



A MARKETING RESEARCH OF FROZEN PROCESSED FISH IN BANGKOK

by

Ms. Vilawan Kitisuwankul

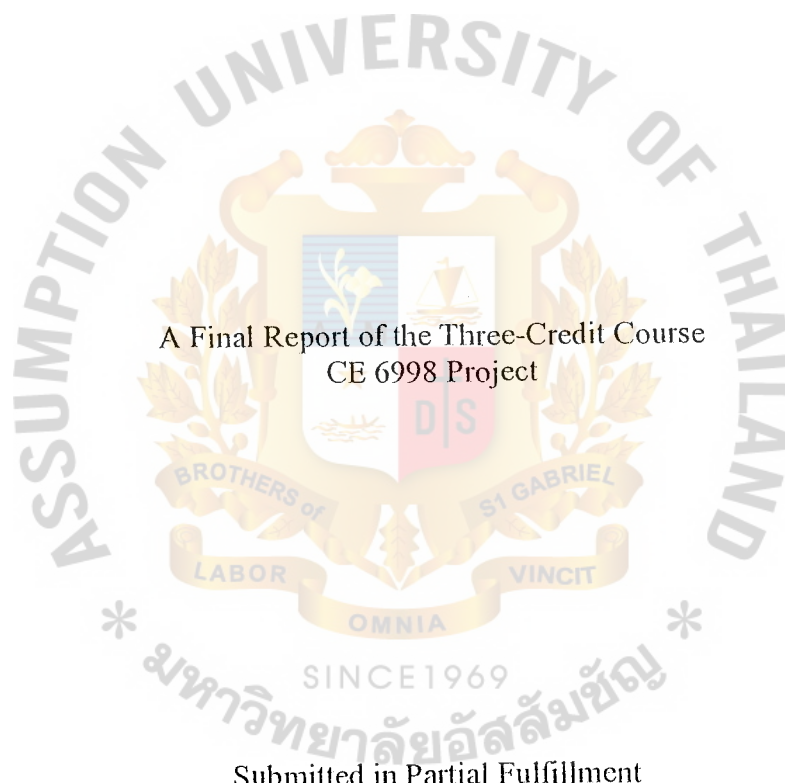
A Final Report of the three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
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Project Title	A Marketing Research of Frozen Processed Fish in Bangkok
Name	Ms. Vilawan Kititsuwankul
Project Advisor	Dr. Chamnong Jungthirapanich
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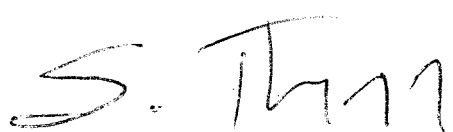
The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

Approval Committee:




(Dr. Chamnong Jungthirapanich)
Dean and Advisor


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Assoc. Prof. Somchai Thayarnyong)
MUA Representative

November 2002

ABSTRACT

This project was established for the purpose of a survey for the marketing research of frozen processed fish products in Bangkok area. The Pacific Fish Processing Co., Ltd (PFP) is our case study in doing this research. The company is a manufacturing business organization producing frozen seafood and varieties of processed seafood products made from high quality frozen seafood products to satisfy consumers.

The author used primary data and secondary data for gathering the information from 200 respondents to fill out the questionnaire with random sampling method. After doing the questionnaire, we use SPSS to interpret the result of this project. From the result of the study, we found the target group, consumer's attitude towards the product, marketing situation of PFP product and brand awareness. It is also identify the requirement of target consumers and the kind of product the customer needs. From the result, we found that only 10% of respondents know PFP products. Eventhough they have tried PFP products, they recognized it, in its other brand names.

Therefore, the company needs to develop their quality of the product, sales promotion, and brand awareness of the product in order to stay competitively in the market in Bangkok area.

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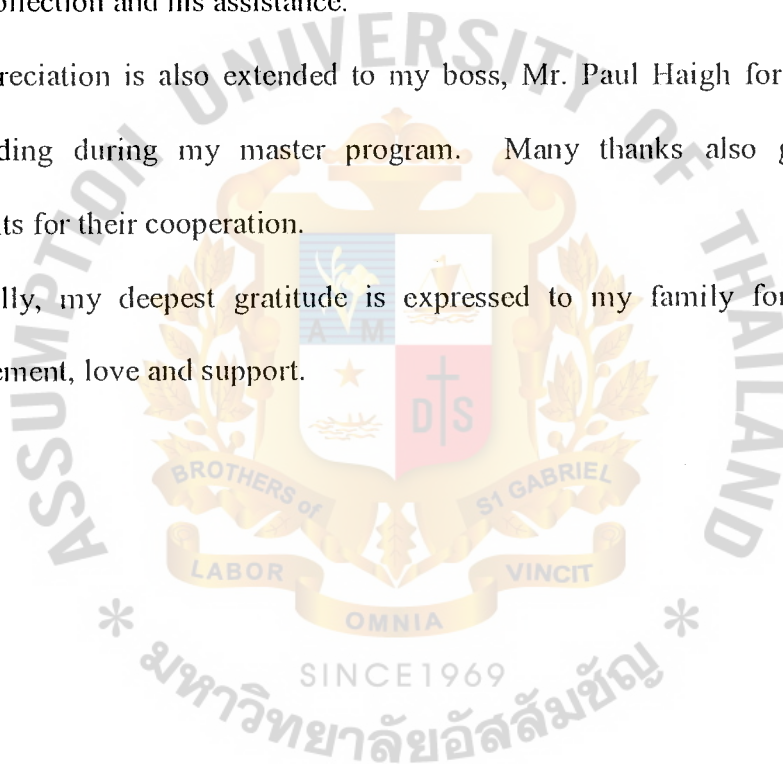


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I. INTRODUCTION

1.1 Background of the Study

Nowadays, the Thai economy continues to grow rapidly so Thai people prefer a convenient life style, which is fast and saves time. Since our business world changes, people have limited time to spend their private life to cook their own food. This changing has affected women who are housewife to become businesswomen. They need food that is easy to cook and saves time. These kinds of food are also available in the market. This food is for microwave or oven cooking, our product is also one of them. Therefore, Frozen Processed fish is the product that matches with this Globalizing situation. Frozen Processed fish food have long life to keep so it is suitable for working women who have no time to shop in the market everyday.

The Pacific Fish Processing Co.,ltd. is located in Songkhla, one of the major seaport cities in the south of the Gulf of Thailand adjacent to the Malaysian border. It stands in the heart of fishery areas as well as industrial estate – the hub of deepsea port for export of all the Thai local agricultural products in the Southern hemisphere.

The company was established in 1984 mainly to produce frozen fish-paste or fish-meat, otherwise known as Surimi for export with the registered capital of Bht 130 million and at present employed more than 2000 individuals. In 1992, after going through relentless efforts on research and development, the Company had invested in the new facilities to manufacture the varieties of quality processed products using Surimi as main raw material. The new lines of value added products known as kamaboko including the Imitated Crab Stick, Chikuwa etc. The company continued endlessly to innovate new additional products onto the market such as Fish Tofu, Imitation Crab Claw etc, serving the needs of customers both overseas as well as

domestic markets. In 1988, a new strategic company was founded – The Pacific Fishmeal Industrial Co., Ltd. In order to capitalize the by-product from Surimi factory with the registryed capital of Baht 30 million and the intial production capacity of 10,000 tons of animal feeds, thus making the operation to become the first of its kind in the same industry – the fully integrated business. With all these new ventures, the Company's current annual production capacities has thus increased by manifolds in the past years as shown in the following diagram

Surimi	16,000	tons
Immitated Crab Stick	6,000	tons
Other Ready-To-Eat Products	7,200	tons
Fish Filets	1,200	tons
Animal Feeds	10,000	tons

Initially, the Company products positioned at export for overseas market. Under the brand name of PFP, surimi exported to Japan, Singapore, Malaysia, and Taiwan. The other value-added processed products are exported to various countries in Europe and asia, namely France, Great Britain, The Netherlands, Russia, Peoples Republic of China, Hong Kong, Malaysia, Singapore, Brunei, Australia and Taiwan. The PFP trade name is widely known, the high standard quality of its products is accepted by the consumers and the trading partners wherever it goes. In 1994, The Pacific Fish Processing Co.,ltd is the manufacturing business organization producing frozen seafood know as Surimi (Fish Paste or Fish Meat) and varieties of processed seafood products (Kamaboko) made from the high quality of Surimi, exporting Surimi and the quality frozen seafood products to satisfied consumers in various countries around the world for almost the past two decades. With this successful history the Company has to uphold the policy of continuous development in its overall departments with the aim to surge

ahead with even better products to serve the customer world wide. The Company foresaw the new trend in the domestic market – the Thais are ready to take on the high quality of nutrition coupled with the new consumer behaviour that demand for the healthy, clean, fast, convenient, and ready to cook products – in particular for the low fat, low cholesterol and iodine rich seafoods gourmet and become well accepted widely by the mass consumers.

The food processing operation of Pacific fishing processing company limited originates with fresh fish supplied by the fisheries in Songkhla and the nearby provinces only the finest of which are transported to the plant for processing into frozen mincemeat. By insisting on the highest grade of raw materials, the company is able to ensure the quality of its finished products. The production process conforms to the most rigorous industry standards of manufacturing technology and hygiene at every stage. Fish heads are removed and the body is thoroughly cleaned before the choicest meat is extracted utilizing sophisticated equipment that yields the white and sticky mincemeat or surimi. Finally, fast-freezing in the contact freezer allow the meat to maintain its high quality while in cold storage at temperature of -18°C .

Imitation Crab Sticks, Chikuwa, Fish Balls, Fish Cakes, and others. To ensure the strictest hygiene as required in HACCP, GMP and ISO 9002, PFP has established a separate plant exclusively for the manufacture of ready to eat foods. Here, the essential raw material, the surimi, will be thawed and blended with a variety of ingredients to produce a wide array of products. One of these is the imitation Crab Stick that is processed on the most advanced equipment and technology – from mixing, to molding, grilling, coloring, boiling, and freezing. Similarly, Chikuwa is molded prior to grilling to assure customer of only the highest quality product. While fired products like Fish Cake benefits from the automation that ensure consistent cooking

temperature for appealing taste and color. The production of Fish Balls and Chinese Crab Balls, or Hoy Jor, is supervised by a team of skilled technicians who guarantee strict quality control on every stage.

PFP products are manufactured by the most advanced food science and technology with the most modern equipment – enabling the company to monitor its quality control at every stage of production. Experience food scientists and experts in related fields routinely collected product samples, the containers, including the packaging materials for biological, chemical and hygienic analysis to ensure the utmost quality standards of the products before they reach the consumers. As a result, the company has been given the Official Certification from the Department of Fisheries, the Department of Medical Sciences of the Thailand Ministry of Public Health, including the Certificate of HACCP, ISC 9000 and, GMP most recently ISO 14001 and Codex. Regarding the environmental protection, the company has invested on the advance technology in the waste treatment and strictly follows the rule and the law of both national government and international rules. The company has also applied for the ISO 14000 Certificate which concentrate on the environment protection measures as the safeguard for the environment protection concern.

1.2 Significance of the Study

There are 4 factors as follows:

1.2.1 Social & Cultural Factors

In the past, women couldn't get chance to work outside. They should be good housewives and need to stay home and take care of their children. In that way of life, they had much time to prepare a meal for their husband and children. In their cooking process, they could prepare all ingredients and mix them, for instance, when most housewives would like to cook lamb shish kabobs, they might first place meat in glass

bowl, pour dressing on meat, cover and refrigerate at least 8 hours. They had much time to do that.

At present, women's life styles are changing. Their roles for working outside are increased. They keep working outside in order to earn income for helping their families. However, a lot of women are still housewives. Yet their way of cooking process are changing as well. They have time to prepare a meal. Thus, they usually need frozen food and place in the oven or microwave whenever they would like to eat. Eventhough, frozen food process is normally stored, we can still feel the original taste of the food after removing from the oven or microwave. Those housewives just wait for only 2-3 minutes without cooking, stirring or mixing that frozen food while it is in the oven or microwave. Most house wives will find it convenient and save time in preparing breakfast and dinner.

With countless success testimonies alongside with the slogan of Natural Ocean Fresh, the PFP brand, Frozen Processing fish product has subsequently been approved by the Islamic Committee Office of Thailand to use the Halal emblem, certify that the products are processed strictly in accordance with the Islamic Rules.

1.2.2 Demographic Characteristics factor (<http://www.bma.go.th/html/page7.html>)

Age and Sex structure. The sex ratio which is defined as the number of males for every 100 females in the population was 98.5. This indicates that females are slightly more than males. Our target are both male and female. The population of the Bangkok metropolis was 5,739,897 persons (Thailand population statistic www.bma.go.th/html/page7.html). The composition of population determined by age. Those in the working ages of 15-59 year are our target. They also must have microwave at home. These are middle class who have middle income.

1.2.3 Technology

In the past, when women would like to cook, they normally used “Tao Tan” with coal as Fuel. To light the coal in Tao tan, a rag dipped in Kerosene was put in the midst of the coal and lighted. The Tao Tan was then fanned by the housewife for about five to ten minutes till the coal started burning. After fanning, the Tao Tan was placed in an open place where it gave out a lot of fumes and smoke before the coal caught heat and stopped giving out smoke. Next, gas stove was introduced to increase the satisfactions of customers. Here, the amount of gas released could be regulated to the switch, which in turn made it possible to adjust the heat according to the requirement. To turn off the stove, only the burner had to be switched off and valve of cylinder closed. Lighting or putting out the flame of the gas stove was thus very convenient. It took only a few seconds. Nowadays, one more home appliance is introduced, microwave. Microwave is very convenient to use. When people use gas stove they have to cook on gas stove which means they have to mix and stir, even they would like to warm. But by using microwave, they can place their food in the microwave and set up the control for the time and then wait until done. No need to cook, mix or stir at all. It is thus convenient for the modern housewife.

1.2.4 Law and Regulation

Nowadays, the frozen food business are restricted by law and regulations. Therefore;

- (1) We must provide product with high quality and hygienic by registered from FDA's.
- (2) The raw material that we should not have any toxic to human being.
- (3) Packaging the product with high quality package.

