NATIOSEC	4.4047	.7662	30.0
2. FAMSEC	4.6684	.6116	30.0
3. SOCLORDE	4.3760	.7621	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	13.4491	3.3580	1.8325	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8112



Warm relationship with others

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases
1. HELPFUL	4.3159	.6365	30.0
2. SUPPORT	3.9243	.7286	30.0
3. EMPATHY	4.2324	.6397	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	12.4726	2.9986	1.7316	3

Reliability Coefficients

N of Cases = 30.0 N of Items = 3

Alpha = .8270

Sense of belonging

***** Method 1 (space saver) will be used for this analysis *****

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	OTHECARE	4.1775	.7306	30.0
2.	FAMACCEP	4.4935	.6385	30.0
3.	FRIENDAC	4.3290	.7100	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	13.0000	3.0681	1.7516	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7932



Fun and enjoyment in life

***** Method 1 (space saver) will be used for this analysis *****

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	ENJOYWOR	4.2924	.7507	30.0
2.	ENJOYLIF	4.3603	.7058	30.0
3.	ENJOYAC	4.1567	.7936	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	12.8094	3.4479	1.8568	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7641



Excitement

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases
1. SEEKADVE	3.7154	.8713	30.0
2. NOVELTY	3.6919	.9032	30.0
3. DARRISK	3.4856	.9176	30.0

Statistics for	Mean	Variance	N of Std Dev	Variables
SCALE	10.8930	5.4885	2.3428	3

Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8394



APPENDIX D : FOOD TRENDS



FOOD TRENDS

Issues indicated as having the greatest increase in R&D activity or as providing the most business opportunities, ranked from highest to lowest.

1993(n=325)	1995 (n=736)	1997 (n=209)	1999 (n=265)	2005 (Predictions)
<ul style="list-style-type: none"> • Reduced-calorie/fat or diet food • Least cost ingredient formulations • Reduced-cholesterol foods • Reduced-sodium foods • All natural/no additives • Organic foods *Calcium-fortified foods not listed in 1993 	<ul style="list-style-type: none"> • Reduced-fat foods • Least cost ingredient formulations • Reduced-calorie diet foods • All-natural/no additive foods • Reduced-sodium foods • Reduced-cholesterol foods • Added calcium foods • Organic foods 	<ul style="list-style-type: none"> • Reduced-fat foods • Least cost ingredient formulation • Reduced-calorie diet foods • All natural/no additive foods • Reduced-sodium foods • Added-calcium foods • Organic foods • Reduced-cholesterol foods 	<ul style="list-style-type: none"> • Lowest cost among competitors • All-natural/clean label foods • Reduced-fat foods • Organic foods • Calcium-fortified foods • Reduced-calorie foods • Reduced-sodium foods • Reduced-cholesterol foods 	<ul style="list-style-type: none"> • Formulation cost control • All-natural foods and some organic foods • Nutritionally enhanced foods • Reduced-fat foods • Reduced-calorie foods • Foods with cholesterol-lowering ingredients • ? • ?

Source : http://food.oregonstate.edu/prodev/tr_index.html

An important part of trends are the top 10 food manufacturing trends. These were listed by Ferrante (1999) as:

1. Automation/information/integration
2. Packaging innovations/convenience
3. Flexibility/efficiency
4. HACCP/food safety/compliance
5. Outsourcing/co-packing
6. Training/retaining workers/teams
7. Broadening product lines/branding
8. Expansion/new equipment purchase
9. Supply chain management/JIT/reducing warehousing
10. Electronic orders/Internet sales/e-commerce