- (4) Our product should have a description clearly (ingredients and how to cook) and registered by FDA's.
- (5) Our product must provide the value in terms of nutrition

The significance of this research is as follows:

- (a) To understand the consumer behavior
- (b) To use the finding to improve the product
- (c) To know the market situation of the product

1.3 Objectives of the Study

The objective set for the study is as follows:

- (1) To analyze market situation of frozen food products.
- (2) To analyze consumer markets and buyer behavior
- (3) To study the consumer's attitude towards the product.
- (4) To measure the brand awareness among respondents

1.4 Scope of the Study

The Scope of the study is as follows:

- (1) The study will focus on the survey of questionnaires from Bangkokian between 15 to over 65 years old.
- (2) This project will use SPSS to process the questionnaire.

1.5 Expected Benefits

The research will provide the expected benefit as follows:

- (a) The way of data collection for the survey of Information Requirement.
- (b) The way to identify the target group
- (c) To know the demand of the product.
- (d) To know Consumer Marketing

II. LITERATURE REVIEW

2.1 Marketing Research

Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identifications and solution of problems. It attempts to provide accurate information that reflects a true state of affairs. It should be conducted impartially. Although research is always influenced by the researcher's research philosophy, it should be free from the personal or political biases of the researcher or the management. Research motivated by personal or political gain involves a breach of professional standards. Such research is deliberately biased so as the result in predetermined findings. It involves the identification, collection, analysis, dissemination, and use of information. We identify or define the marketing research problem or opportunity and then determine what information is needed to investigate it. Because every marketing opportunity translates into a research problem to be investigated, the term problem and opportunity are used interchangeable here. Next, the relevant information sources are identified and range of data collection methods varying in so complexity are evaluated for their usefulness.

The decision making is very difficult to decide what should be done in an organization or how to solve problems that arise. So Research is very important for a company because the company will know their way to be the leader in the market or have the information to solve the problem when it occurs.

2.2 Marketing Research Process

We conceptualize the marketing research process as consisting of steps:

Step 1: Problem Definition

The first step in any marketing research project is to define the problem. In defining the problem, the researcher should take into account the purpose of the study, the relevant background information, what information is needed, and how it will be used in decision making. Once the problem has been precisely defined, the research can be designed and conducted properly.

Step 2: Development of an Approach to the problem

Development of an approach to the problem includes formulating an objective or theoretical framework, analytical models, research questions, hypotheses, and identifying characteristics or factors that can influence the research design.

Step 3: Research Design Formulation

A research design is a framework for conducting the marketing research project. It details the procedures necessary for obtaining the required information, and its purpose is to design a study that will test the hypotheses of interest, determine possible answers to the research questions, and provide the information needed for decision making. Conducting exploratory research, precisely defining the variables, and designing appropriate scales to measure them are also a part of the research design. The issue of how the data should be obtained from the respondents it is also necessary to design a questionnaire and a sampling plan to select respondents for the study. More formally, formulating the research design involved the following steps:

- (a) Secondary data analysis
- (b) Qualitative research
- (c) Methods of collecting quantitative data

- (d) Measurement and scaling procedures
- (e) Questionnaire design
- (f) Sampling process and sample size
- (g) Plan of data analysis

Step 4: Field Work or Data Collection

Data Collection involves a field force or staff that operates either in the field, as in the case of personal interviewing. Proper selection, training, supervision, and evaluation of the field force help minimize data collection errors.

Step 5: Data preparation and Analysis

Data preparation includes the editing, coding, transcription, and verification of data. Each questionnaire or observation form is inspected, or edited, and if necessary, corrected. Number or letter codes are assigned to represent each response to each question in the questionnaires.

Step 6: Report preparation and presentation

The entire should be documented in a written report which addresses the specific research questions identified, describes the approach, the research design, data collection, and data analysis procedures adopted, and presents the result and the major findings.

2.3 Research Design

Research design can be classified as:

Quantitative Analysis

Quantitative research is defined as a research that is based on measurement and quantification of data. Whatever the dependent variables of interest in quantitative research are, there must be a way to transform it into numbers. There are four different

measurement scales identified that are used in quantitative research: (a) a nominal scale; (b) an ordinal scale, (c) an interval scale, and (d) a ratio scale

Numerals are defined in terms of symbols, such as letters or words (eg., male and female), and the interval between units cannot be assumed to be equal. Nominal and ordinal scales are considered numerals. Numbers are value on which one can perform certain mathematical operation such as adding subtracting, and so on, and the distance between units is even (e.g., the interval between 101 and 102 is the same as that between 104 and 105). Interval and ratio scales are based on the use of numbers. These measurement types of scales are considered to be somewhat hierarchical in regard to the different mathematical operations that can be performed on them. Nominal scales are considered to be the most simplistic and ratio scales the most complex. This means that the most mathematical operations may be performed on ratio types of data and the least on nominal types of data.

A nominal scale refers to one in which the researcher has assigned differences in observations or measurements or measurements to distinct categories. Nominal scale data, therefore, involves counts for each category. Researcher do at time assign values to nominal scales to compute a limited number of mathematical operation.

Ordinal scales involve assigning value to data based on rank or order. This is the second least precise scale of measurement. One example of ordinal data is ranks in the military (private, corporal, sergeant, etc.) Ranks are not overly precise and do not differentiate by equal unites. For example, it might be ranking brands of ice cream by taste. If we rank brands A, B, and C, we know that ice cream brand A tastes better than B, but we do not know if brand A is twice as good as brand B. Brands A and B may be only slightly different or significantly different.

Internal scales are another type of measurement in quantitative research and involve the use of number with equal units of measurement. However, even though numbers are used, there is no true zero point on the scale.

Ration scales are the last type of measurement and are defined in terms of equal numbered unites similar to interval scales, but there is a true zero. Weight is an example of a ratio scales, and the measurement starts at zero. The ratio is the most precise of all the scales and the one in which the greatest number of mathematical operations can be done. Thus, a study can only be considered quantitative when the variables have been operationalized into one of the four scales mentioned above.

Research design has relevant variables as follows:

An independent variable must have at least two levels or groups to compare. Attributes, or measured independent variable, have been defined as those characteristics about a person that the researcher cannot manipulate but are of interest to the research as it affects a dependent variable.

The dependent variable is defined in terms of changes in the subject as a consequence of the independent variable. In essences, dependent variables are influenced and dependent on independent variables.

Extraneous variable is considered to be either uncontrolled or unknown factors that can potentially affect the results or the response to the dependent variable. There are not variable controlled by the researcher and the results of a study may be called into question if significant extraneous variable are identified and not controlled for in the design.

The control variable is an extraneous variable, but the researcher has identified it and developed ways to control for its effects. There are several methods of addressing extraneous variables so they become control variables. One method is to build the

extraneous variable into the design and thus control its effects. Second method of making an extraneous variable a control variable is to remove the possible effects of the extraneous variable.

Descriptive research has been noted to include four different approaches: survey, observational, co relational, and causal comparative.

Descriptive designs involve no random assignment to groups, nor is there any manipulation of an independent variable. Generally, descriptive research is an attempt to describe characteristics or the effects of events for an identified population. A good portion of published psychological research may be categorized as descriptive.

A survey of descriptive design involves the use of self-report to clarify the perception, attitudes, or behaviors of a target group.

Observational descriptive research is an attempt to avoid problems with self-report and still clarify personal characteristic through observations by others or raters. The sole domain of interest is behaviors of the target group; clearly one cannot observe another's attitudes or feelings. The purpose of the study was described as an attempt to examine and identify the quality of care in a geriatric setting.

Co relational approach used to identify and understand the relationship between multiple variables, or how several variable of interest convey.

Causal comparative descriptive research concerns attempting to identify the effects of an independent variable after the fact. The independent variable is not under the control of the researcher but is of interest.

Quantitative research methods, the traditional approach to conducting research, may be defined in term of converting the results into measurable quantifiable unites for analysis. Additionally, the researcher typically has control over the variable of interest. Measurement amounts may be categorized as four different scales; nominal, ordinal,

interval, and ratio. Four different types of variable are of interest to researchers using the quantitative method: independent, dependent, extraneous, and control.

Descriptive designs, the fourth general category of research methods used in quantitative approached, include survey, observational, co relational, and causal comparative. Descriptive designs involve no random assignment, nor is there a manipulation of an independent variable. Typically, descriptive designs are an attempt by the research to characterize events or conditions of an identified population.

Qualitative Analysis

Quality is the essential character of nature of something. Quality is what, but quantity is how much. Qualitative refers to the meaning; the definition analogy or model characterizing something, while quantitative assumes the meaning and refers to a measure of it. Qualitative research would define the being of fishing, the ambiance of a city, the mood of a citizen, or the unifying tradition of a group.

Qualitative Research can be applied into several ways as follows:

- (a) Case Studies
- (b) Elite interviewing
- (c) In depth interview
- (d) Observation
- (e) Document Analysis
- (f) Films, photograph and video tape
- (g) Projective techniques
- (h) Psychological testing

Example of Qualitative research: Case study is an intensive investigation of a single individual in an effort to treat or intervene with that person and or to make inferences about others. Case study method of qualitative research may be defined in

the intensity of focus on a particular case or set of cases and specific phenomena of the case(s). Case study research is typically, although not always, conducted in a natural setting. There are 3 purposes: to achieve detailed descriptions of phenomena of interest, to develop possible explanations of phenomena, and to evaluate the phenomena of the interest.

Qualitative research provides the researcher with opportunities to study phenomena in great detail and in a more natural way. Additionally, qualitative methods allow for flexibility in addressing the needs of the situation: The researcher can adjust his or her focus and approach to meet the characteristics of the situation. There has been considerable debate. In the fields of psychology and education as the validity of conducting research based on qualitative methods, and various attempts have been made to remove some of the identified concerns.

2.4 Quality of Frozen Foods

Consumer Acceptance of Frozen Foods

The frozen foods industry has been quick to recognize this burgeoning and fast-growing niche and has taken advantage for the continuing need for convenience. Development of frozen food in the form of meals and entrees, snacks, side dishes, desserts, and so forth flew to new heights beginning in the last 1980s. Food processor scrambled to dominate the market by launching a wide array of similar frozen products, which then processed to over saturate the market. However, consumer demand for the convenience of frozen foods has not ceased, and the market is as promising as ever, albeit still very competitive. Processors are changing their tactics and looking at new approaches to satisfying this particular niches by studying trends, becoming more innovative, and listening closely to consumers.

Quality is defined by Consumer

Quality is defined as the assumed totality of those characteristics that (1) differentiate individual units of a product, (2) is significant in determining a product's degree of acceptability to buyers (3) can satisfy given consumer needs. Since quality is best defined by the buyer, criteria for judging quality changes as a product travels through the marketing chain. Criteria that consumers ultimately use, as bases for purchase and consumption decision are the most significant. The definition of quality may also differ according to the needs and perceptions of consumers. Thus, marketing research constantly attempts to understand the needs and preferences of consumers so that quality standard can be set accordingly.

Quality Research Must be Consumer Driven

Delivering products of consistently superior quality is important in the successful marketing of agricultural products. In handling and marketing of food products, management strategies that emphasize consumer needs and preferences when setting quality standard have been recommended. Quality research compatible with the goals of consumer-driven management strategy has, therefore, been encouraged. Quality Enhancement (QE) is a new approach to quality research. It allows for the continuous measurement or improvement of product quality consistent with consumer expectations without repeated consumer tests. Similar to the multiple regression approach to product optimization, it is based on the premise that there is a finite number of product attributes critical to consumer acceptance.

Qualitative Research Offers Detailed Insights into Consumer Attitude.

Researchers attempting to improve the quality of frozen foods must know the product properties that consumer desire and expect, and translate these into technically viable options to improve the product. Quality research that fails to identify critical

product attributes may prove to be an exercise in futility. Qualitative research techniques allow for a more detailed insight into the product perception process experienced by consumers. Used properly, qualitative methods can be used to gather detailed information.

2.5 Data Collection

There are two kinds of data collection. They are: Primary data and Secondary Data.

Primary Data

Primary data originates from a researcher for the specific purpose of addressing the problem at hand. The collection of primary data involves all six steps of the marketing research. Obtaining primary data can be expensive and time consuming. Using primary sources, researchers can collect precisely the information they want. They usually can specify the operational definitions used and can eliminate, or at least monitor and records, the extraneous influences on the data as they are gathered. However, secondary sources are indispensable in other ways. There is nothing wrong with using primary data under many circumstances, or secondary data under different circumstances, or rarely and prudently, substituting one for the other when either might be suitable.

Secondary Data

Secondary data have already been collected for purpose other than the problem at hands. These data can be located quickly and inexpensively. In the department store patronage project, secondary data on the criteria used by households to select department stores were obtained from marketing journals. Secondary data are used for three research purposes as follows:

First, they fill a need for a specific reference or citation on some point perhaps in a research proposal, to demonstrate why the proposed research fills a void in the knowledge base. Research typically calls for early exploration to learn if the past can contribute to the present study. Data from secondary sources help you decide what further research needs to be done and can be rich source of hypotheses.

Second, secondary data are an integral part of a larger research study or of a research report to justify having bypassed the costs and benefits of doing primary research. In essence, the researcher tries to keep from reinventing the wheel. Each of these pieces of information collected initially to track divisional performance or supplier/distributor relationships would enable a clearer statement of the research question (s).

Third, secondary data may be used as the sole basis for a research study, since in many research situations one cannot conduct primary research because of physical, legal, and cost influences. Retrospective research often requires the use of published data. The federal government frequently solves this problem for many organizations with the massive amount of data it publishes each year.

2.6 Advantage of Secondary Data

As can be seen from the foregoing discussion, secondary data offer several advantages over primary data. Secondary data are easily accessible, relatively inexpensive, and quickly obtained. Some secondary data, such as those provided by the U.S. Bureau of the Census, are available on topics for which it would not be feasible for a firm to collect primary data. While it is rare for secondary data to provide all the answers to a non-routine research problem, such data can be useful in a variety of ways.

Table 2.1. A Comparison of Primary and Secondary Data.

A COMPARISON OF PRIMARY AND SECONDARY DATA

	Primary Data	Secondary Data
Collection purpose	For the problem at hand	For other problems
Collection process	Very involved	Rapid and easy
Collection cost	High	Relative low
Collection time	Long	Short

2.7 Disadvantages of Secondary Data

Because secondary data have been collected for purposes other than the problem at hand, their usefulness to the current problem may be limited in several important ways, including relevance and accuracy. The objective, nature, and methods, used to collect the secondary data may not be appropriate to the present situation. Also, secondary data may not be accurate, or they may not be completely current or dependable. Before using secondary data, it is important to evaluate them on these factors. These factors are:

- (a) Methodology used to collect the data
- (b) When the data were collected?
- (c) The purpose for which the data were collected
- (d) The content of data
- (e) How dependable are the data?

2.8 Classification of Secondary Data

Secondary data may be classified as either internal or external.

Internal data are those generated within the organization for which the research is being conducted. This information may be available in a ready-to-use format, such as information routinely supplied by the management decision support system. On the other hand, these data may exist within the organization but may require considerable processing before they are useful to the researcher. For example, a variety of information can be found on sales invoices. Yet this information may not be easily accessed; further processing may be required to extract it.

External data are those generated by sources outside the organization. These data may exist in the form of published material, on-line databases, or information made available by syndicated services. Before collecting external secondary data, it is useful to analyze internal secondary data.

The collection methods used are unique to the specific situation, and collection success depends on knowing just where and how to look. Sometimes the information may exist in central files (i.e., at headquarters), in data warehouses, in data marts, or in departmental chronological files. In other organizations, a central library keeps all relevant information. Systematic searches should be made through exploratory interviews with everyone who handles the information. Internal data source may be only source of information for many studies. One of the most productive ways to identify internal source is to identify gatekeeper of those sources. Executive secretarial assistants are often knowledgeable about company documents because they oversee their preparation. The use of internal data has been steadily increasing and has accelerated sharply.

2.9 Questionnaire Design

Questionnaire is a structured technique for data collection consisting of a series of question, written or verbal, to which a respondent replies. A questionnaire, whether it is called a schedule, interview form, or measuring instrument, is a formalized set of questions for obtaining information from respondents. Any questionnaire has three specific objectives. First, it must translate the information into a set of specific questions that the respondents can and will answer. Developing questions that respondents can and will answer and that will yield the desired information is difficult. Two apparently similar ways of posing a question may yield different information. Second, a questionnaire must uplift, motivate, and encourage the respondent to become involved in the interview, to cooperate, and to complete the interview, to cooperate, and to complete the interview. Incomplete interviews have limited usefulness at best. In designing a questionnaire, the researcher should strive to minimize respondent fatigue, boredom, and effort to minimize incompleteness and non-response. Third, a questionnaire should minimize response error. The response error was defined as the error that arises when respondents give inaccurate answer or their answers are not recorded. A questionnaire can be a major source of response error. Minimizing this error is an important objective of question design. There are 2 types of question for designing the questionnaire.

Open-ended Question

Open-ended questions are in situation where the constraints of the closed end question outweigh the inconvenience of the open-ended question for both the research and the respondent. It is recommended that open-ended question be used sparingly and only when needed. To the extent that they are used, the researcher must be aware of certain inherent problems. First, open-ended question will be inevitable elicit a certain

amount of irrelevant and repetitious information. In addition, the satisfactory completion of an open-ended question requires a greater degree of communicative skills on the part of the respondent than is true for closed end question. Accordingly, the researcher may find that these questions elicit responses that are difficult to understand and sometimes is incoherent. Third, statistical analysis requires some degree of data standardization. And finally, open-ended questions take more of the respondent's time. This inconvenience may engender a higher rate of refusal to complete the questionnaire.

Close-ended Question

Most questions in questionnaire have closed-ended response choices or categories. Such questions provide fixed list of alternative response and ask the respondent to select one or more of them as indicative of the best possible answer. In contrast, open-ended questions have no preexisting response categories and permit the respondent a great deal of latitude in responding to them. There are several advantages to Close-ended question. One is that the set of alternative answers is uniform and therefore facilitates comparison among respondent. Other advantage is the fixed list of response possibilities tends to make the question clearer to the respondent. Sensitive issues are frequently better addressed by asking question with a pre-established, implicit "acceptable" range of alternative answers rather than by asking someone to respond with specificity to an issue that might be considered particularly personal. Certain disadvantage of close-ended question is that the researchers should consider when developing a questionnaire. Closed-end question compels respondents to choose a "closest representation" of their actual response in the form of a specific fixed answer.

Close-ended questions tend to constrain the breadth of subject matter addressed within the questionnaire and prevent respondents from expressing their opinion to the fullest extent possible.

2.10 Response Rate

After we choose the type of the question in questionnaire, the response method will be considered. Choosing the suitable response method for the questionnaire. The result will be efficient. There are many types of response method as follows:

Rating Scale

Use rating scale to judge properties of objects without reference to other similar objects. These ratings may be in such form as “like-dislike”, “approve-indifferent disapprove,” or other classification using even more categories. There is little conclusive support for choosing a three-point scale over scales with five or more points. Some researchers think that more points on a rating scale provided an opportunity for greater sensitive of measurement and extraction of variance. The most widely used scale range from three to seven points, but it does not seem to make much difference which number is used with two exceptions. First, a larger number of scale points are needed to produce accuracy with single-item scales. Second in cross-cultural measurement, the culture may condition respondents to a standard metric- a ten point scale in Italy.

The simple category scale has two response choices. They are “yes” and “No” which could just as easily be “important” and “unimportant”, “agree” and “disagree”. This scale is particularly useful for demographic questions or where a dichotomous response is adequate.

When there are multiple options for the rater and only one answer is sought, the multiple choice, single response scale is appropriate. In example there are five options.

The primary alternatives should encompass 90 percent of the range with the “other” category completing the respondent list. When there is no possibility for “other” or exhaustiveness of categories is not critical, this response may be omitted.

A variation of the multiple choice and multiple response scale slows the rate to select one or several alternatives. For example, we are asking seven questions and it is possible that all seven sources for home design were consulted. The cumulative feature of this scale can be beneficial when a complete picture of the respondent’s choice is desired, but it may also present a problem for reporting when readers expect the responses to sum to 100 percent. This scale generates nominal data.

Likert scales

Likert scales is the most frequently used variation of the summated rating scales. Summated scales consist of statements that express either favorable or unfavorable attitude toward the object of interest. The respondent is asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude favorableness, and the scores may be totaled to measure the respondent’s attitude. For example, the respondent chooses one of five levels of agreement. The numbers indicate the value to be assigned to each possible answer with 1 the least favorable impression of Internet superiority and 5 the most favorable. These values are normally not printed on the instrument to indicate the scoring system. Between 20 and 25 properly constructed questions about an attitude object would be required for a reliable Likert scale. It helps us compare one person’s score with a distribution of scores from a well-defined group. They are also useful when we expect to conduct an experiment or undertake a program of change or improvement.

Numerical Scales

Numerical scale often has five-point scales, the scale will provide both an absolute measure of important and relative measure of the various items rated. The scale's linearity, simplicity, and production of interval data make it popular for managers and researchers.

Multiple rating list

It is similar to the numerical scale but differs two ways:

- (a) It accepts circled response form the rater.
- (b) The layout allows visualization of the result.

Semantic Differential Scale

The semantic differential is a seven-point rating scale with end points associated with bipolar labels. In a typical application, respondents rate objects on a number of itemized seven-point rating scales bounded at each end by one of two bipolar adjectives, such as "cold" and "warm". We illustrate this scale by presenting a respondent's evaluation of Sears on five attitudes. The respondents mark the blank that best indicates how they would describe the object being rated.

Staple Scale

It is a scale for measuring attitudes that consist of a single adjective in the middle of an even-numbered range of value.

2.11 Characteristics of Good Research

A good should have the characteristic as follows:

Purpose clearly defined

The purpose of the research should be clearly defined and sharply delineated in terms as unambiguous as possible.

Research process detailed

The research procedures used should be described in sufficient detail to permit another research to repeat the research. Except when secrecy is imposed, research reports should reveal with candor the sources of data and the means by which they were obtained.

Research design thoroughly planned

The procedure design of the research should be carefully planned to yield results that are as objective as possible.

High ethical standards applied

A research design includes safeguard against causing mental or physical harm to participants and makes data integrity a first priority should be highly valued. Researchers frequently find themselves precariously balancing the rights of their subjects against the scientific dictate of their chosen method.

Limitation frankly revealed

The researcher should report with complete frankness, flaws in procedural design and estimate their effect on the finding.

Adequate analysis for decision maker's needs

Analysis of the data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate.

Finding presented unambiguously

Language is restrained, clear, and precise, assertions that are carefully drawn and hedged with appropriate reservation and an apparent effort to achieve maximum objectivity tend to leave a favorable impression of the researchers with the decision maker.

Conclusion justified

Conclusion should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.

Researcher's experience reflected

Greater confidence in the research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.

2.12 Reliability

Reliability refers to the extent to which a scale produces consistent results if measurements are made repeatedly. Systematic sources of error do not have an adverse impact on reliability, because they affect the measurement in a constant way and do not lead to inconsistency. In contrast, random error produces inconsistency, leading to lower reliability. Reliability can be defined as the extent to which measures are free from random error, X_R . If $X_R = 0$, the measure is perfectly reliable. Reliability is assessed by determining the proportion of systematic variation in a scale. This is done by determining the association between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent results and is therefore reliable. Approaches for assessing reliability include the test-retest, and alternative forms, and internal consistency methods.

Test-Retest Reliability

In test-retest reliability, respondents are administered identical sets of scale items at two different times under as nearly equivalent conditions as possible. The time interval between tests or administrations is typically, two to four weeks. The degree of similarity between the two measurements is determined by computing a correlation coefficient. The higher the correlation coefficient, the greater the reliability. There are several problems associated with the test-retest approach to determining reliability.

First, it is sensitive to the time interval between testing. Other things being equal, the longer the time interval, the lower the reliability. Second, the initial measurement may alter the characteristic being measured. For example, measuring respondents' attitudes toward low-fat milk may cause them to become more health-conscious and develop a more positive attitude toward low-fat milk. Third, it may be impossible to make repeated measurement (for example, the research topic may be the respondent's initial reaction to a new product). Fourth, the first measurement may be a carryover effect to the second or subsequent measurements. Respondents may attempt to remember answers they gave the first time. Fifth, the characteristic being measured may change between measurements. For example, favorable information about an object between measurements may make a respondent's attitude more positive. Finally, the test-retest reliability coefficient can be inflated by the correlation of each item with itself. These correlations tend to be higher than correlations between different scale items across administrations.

Alternative-Forms Reliability

In alternative-forms reliability, two equivalent forms of the scale are constructed. The same respondents are measured at two different times, usually two to four weeks apart. The scores from the administrations of the alternative scale forms are correlated to assess reliability.

There are two major problems with this approach. First, it is time consuming and expensive to construct an equivalent form of the scale. Second, it is difficult to construct two equivalent forms of a scale. The two forms should be equivalent with respect to content. In a strict sense, this requires that the alternative sets of scale items should have the same means, variances, and intercorrelations. Even if these conditions

are satisfied, the two forms may not be equivalent in content. Thus, a low correlation may reflect either an unreliable scale or nonequivalent forms.

Internal Consistency Reliability

Internal consistency reliability is used to assess the reliability of a summated scale in which several items are summed to form a total score. In a scale of this type, each item measure some aspect of the construct measure by the entire scales and the items should be consistent in what they indicate about the characteristic. This measure of reliability focuses on the internal consistency of the set of items forming the scales.

The simplest measure of internal consistency is split-half reliability. The items on the scale are divided into two halves and the resulting half scores are correlated. High correlations between the halves indicate high internal consistency. The scale items can be split into halves based on odd and even number items or randomly. The problem is that the results will depend on how the scale items are split. A popular approach to overcoming this problem is to use the coefficient alpha.

The coefficient alpha, or Cronbach's alpha, is the average of all possible split-half coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicate unsatisfactory internal consistency reliability. An important property of coefficient alpha is that its value tends to increase with an increase in the number of scale items.

Therefore, coefficient alpha may be artificially, and inappropriately, inflated by including several redundant scale items. Another coefficient that can be employed in conjunction with coefficient alpha is coefficient alpha is masking any inconsistent items.

2.13 Reliability Analysis Statistics

You can select various statistical models that describe the scales and items. Statistics reported by default include the number of cases, the number of items, and reliability estimates as follows:

- (1) Alpha Models: A factor extraction method that considers the variables in the analysis to be a sample from the universe of potential variables. It maximized the alpha reliability of the factors.
- (2) Guttman Models: This model computes Guttman's lower bounds for true reliability. Reliability coefficients λ_1 through λ_6
- (3) Split-half Models: Correlation between forms, Guttman split-half reliability, Spearman-Brown reliability (equal and unequal length), and coefficient alpha for each half.
- (4) Parallel and Strictly Parallel Models: Test for goodness-of-fit of model, estimates of error variance, common variance, and true variance, and estimated common inter-item correlation, estimated reliability, and unbiased estimate of reliability.

III. RESEARCH METHODOLOGY

3.1 Research Overview

This research focused on the information from the population of the Bangkok metropolis was 5,739,897 persons (Thailand population statistic: www.bma.go.th) The composition of population determined by age. Those in the working ages from 15 until over 65 are our target.

3.2 Research Survey

The survey method of obtaining information is based on the questioning of respondents. Respondents are asked a variety of questions regarding their behavior, intentions, attitudes, awareness, motivations, and demographic and lifestyle characteristics.

Using Fixed-alternative questions, which require the respondent to select from a predetermined set of responses. The survey method has several advantages. First, the questionnaire is simple to administer. Second, the data obtained are reliable because the responses are limited to the alternative stated. The used of fixed-response questions reduces the variability in the results that may be caused by differences in interviewer.

Disadvantages are that respondents may be unable or unwilling to provide the desired information. For example, consider questions about motivational factor. Respondent may not be consciously aware of their motives for choosing specific brands or shopping at specific department stores. Therefore, they may be unable to provide accurate answer to question about their motive.

3.3 Survey Methods

The method that we use for this research are:

- (1) Personal Interviews

The characteristics of personal interview are:

- (a) Two-way communication initiated by an interviewer to obtain the information from a respondent.
 - (b) Asking face to face
 - (c) The interview takes place at the supermarket, workplace, and department store. This technique is used for collecting the primary data. As the product has just launch to the supermarket in Bangkok area, it has no secondary data.
- (2) Telephone Interviews

Traditional telephone interviews involve phoning a sample of respondents and asking them a series of questions. The interviewer uses a paper questionnaire and records the responses. This technique is an alternative way for this research.

3.4 Steps to Establish the Questionnaire

Specify the Information Needed

Note that as the research project progresses, the information needed becomes more and more clearly defined. With all types of structure and unstructured data collection we have set a clear idea of the objective for the interview and data needed. The objectives for our project are:

- (1) To analyze market situation of frozen food product.
- (2) To analyze consumer Markets and buyer Behavior
- (3) To study the consumer's attitude towards the product.
- (4) To measure the brand awareness among respondents.

practical. It is easy to respond and analyze. They are arranged in five levels to either agree or disagree with influential factors.

There are five levels of agree and disagree:

- 5 Absolutely agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Absolutely disagree

There are five levels of influential factor:

- 5 if the factor is Very Low influential
- 4 “ “ Low influential
- 3 “ “ Medium influential
- 2 “ “ Highly influential
- 1 “ “ Very high influential

3.5 Questionnaire Analysis

(1) Strategies for determining sample size

Sample size refers to the number of elements to be included into the study. Determining the sample size is complex and involves several qualitative and quantitative considerations. Sample size is influenced by the average size of sample as a table below:

Table 3.1. Sample Size Use in Marketing Research Studies.

SAMPLE SIZE USE IN MARKETING RESEARCH STUDIES

Type of study	Minimum Size	Typical Range
Problem identification research	500	1,000-2,500

Table 3.1. Sample Size Use in Marketing Research Studies. (Continued)

SAMPLE SIZE USE IN MARKETING RESEARCH STUDIES

Problem solving research	200	300-500
Product test	200	300-500
Test marketing studies	200	300-500
TV/Radio advertising	150	300-500
Focus group	6 groups	10-15 groups

These sample sizes have been determined based on experience and can serve as a rough guideline, particularly when non-probability sampling is used.

There are several approaches to determining the sample size. This include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size. This research focused on the information from the population of the Bangkok metropolis was 5,739,897 persons (Thailand population statistic: www.bma.go.th/html/page7.html).

Using formulas to calculate a sample size: Although table provides a useful guide for determining the sample size, you may need to calculate necessary sample size for a different combination of levels of precision, confidence, and variability. The sample size can be found by the formula:

(Taro Yamane formula http://edis.ifas.ufl.edu/BODY_006)

$$n = \frac{N}{1+Ne^2}$$

where n = the size of group to take a sample from

e = tolerance of sampling error for this research not more than 7%

N = total population

Then

$$\begin{aligned} n &= 5,739,897 / (1 + 5,739,897 * 0.07^2) \\ &= 204 \text{ persons} \end{aligned}$$

If we use the formulas our sample size will be 204 persons with sample error 7%. For this project, we will refer to the Sample size use in marketing research studies table. Our sample size will be 200 persons from the total of population 5,739,897 persons.

(2) Research Instrument

In this project, the questionnaire will be used to analyze the information requirement for Marketing Research of Frozen Processed fish.

(3) Data Collection

The data will be collected from the questionnaire which all the sampled size 200 persons fill in. We emphasize on occupation such as working men, working women, housewives, Students, as our product is ready made food, it is convenience for our consumers. Our target consumers will be the ones who like to dine out. Target market help sellers identify marketing opportunities better our company can develop the right offer for each target market our company can adjust their prices, distribution channels, and advertising to reach the target market efficiently

The company chooses the consumers who will be modern people who don't have time to cook by themselves. They have to buy ready made food to consume. Our target customers will be consumers who are aged from 15 until over 65 years old and will be the customers who prefer to buy.

(4) Statistical Measurement

The statistical program for computation in this study is the SPSS. The following statistical procedures were employed to resolve the specific question raised in this study.

Part 1. Status of the Respondent

The researcher analyzed the data in the form of table as the following:

The number of respondents by sex

The number of respondents by age

The number of respondents by career

The number of respondents by income per month

The number of respondents by address area

Part 2. Marketing Information

This part is designed to receive the marketing information from the respondents. There are 18 main questions in part two which has sub questions in question no. 5 and no. 6. For the sub question, there are five choices in each sub-question in which each has a sub-scale having a score as follows:

Question No5.

Absolutely Agree	=	1
Agree	=	2
Neutral	=	3
Disagree	=	4
Absolutely Disagree	=	5

The sub-scale level will be in reverse after using SPSS program. The score range that evaluate the factors in terms of difference between ready-made frozen food and fresh food will be as follow:

Absolutely Agree	=	4.21 – 5.00
Agree	=	3.41 – 4.20
Neutral	=	2.61 – 3.40
Disagree	=	1.81 – 2.60
Absolutely Disagree	=	1.00 – 1.80

Question No. 6

There are 7 sub-questions with 5 choices with scores as follows:

Very High Influence	=	1
High Influence	=	2
Medium Influence	=	3
Low Influence	=	4
Very Low Influence	=	5

The score will be in reverse after using SPSS program. It will range to evaluate the factors that influence respondent to make a decision in buying food.

Very High Influence	=	4.21 – 5.00
High Influence	=	3.41 – 4.20
Medium Influence	=	2.61 – 3.40
Low Influence	=	1.81 – 2.60
Very Low Influence	=	1.00 – 1.80

IV. RESULTS AND DISCUSSION

In this chapter, the data of the survey are analyzed based on the conceptual framework developed in Chapter 3. The result will be calculated for information requirement marketing research for Frozen Processed fish in Bangkok.

After we distributed these questionnaires to all the respondents in Bangkok, the data gathered from 200 respondents can be described as follows:

4.1 Result

4.1.1 Part1: Respondent Demographic

Table 4.1. Demographic of Respondent on Sex.

Item	Frequency	Valid Percent	Cumulative Percent
Male	58	29.0	29.0
Female	142	71.0	100.0
Total	200	100.0	

For the statistics of population rate in Bangkok, most of the population are female rather than male. Therefore, the demographic variable “Sex” were collected from 200 respondents, 58 respondent are male (29%) and 142 respondents are female (71%).

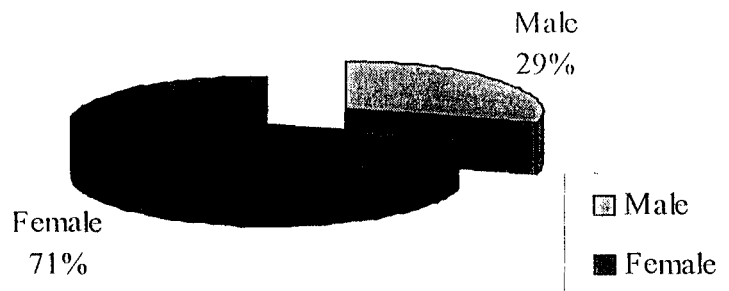


Figure 4.1. Distribution Respondent Demographic on Sex.

Table 4.2. Demographic of Respondent on Age.

Item	Frequency	Valid Percent	Cumulative Percent
15-25 years old	56	28.0	28.0
26-35 years old	101	50.5	78.5
36-45 years old	27	13.5	92.0
46-55 years old	13	6.5	98.5
56-65 years old	2	1.0	99.5
>65 years old	1	.5	100.0
Total	200	100.0	

According to demographic variable based on “Age” it was considered that there were six groups. Of 200 respondents, the majority are from 26-35 years ,101 respondents or (50.5%); aged 15-25 years, 56 respondents (28%); aged from 36-45 years, 27 respondents (13.5%); aged 46-55 years old, 13 respondents (6.5%); aged 56-65 years old, 2 respondents (1%); and more that 65 years old, 1 respondent (0.5%)

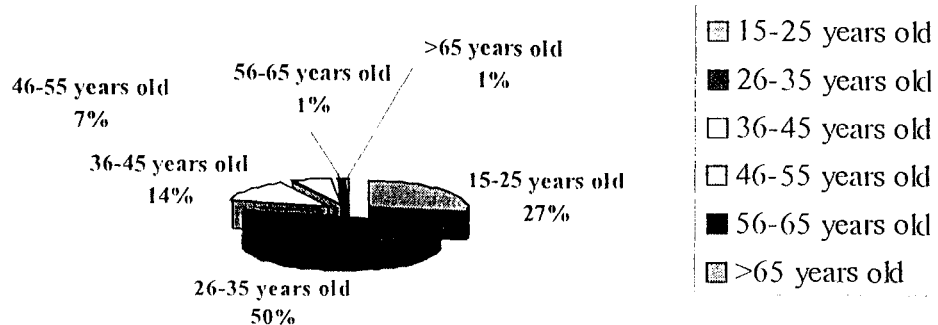


Figure 4.2. Distribution Respondent Demographic on Age.

Table 4.3. Distribution to Respondent's Income per Month.

Item	Frequency	Valid Percent	Cumulative Percent
< 5,000 baht	16	8.0	8.0
5,001-10,000 baht	27	13.5	21.5
10,001-20,000 baht	65	32.5	54.0
20,001-25,000 baht	26	13.0	67.0
25,001-30,000 baht	19	9.5	76.5
30,001-35,000 baht	15	7.5	84.0
35,001-40,000 baht	10	5.0	89.0
>40,000 baht	22	11.0	100.0
Total	200	100.0	

From Income per month of 200 respondents, the highest number of respondents are from the income group of 10,001-20,000 baht, 65 respondents (32.5%); 5,001-10,000 baht, 27 respondents, (13.5%); 20,001-25,000 baht, 26 respondents (13%);

more than 40,000 baht, 22 respondents, (11%); 25,001-30,000 baht, 19 respondents (9.5%); less than 5,000 baht, 16 respondents (8%); 30,001-35,000 baht, 15 respondents (7.5%); and 35,001-40,000 baht, 10 respondents (5%)

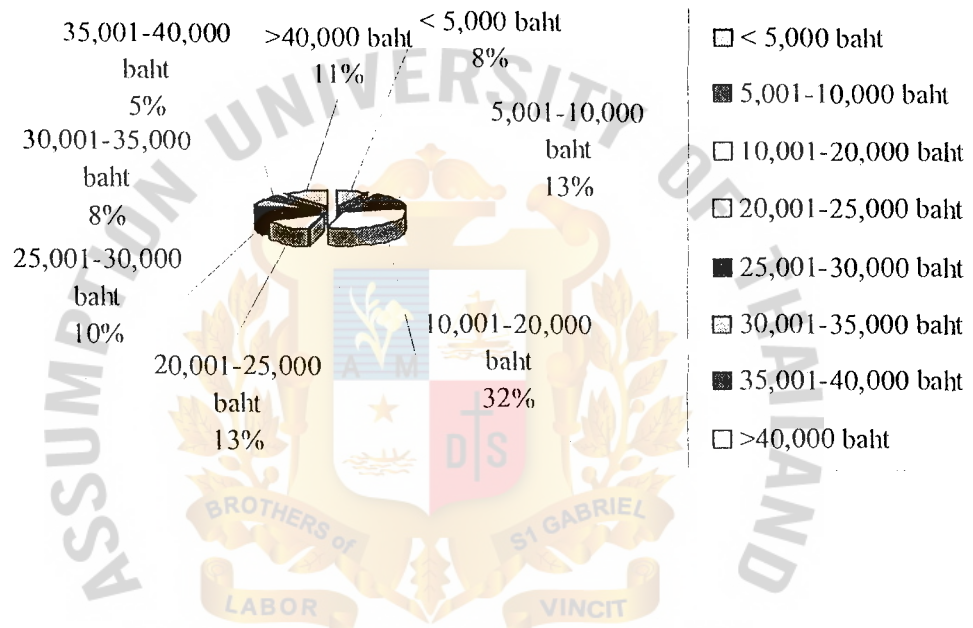


Figure 4.3. Distribution Respondent Demographic on Income per Month.

Table 4.4. Distribution of Respondent's Career.

Career	Frequency	Valid Percent	Cumulative Percent
Student	21	10.5	10.5
Government officer	8	4.0	14.5
Company employees	144	72.0	86.5
Housewife	5	2.5	89.0
Business owner	11	5.5	94.5
Merchant	4	2.0	96.5

Table 4.4. Distribution of Respondent's Career. (Continued)

Career	Frequency	Valid Percent	Cumulative Percent
Unemployment	2	1.0	97.5
Others	5	2.5	100.0
Total	200	100.0	

From all careers of 200 respondents, most of respondents are company employees, 144 respondents (72%); Student, 21 respondents (10.5%); Business owner, 11 respondents (5.5%); Government officer, 8 respondents (4%); Housewife, 5 respondents (2.5%); Other, 5 respondents (2.5%); Merchant, 4 respondents (2%); and Unemployment, 2 respondents (1%).

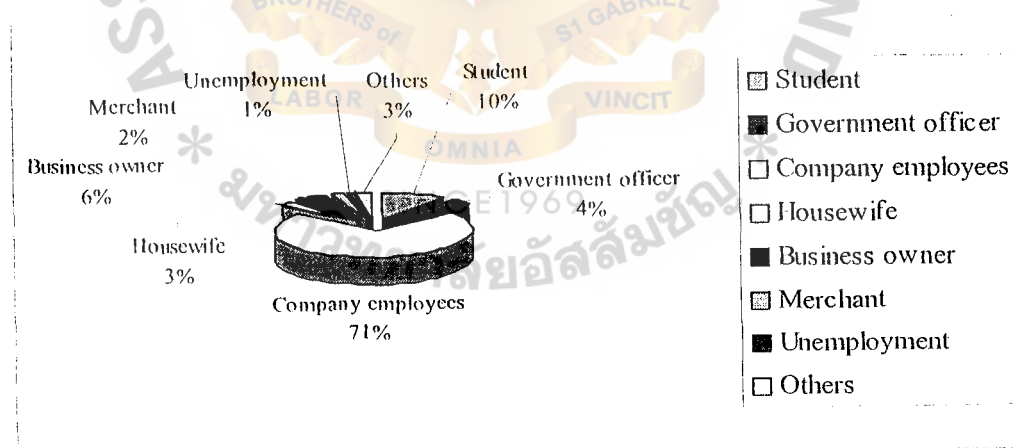


Figure 4.4. Distribution Respondent Demographic on Career.

Table 4.5. Distribution of Respondent's Address Area.

Area	Frequency	Valid Percent	Cumulative Percent
Bangkok	183	91.5	91.5
Up-country	17	8.5	100.0
Total	200	100.0	

According to the respondents 200 people, there are 183 respondents who lives in Bangkok area (91.5%) and Up-country, 17 respondents (8.5%).



Figure 4.5. Distribution Respondent Demographic on Address Area.

4.1.2 Part 2: Marketing Information

The survey data can be rearranged to present the result as follows:

Item No. 1 Have you ever tried ready-made frozen food.

Table 4.6. The Distribution of the Respondent on Trying Ready-Made Frozen Food.

Item	Frequency	Valid Percent	Cumulative Percent
Yes	167	83.5	83.5
No	33	16.5	100.0
Total	200	100.0	

According to the respondents there are 167 respondents (83.5%) who ever tried ready-made frozen food but only 33 respondents (16.5%) has never tried ready-made frozen food.



Figure 4.6. Percentage of Respondents' Attitude toward on Ready-Made Frozen Food.

Item No. 1.1.2 Which of the following is/are your reason(s) in not consuming ready-made frozen food?

Table 4.7. The Distribution of Respondents Reasons on Consuming Ready-Made Frozen Food.

Item	Frequency	Valid Percent	Cumulative Percent
not delicious	12	36.4	36.4
not clean	3	9.1	45.5
Expensive	2	6.1	51.5
not as nutrient as newly cooked food	6	18.2	69.7
afraid of preservative chemical contents	6	18.2	87.9
Others	4	12.1	100.0
Total	33	100.0	
Missing System	167		
Total	200		

From the table, there are 167 missing. It means that not 200 respondents have answered this question. It is only 33 respondents who answered this question. Therefore, most of the reasons that the respondents are not consuming ready-made frozen food are not delicious, 12 respondent (36.4%). For not as nutritious as newly cooked food and afraid of preservative chemical contents are similar 6 respondents (18.2%). Respondents who think that the other reasons are 4 respondents (2%); not clean , 3 respondents (1.5%); and expensive, 2 respondents (1%).

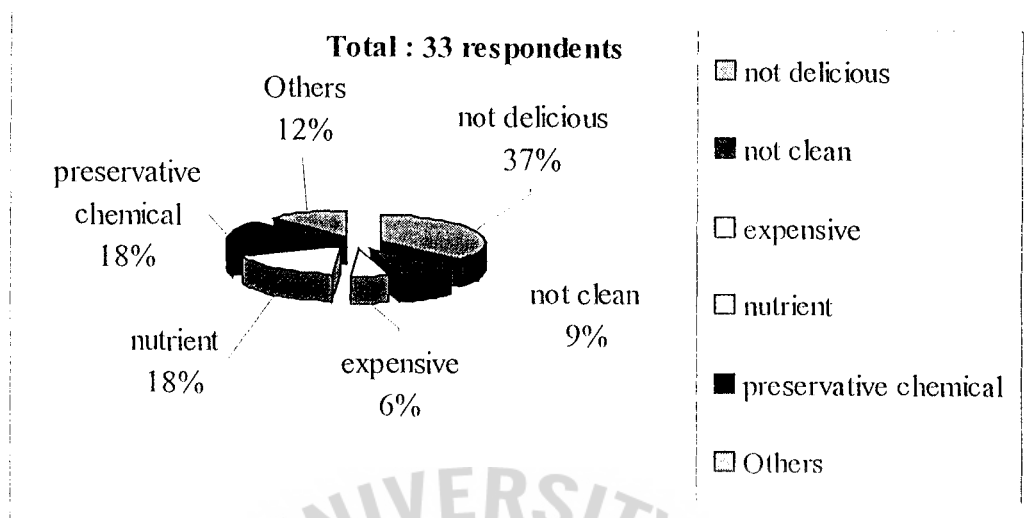


Figure 4.7. Percentage of Respondents' Attitude Toward The Reason on Not to Consuming Ready-Made Frozen Food.

Item No. 1.1.3 If there were a Frozen Processed fish available in the market at the price similar to freshly cooked fish, would you like to try? (answering this and end of questionnaire).

Table 4.8. The Distribution of the Possibility of Trying Ready-Made Frozen Food in the Future.

Item	Frequency	Valid Percent	Cumulative Percent
Yes	2	6.1	6.1
May be	21	63.6	69.7
No	10	30.3	100.0
Total	33	100.0	
Missing	167		
	200		

From the result of the table, it indicated that there are only 33 respondents who have answered the question. It means that there are 167 respondents who have tried ready-made frozen food and 33 respondents have not. There are 21 respondents (10.5%) who may have tried the ready-made frozen food; do not want to try, 10 respondents (5%); and will try ready-made frozen food, 2 respondent (1%)

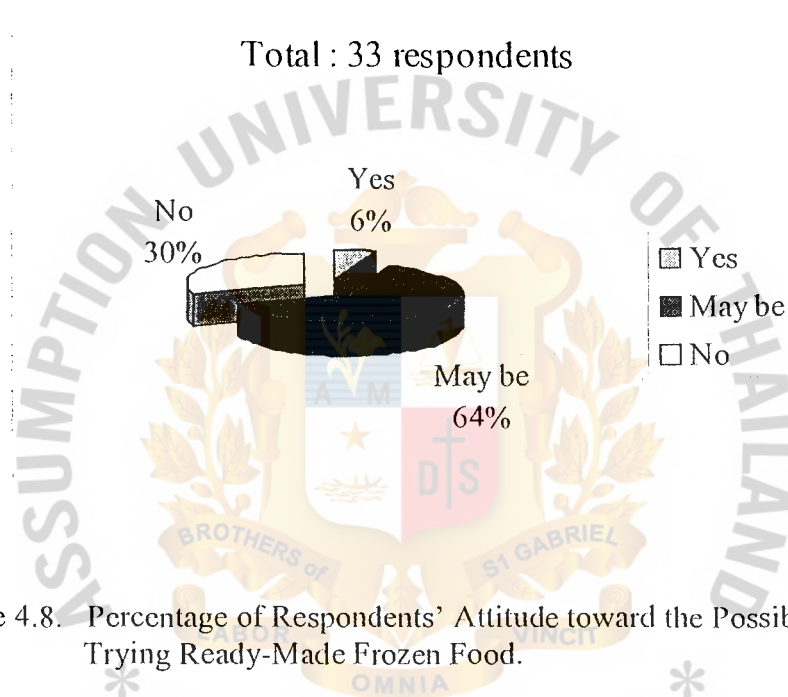


Figure 4.8. Percentage of Respondents' Attitude toward the Possibility of Trying Ready-Made Frozen Food.

Item No. 2 What kind of ready-made frozen foods have you ever consumed? (can choose more than one answers).

Table 4.9. The Distribution of Kind of Ready-Made Frozen That the Respondents Ever Consumed.

Items	Count	Responses (%)
Meal pack	99	13.4
Snack (fries)	85	11.5

Table 4.9. The Distribution of Kind of Ready-Made Frozen That the Respondents Ever Consumed. (Continued)

Items	Count	Responses (%)
Cake	107	14.5
Cuttle fishball	66	9
Dim sam	89	12.1
Pizza	53	7.2
Chicken (nugget)	51	6.9
Vegetable (green beans)	35	4.7
Crab Stick	108	14.7
Fish Tofu	37	5
Others	7	0.9
Total answers (167 respondents)	737	100

As the questions can be answered more than once answers, the total is 167 respondents and 737 answers. (Respondents can answer more than one choice) From the percentage of the respond, most respondents answer Crab Stick (14.7%); cake (14.5%); Meal pack (13.4%); Dim sam (12.1%); Snack (11.5%); Cuttle fishball (9%); Pizza (7.2%); Chicken (6.9%); Fish Tofu (5%); and others (0.9%).

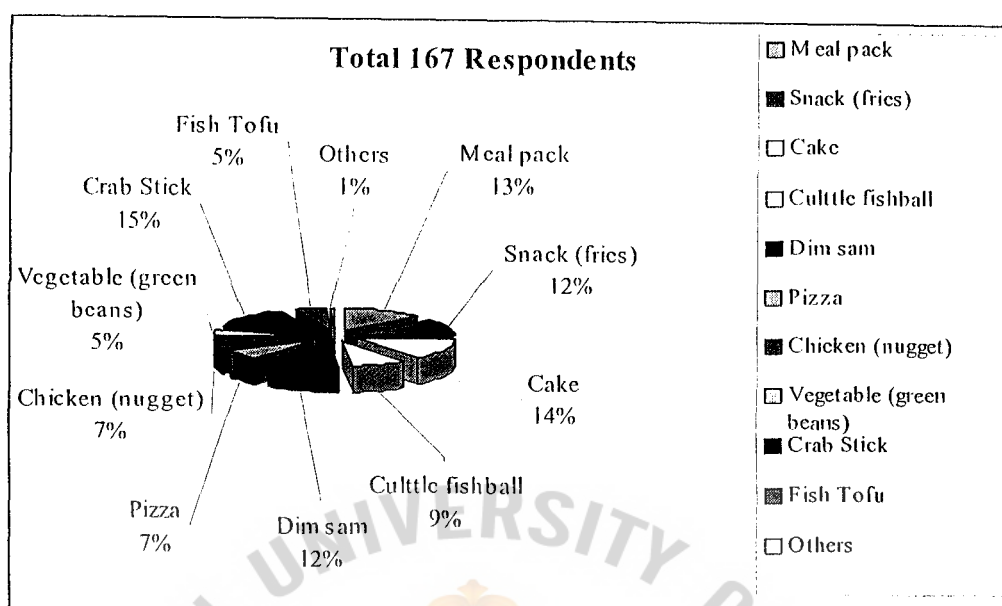


Figure 4.9. Percentage of Respondents' Attitude toward Kinds of Ready-Made Frozen that the Respondents Ever Consumed.

Item No. 3 How often do you eat ready-made frozen food?

Table 4.10. The Distribution of Kind of the Frequency of Respondents in Consuming Ready-Made Frozen Food.

Time	Frequency	Valid Percent	Cumulative Percent
1 time / week	132	79.0	79.0
2 times / week	13	7.8	86.8
3 times / week	9	5.4	92.2
>3 times / week	13	7.8	100.0
Total	167	100.0	
Missing	33		
	200		

Most of the respondents are frequently eating ready frozen food by once a week, 132 respondents (79%). There are 13 respondents (7.8%) who have it twice a week and more than 3 times/week. For 3 times/week, there are 9 respondents (5.4%)

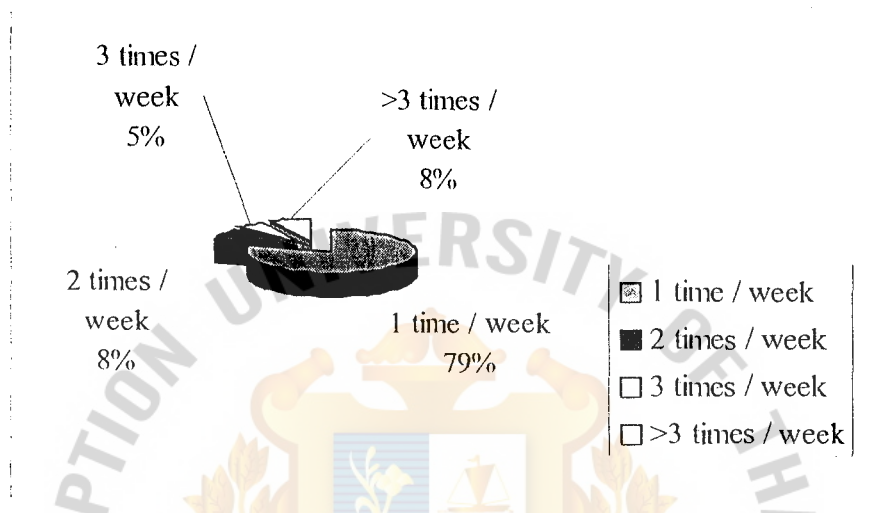


Figure 4.10. Percentage of Respondents' Attitude toward Frequency in Consuming Ready-Made Frozen Food.

Item No. 4 During the last week, which of the following ready-made frozen food you have consumed?

Table 4.11. The Distribution of Time and Kinds of Ready-Made Frozen Food the Respondents Has Consumed.

Items	Count	Responses (%)
Meal pack	30	11.3
Snack (fries)	30	11.3
Cake	48	18
Cuttle fishball	33	12.4
Dim sam	26	9.8

Table 4.11. The Distribution of Time and Kinds of Ready-Made Frozen Food the Respondents Has Consumed. (Continued)

Items	Count	Responses (%)
Pizza	13	4.9
Chicken (nugget)	20	7.5
Vegetable (green beans)	14	5.3
Crab Stick	39	14.7
Fish Tofu	11	4.1
Others	2	0.8
	266	100

As the question can answer more than one answer, it indicates that most of respondents had cake (18%); Crab Stick (14.7%); Culttle fishball (12.4%), Meal pack and Snack, 30 respondents (11.3%); Dim sam (9.8%); Chicken (7.5%); Vegetable (5.3%); Pizza (4.9%); Fish Tofu (4.1%); and Others (0.8).

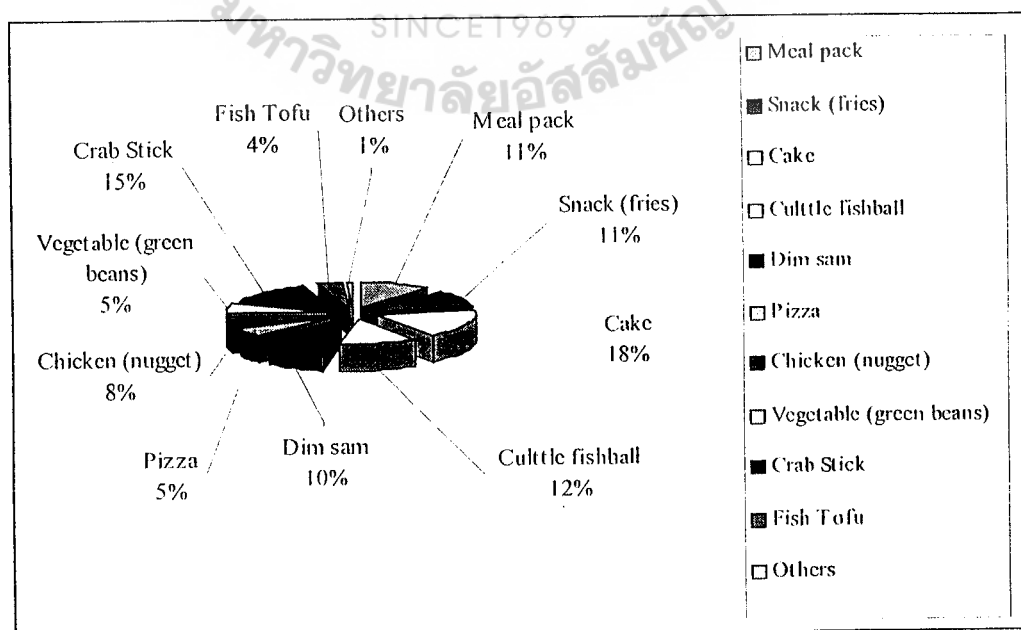


Figure 4.11. Percentage of Respondents' Attitude Time and Kind of Ready-Made Frozen Food Being Consumed.

Item No. 5 Please evaluate the following factors in terms of difference between ready-made frozen food and fresh food.

As the question is allowed 167 respondent to answer in scale, therefore, we will use statistics of Mean and Standard Deviation to help us in tabulation of the answer of this question. We have separated the table into two types of food as follow:

Table 4.12. Description Statistics of Respondents' Attitude toward Ready-Made Frozen Food and Fresh Food.

Items	N	Min	Max	Mean	Std. Dev.
Frozen Food : Easily Storage	167	2.00	5.00	4.3653	.6340
Fresh Food : Easily Storage	167	1.00	5.00	2.7006	.8748
Frozen Food : Good Taste	167	1.00	5.00	2.9222	.7991
Fresh Food : Good Taste	167	2.00	5.00	4.4072	.6320
Frozen Food : Easily Cooking Process	167	1.00	5.00	3.8683	.8819
Fresh Food : Easily Cooking Process	167	1.00	5.00	3.3653	.9207
Frozen Food : Cheap in price	167	1.00	5.00	2.5210	.7671
Fresh Food : Cheap in price	167	1.00	5.00	3.5090	.8277
Frozen Food : Convenience of buying	167	1.00	5.00	3.9461	.8450
Fresh Food : Convenience of buying	167	2.00	5.00	3.5749	.8601
Frozen Food : Quality/Hygienic	167	1.00	5.00	2.9880	.8642
Fresh Food : Quality/Hygienic	167	2.00	5.00	4.0898	.8053
Frozen Food : High Nutrient	167	1.00	5.00	2.7066	.7939
Fresh Food : High Nutrient	167	2.00	5.00	4.4192	.7141

The sub-scale level will be in reverse after using SPSS program. The score range that evaluate the factors in terms of difference between ready-made frozen food and fresh food will be as follows:

Absolutely Agree = 4.21 – 5.00

Agree = 3.41 – 4.20

Neutral = 2.61 – 3.40

Disagree = 1.81 – 2.60

Absolutely Disagree = 1.00 – 1.80

For the easy storage in frozen food, the mean is 4.3653 which is higher than fresh food. It means that most of respondents absolutely agree that frozen food is easy to store. For the taste, most of respondents are absolutely agree with good taste in fresh food rather than frozen food. For the cooking process, most of respondents agree that frozen food is easy to cook. For the price, most respondents agree that fresh food is cheaper in price than frozen food. For the convenience of buying, most respondents agree that frozen food is convenient to buy rather than fresh food. For the quality, most respondents agree that fresh food is more quality than frozen food. Finally comparing nutrient, most of respondents are absolutely agree that fresh food has high nutrient than frozen food.

For the total point of view, the means between both are not much different, which means that marketing of frozen food can be grown as the market of fresh food.

Item No. 6 Please evaluate the following factors in terms of their influence on your food choice decision.

Table 4.13. Description Statistics of Factors in Terms of Their Influence on Their Food Choice Decision.

Items	N	Min	Max	Mean	Std. Dev.
Easily Storage	167	1.00	5.00	3.6287	.8883
Good Taste	167	1.00	5.00	3.4671	1.0166
Easily Cooking Process	167	2.00	5.00	3.6527	.7107
Cheap in price	167	1.00	5.00	3.1916	.9628
Convenience of buying	167	1.00	5.00	3.8623	.7755
Quality/Hygienic	167	1.00	5.00	3.7246	1.0100
High Nutrient	167	1.00	5.00	3.5868	1.0485
Total	167	1.29	5.00	3.5877	.6074

This table is similar to the item no. 5 for which we are using the same method of tabulation of result for the question. The sub-scale level will be in reverse after using SPSS program. The score will be in reverse after using SPSS program. It will range to evaluate the factors that influence respondents to make a decision in buying food.

Very High Influence = 4.21 – 5.00

High Influence = 3.41 – 4.20

Medium Influence = 2.61 – 3.40

Low Influence = 1.81 – 2.60

Very Low Influence = 1.00 – 1.80

From the table, it indicates that the factor that influences their buying decision the most is convenience to buy, quality of food, easily in cooking process, easily to store, high nutrient, good taste, and the last factor is cheap in price.

Item No. 7 From which of the following media/sources you have obtained the information regarding Frozen Food?

Table 4.14. The Distribution of Media Respondents Have Obtained the Information Regarding Frozen Food.

Items	Count	Responses %
T.V	86	25.7
Magazine	61	18.2
Radio	22	6.6
Newspaper	35	10.4
Brochure	74	22.1
Billboard	39	11.6
Others	18	5.4
Total responses	335	100

From the table, 167 respondents can be able to select more than one media. Most of respondents are watching T.V (25.7%); Brochure (22.1%); Magazine (18.2%); Billboard (11.6%); Newspaper (10.4%); Radio (6.6%); and others (5.4%). For other places, respondents said that they went to the food convention and food exhibition.

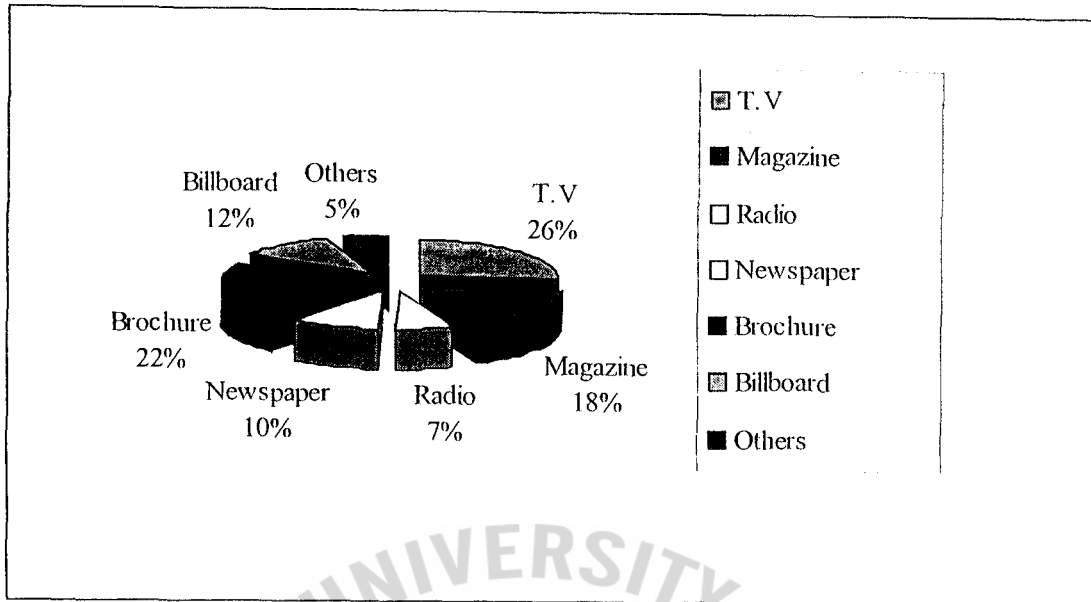


Figure 4.12. Percentage of Media Respondents Have Obtained the Information regarding Ready-Made Frozen Food.

Table 4.15. The Distribution of Source Respondents Have Obtained the Information Regarding Ready-Made Frozen Food.

Items	Count	Responses %
Friends	121	45.3
Brother/Sister	45	16.9
Neighbours	13	4.9
Spouse	11	4.1
Relatives	36	13.5
Parents	28	10.5
Others	13	4.9
Total responses	267	100

Most the respondents have got source of information of frozen from friend (45.3%); Brother/Sister (16.9%); Relatives (13.5%); Parents (10.5%); Neighbours (4.9%); others (4.9%); Spouse (4.1%). For other sources are salesman, and free trial.

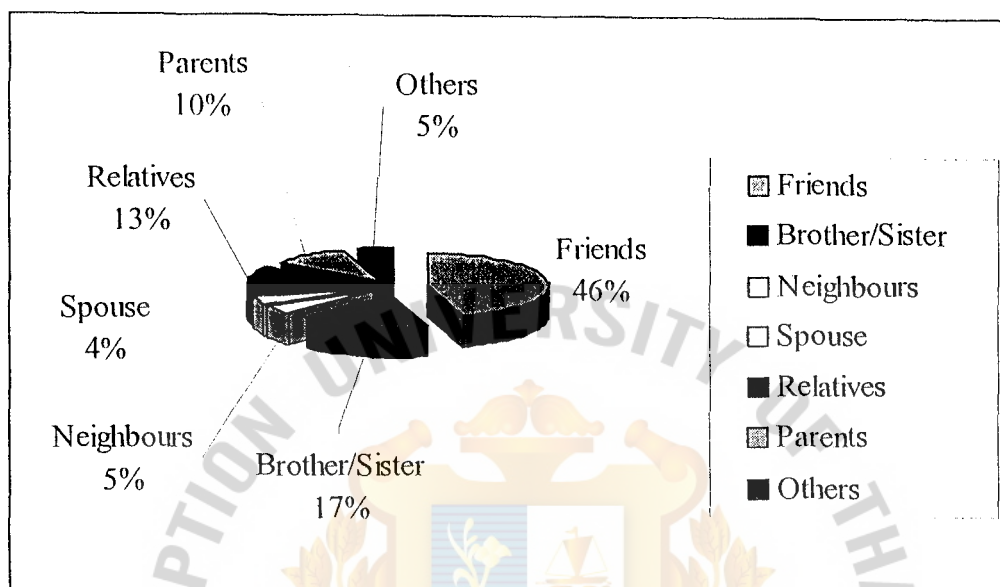


Figure 4.13. Percentage of Sources Respondents Have Obtained the Information Regarding Ready-Made Frozen Food.

Item No. 8 Have you ever tried Frozen Processed fish?

Table 4.16. The Distribution of Respondents Who Have Ever Tried Frozen Processed Fish.

Items	Frequency	Valid Percent	Cumulative Percent
Yes	81	48.5	48.5
No	86	51.5	100.0
Total respondents	167	100.0	
Missing	33		
Grand total	200		

From 167 respondents, there are 86 (51.5%) respondents who have never tried frozen process fish and 81 respondents (48.5%) who ever tried.

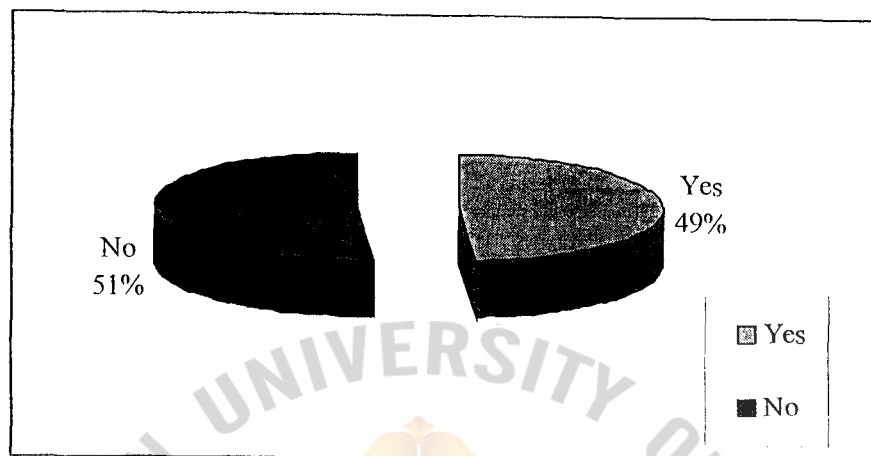


Figure 4.14. Percentage of Respondents Who Have Ever Tried Frozen Processed Fish.

Item No. 9 Which of the following is/are your reason(s) in not consuming ready made Frozen Processed food?

Table 4.17. The Distribution of the Respondents Reason(s) in Not Consuming Ready-Made Frozen Processed Food.

Items	Frequency	Valid Percent	Cumulative Percent
very difficult to find	14	16.3	16.3
having foul odour of raw fish	23	26.7	43.0
expensive	10	11.6	54.7
afraid of preservative chemical contents	15	17.4	72.1
Others	24	27.9	100.0
Total	86	100.0	

From 167 respondents, there are 816 respondents who have never tried frozen process fisher because it has never seen (others 27.9%); having foul odour of raw fish (26.7%); afraid of preservation (17.4%); very difficult to find (16.3%); and expensive (11.6%)

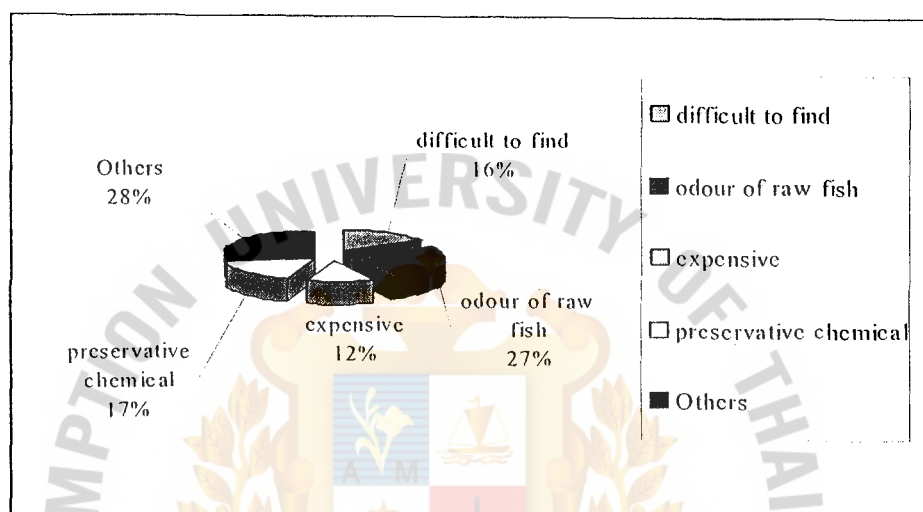


Figure 4.15. Percentage of Respondents Reason(s) in Not Consuming Ready-Made Frozen Processed Food.

Item No. 10 What kind of Frozen Processed fish have you ever consumed?

Table 4.18. The Distribution of Respondents towards Kind of Frozen Processed Fish They Have Ever Consumed.

Items	Count	Responses %
Crab Stick	69	27.5
Chikuwa	35	13.9
Fish Tofu	29	11.6
Imitation Crab Claw	17	6.8
Salmon Ball	25	10

Table 4.18. The Distribution of Respondents Towards Kind of Frozen Processed Fish They Have Ever Consumed. (Cont.)

Items	Count	Responses %
Seaweed Roll	22	8.8
Shrimp and Fish Chip	6	2.4
Fish Chip	28	11.2
Oboro Tsuki	19	7.6
Others	1	0.4
Total responses	251	100

From 81 respondents who have ever tried frozen process fish, most of respondent consumed Crab Stick (27.5%); Chikuwa (13.9%); Fish tofu (11.6%); Fish Chip (11.2%); Seaweed Roll (8.8%); Oboro Tsuki(7.6%); Imitation Crab Claw(6.8%); Shrimp and Fish Chip (2.4%); and others (0.4%).

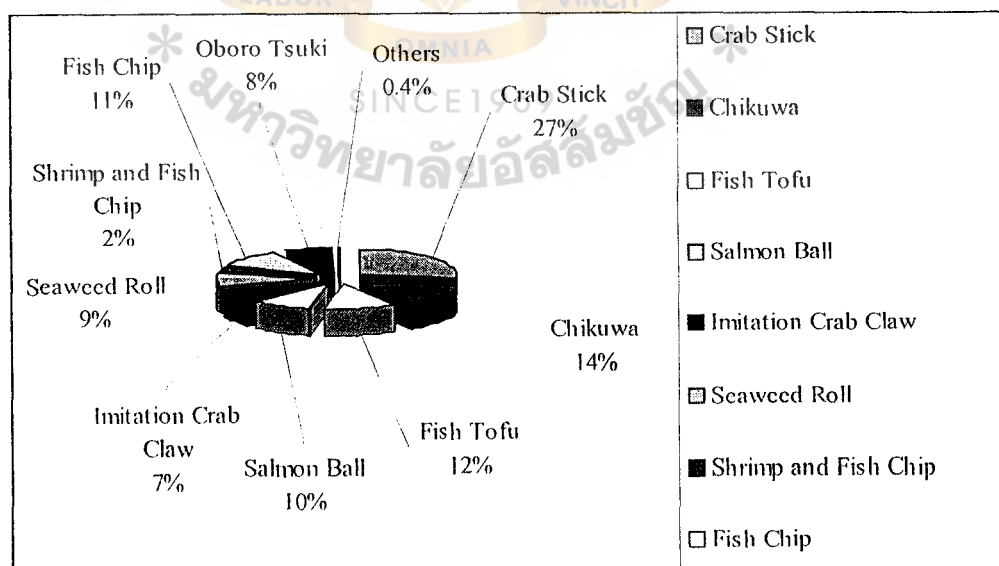


Figure 4.16. Percentage of Respondents towards Kind of Frozen. Processed Fish Have You Ever Consumed

Item No. 11 Have you ever tried PFP Frozen Processed fish?

Table 4.19. The Distribution of Respondent toward Product Brand Name.

Items	Frequency	Valid Percent	Cumulative Percent
Yes	21	25.9	25.9
No	60	74.1	100.0
Total	81	100.0	
Missing	119		
	200		

From 81 respondents, there are 21 respondents (25.9%) who know the product and 60 respondents (74.1%) who do not know the product.

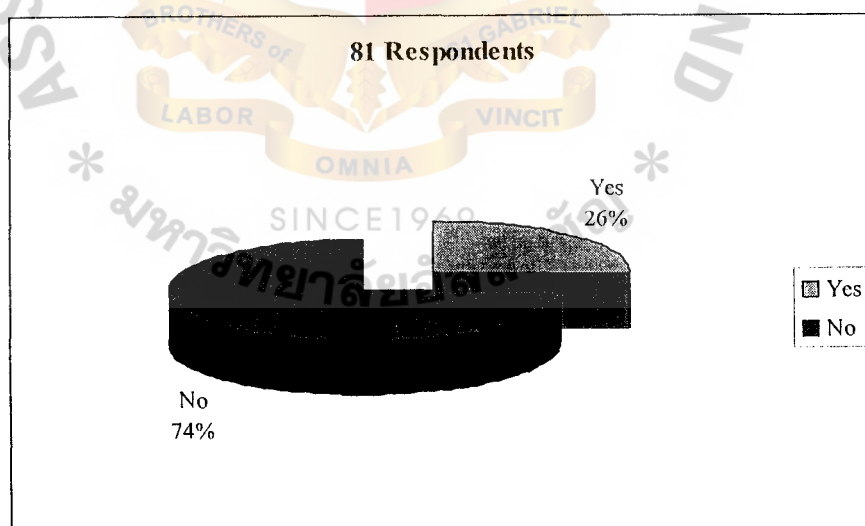


Figure 4.17. Percentage of Respondent Toward Product Brand Name

Item No. 12 Are you the person buying PFP Frozen Processed fish?

Table 4.20. The Distribution of Respondents Who Buy PFP Frozen Processed Fish.

	Frequency	Valid Percent	Cumulative Percent
Yes	11	52.4	52.4
No	10	47.6	100.0
Total	21	100.0	
System	179		
	200		

21 respondents know PFP products, there are only 11 respondents (52.4%) who buy PFP by themselves and 10 respondents (47.6%) are not. In the overview, there are only 5.5% of over 200 respondents who know and buy PFP products.



Figure 4.18. Percentage of the Respondents Who Buy PFP Frozen Process Fish by Themselves.

Item No. 13 Who usually bought the PFP Frozen Processed fish? (Can choose more than one answer).

Table 4.21. The Distribution of Other Persons Who Buy the PFP Frozen Processed Fish for the Respondents.

Items	Count	Response %
Friends	3	30
Brother/Sister	4	40
Relatives	1	10
Parents	2	20
Total responses	10	100

As there are 10 respondents who do not buy PFP frozen food by themselves, they are other people who buy for them such as brother/sister (40%); friends (30%); parents (20%); and relative (10%)

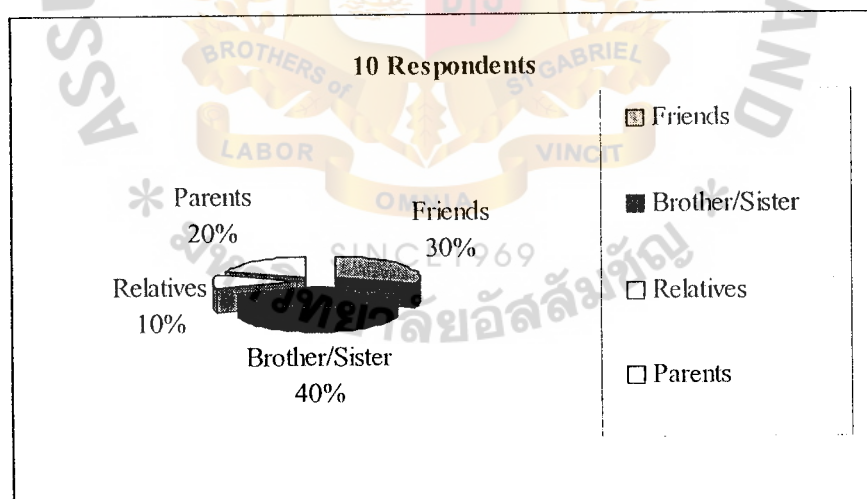


Figure 4.19. Percentage of the Other Persons Who Buy the PFP Product for the Respondents.

Item No. 14 Where did you make a purchase?

Table 4.22. The Distribution of the Place That the Respondent Purchase PFP Product.

Place	Frequency	Valid Percent	Cumulative Percent
7 eleven	2	9.5	9.5
PFP Frozen unit	2	9.5	19.0
Lotus	6	28.6	47.6
Top Supermarket	4	19.0	66.7
Food Land Supermarket	3	14.3	81.0
Big C	3	14.3	95.2
The Mall	1	4.8	100.0
Total	21	100.0	

From 21 respondents who know the product, most of them like to purchase it from Lotus (28.6%); Top Supermarket (19%). Food Land Supermarket and Big C are 14.3%. 7 eleven and PFP Frozen Unit are (9.5%) and The Mall (4.8%).

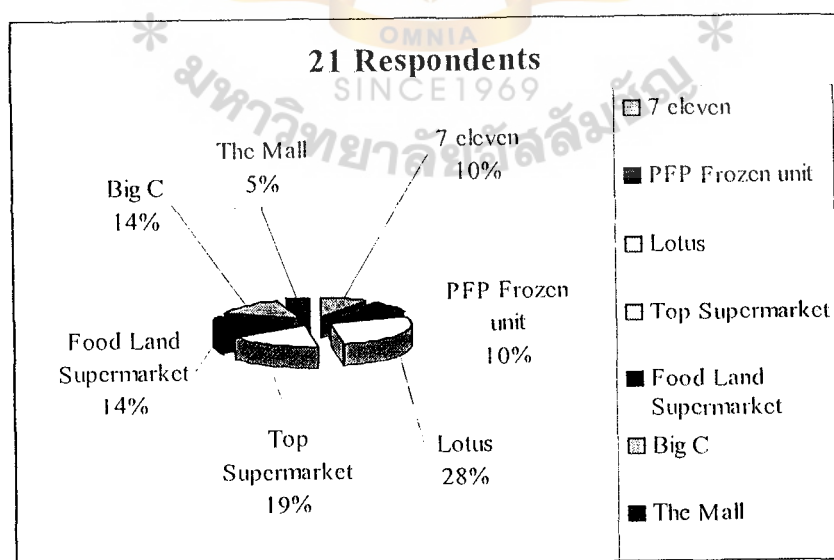


Figure 4.20. Percentage of the Place That the Respondent Purchase PFP Product.

Item No. 15 What do you think about the price of PFP Frozen Processed fish?

Table 4.23. The Distribution of Attitude toward Range of Price for PFP Frozen Processed Fish.

Items	Frequency	Valid Percent	Cumulative Percent
Too expensive	9	42.9	42.9
Appropriate	12	57.1	100.0
Total	21	100.0	
Missing	179		
	200		

Most respondents 57.1% think that PFP frozen is appropriate in price and respondent 9 % think that PFP is too expensive. Nobody thinks that it is worthy in price.

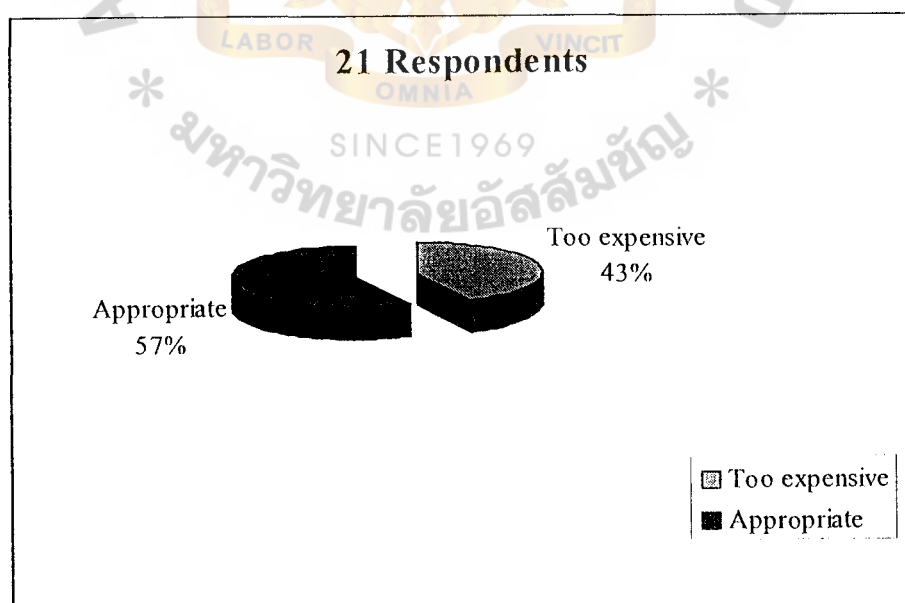


Figure 4.21. Percentage of Attitude toward Range of Price for PFP Frozen Processed Fish.

Item No. 16 If there is a ready made PFP Frozen Processed fish available in the market. At what price are you going to buy?

Table 4.24. The Distribution of the Respondents toward the Price That the Respondents Would Like to Buy PFP Frozen Processed Fish.

Price	Frequency	Valid Percent	Cumulative Percent
40-50 baht	14	66.7	66.7
51-60 baht	5	23.8	90.5
61-70 baht	2	9.5	100.0
Total	21	100.0	
Missing	179		
	200		

All 21 respondents who know the PFP frozen process fish product would like to buy PFP frozen process fish at 40-50 baht (66%); 51-70 baht (23.8%); and 61-70 baht (9.5%).

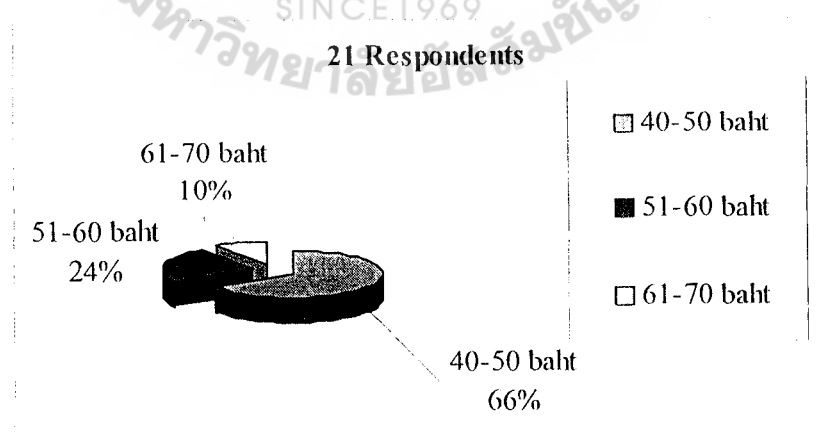


Figure 4.22. Percentage of the Respondents toward the Range of Price for PFP Frozen Processed Fish.

4.2 Discussion

4.2.1 To Analyze Market Situation of Frozen Food Product.

In the current ready-made frozen foods market, there are various products on sales, such as Meal pack, Snack (fries), Cake, Cuttle fishball, Dim sam, Pizza, Chicken (nagget), Vegetable (green beans), Crab Stick and Fish Tofu. From the research, we have found that most people have ever tried ready-made frozen food. The most consumed type of frozen food is Crab Stick. It is followed by cake and snack (fries). Most people like to eat Crab Stick as it is one type of our product therefore, we still have an opportunity to expand the market. From the statistics and comparison between frozen food and fresh food, we know that consumers still like fresh food more because it has high nutrients but they like frozen food because it is easy in storage. Consumers also consider the convenience of buying either fresh food or frozen food. There are half of our respondents who have ever tried frozen processed fish. This may be caused by the confusion of the respondents as they may not be clear what frozen processed fish is however they have tried crab stick before. From the Table 4.15, it is indicated that most respondents reply on others. This indicates that frozen food still can stay in the market competitively.

4.2.2 To Analyze Consumer Markets and Buyer Behavior.

This will be related to the respondents Demographics. From Table 4.1, as we are using random method on interviewing respondents, we will find that there is not an equal number of male and female respondents. The reason females are more than males is because the population number in Bangkok is mostly female rather than male. For the result of the survey, most of our target group should be in the range of 26-35 years old with 10,000-20,000 baht income and company employees.

This target group will have a purchase power for our product. There are only 9% of respondent who live in up-country. We found that most people not often having frozen food. Most of them having cake, and followed by crab stick during recent period. From the Table 4.12, most respondents like to watch TV and friend are the source of their information of frozen food. For Table 4.19, Most respondents do not buy frozen food by their own but the member of the family will be the person who buys. The place that most respondents like to go is Lotus and Top supermarket.

4.2.3 To Study the Consumer's Attitude towards the Product.

From the finding, we found that most respondents, who have never tried ready-made frozen, they thought that it was not delicious. From the statistic, we found that most respondents have a good attitude towards fresh food as it was high nutrient and frozen food was easily in storage. Regarding to the influence factor on their buying decision, most of respondents thought that the convenience of buying was an important factor. From the Table 4.12, most of respondents like to watch television and not the person who buying food back home. From the Table 4.21, it indicates that people still like to buy good product with cheapest price.

4.2.4 To Measure the Brand Awareness among Respondents.

As the market of ready-made frozen food products are not emphasize on brand name. We found that not many of respondents are known PFP frozen processed fish product. There are only 10% from 200 respondent knowing the brand name of the product. From the Table 4.21, the respondents in this group agreed that the price of PFP frozen processed fish are appropriate for 57% and too expensive for 42.9%. The respondents also would like to buy PFP frozen processed fish in the cheapest price. Therefore, we must develop our pricing and brand awareness for our product in order to stay competitive in the market.

4.3 Limitation

In doing the research, we face many obstacles that create some difficulties in the completion of this research report.

Those are as follows:

- (1) TIME FRAME: Since I have a routine job, I have to allocate my limited time to this project.
- (2) The bias caused by the respondents for not cooperating well in answering the questions. Thus, it is hard to maintain research efficiency. Some of them are not willing to answer. Some of them are not inclined to read and answer the questions.
- (3) The interviewer lacks of experience to probe sufficiently and we could not approach and introduce myself well enough.
- (4) Parts of sample designs, which are intended to follow strictly, could not be done completely as the time is limited.

Nevertheless, I have contributed most of my effort in monitoring other relevant factors, which at least should be kept at optimum level.

4.4 Survey Reliability

This research is very important in order to make sure that the result of information is accurate. The result of reliability analysis in alpha scale as follows:

- (1) The result of reliability analysis of respondents' attitude towards frozen food. The result shows that the alpha scale is .6959. If alpha scale is nearest to 1.0 it means that the survey is reliable. And the result of this survey is more than half of 1.0, which is shown that it is most likely accurate.

- (2) The result of reliability analysis of respondents' attitude towards fresh food. The result shows that the alpha is .5726. The result of this survey is more than half of 1.0, which is shown that it is medium accurate.
- (3) The result of reliability analysis of respondents' attitude towards influence factors in buying decision. The result shows that the alpha is .7810. Alpha scale is very nearest to 1.0 and it shows that the attitudes of respondents are almost accurate.



V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

From the total size of 200 samples who live in Bangkok area with random sampling method during weekday and weekend. We have summarized result of this market survey to find out consumer behavior and attitude towards frozen process fish product. To achieve this purpose we created a questionnaire that contained valuable questions regarding frozen processed fish products. After doing the questionnaire, we use SPSS to process the result and interpret the result into this project. First of all, we summarized general overview of this survey by the following, most of our respondent is female, which represent 71 percent. Majority of aging is in between 26-35 years old, which represent 50.5 percent. Most respondents from this survey have got an income between 10,000-20,000 baht, which represents 32.5 percent. Majority are company employees, which represents 71 percent. Therefore, this will indicate our target group who has got a purchasing power on ready-made frozen food product.

Then we are going to focus on the consumer's attitude and behavior toward frozen process fish product. Majority of respondents has ever tried ready-made frozen food product but only half of them have ever tried frozen process fish product, which is 49 percent. It was because the respondents did not know and understand what frozen process fish is and they thought that frozen process had got odor of raw fish. The important factor that influences the respondents on buying decision was convenience of buying the product. There are only 10% from total 200 respondents who know PFP frozen processed fish brand name. Television and the respondents' friends are the most sources of media that the respondents are known our products. Top Supermarket and Lotus are the most places that our samples are usually buy PFP frozen process fish.

From the respondents' perspective, they feel that PFP price is appropriate, which represent 57 percent.

From the result, we found which ready-made frozen has potential to be a profitable product of the company but it is not enough to launch this product successfully, we should also consider on what kind of consumers that respond for ready-made frozen food products, so we will focus on general information for those who respond for ready-made frozen food product.

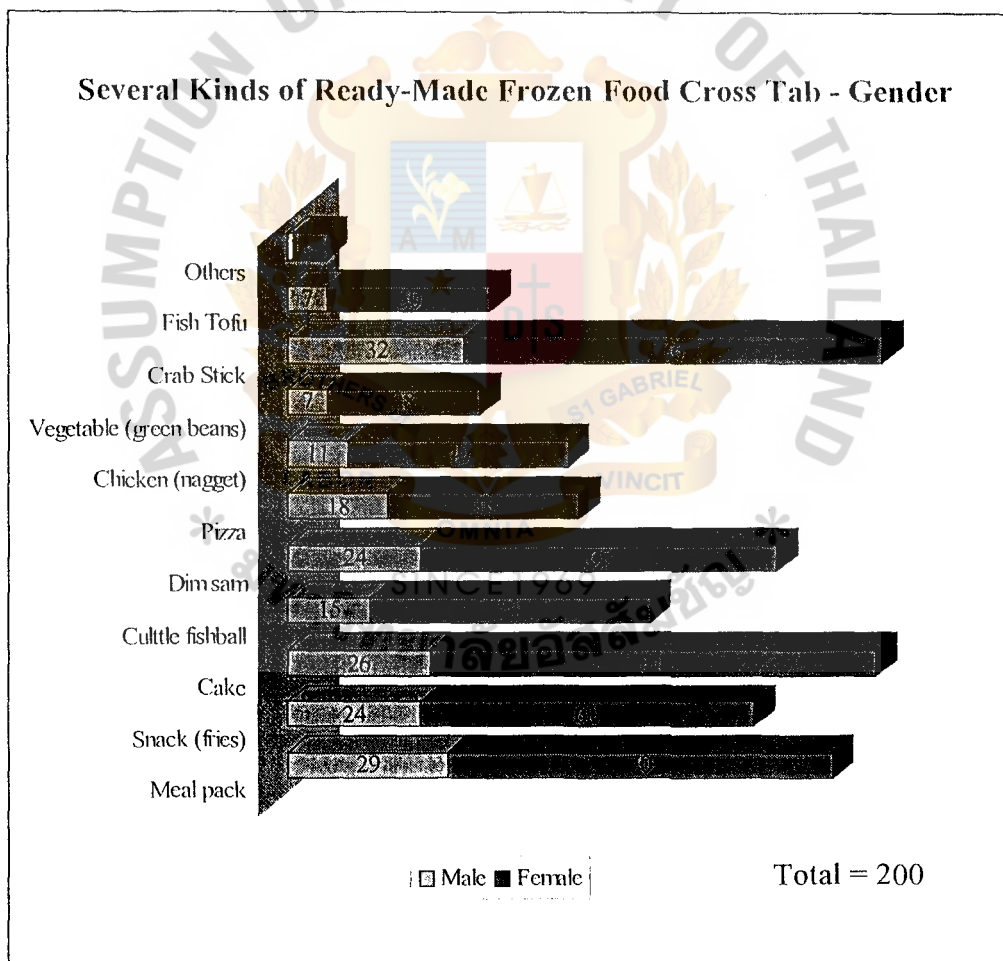


Figure 5.1. Cross Tab on Gender Who Have Ever Tried Several Kinds of Ready-Made Frozen Food.

From the Cross tab Figure 5.1, we can see that Crab Sticks are in the group that received the highest score on both male and female. Our conclusion from this result can answer our purpose of this survey that Crab Stick is the most potential ready-made frozen food in the present market.

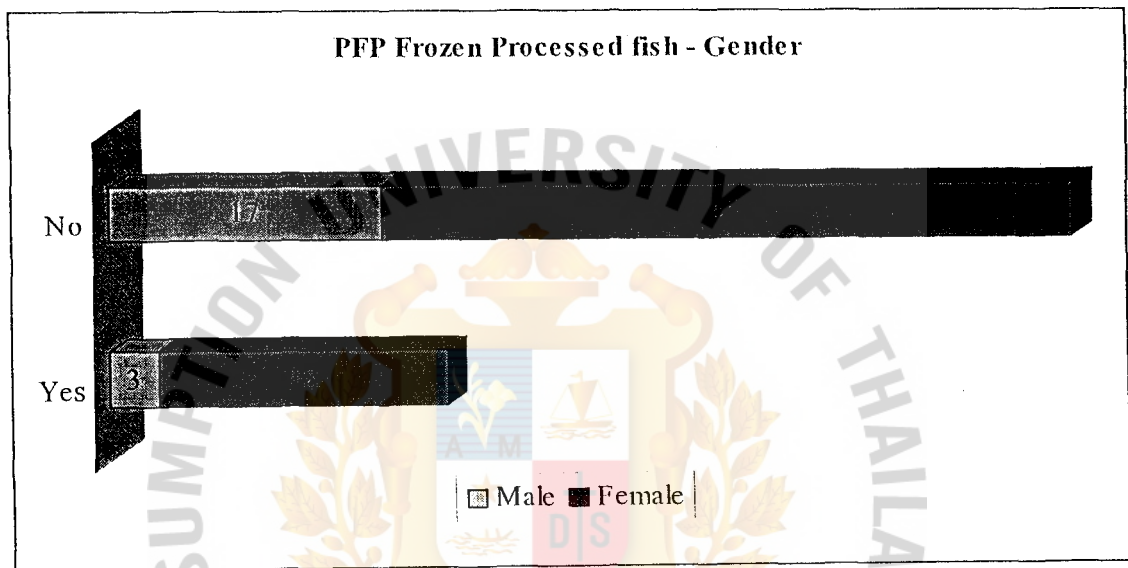


Figure 5.2 Cross Tab on Gender Who Have Ever Tried PFP Frozen Processed Fish.

From the Cross tab Figure 5.2, we can see that only 21 respondents of both male and female know our product. Therefore, the result of the research indicates that consumers need more information regarding our product. The products need more promotion.

5.2 Recommendations

Nowadays, Pacific Fish Processing Co., Ltd, is a production and sales oriented company. The company intends to achieve export oriented and internal sales. There are three boundaries of sales. (1) Bangkok area; (2) North and East ; and (3) South. The company is emphasis on convenience store, supermarket and hypermarkets. For this research, we will focus on only in Bangkok area. We found that from 200 respondents. There are 167 who have ever tried ready-made frozen food product. Most of them have ever tried Crab Stick. We will recommend the company to focus on this product on the first stage. Then we can introduce other products later. This can be done by promotion our product in the supermarket. The customer will be able to get a free test of Crab Stick under PFP brand name. In order to create brand awareness of the frozen process fish, we need advertising our product as only 21 respondents from total 200 respondents who aware PFP products. We will plan to advertise it on TV, Brochure and more on magazines. At the moment, the company has already started to advertise on the magazine and radio (97.0 MHz). This will help consumers in making decision to buy our product.

From the result, we found that not really often that the customer liked to have frozen food. Therefore, we will add our discount coupon into the instant noodle which most of respondents like to have it often than frozen food product. It will encourage consumers to buy our product.

Another important factor is the consumers' attitude toward frozen food product.

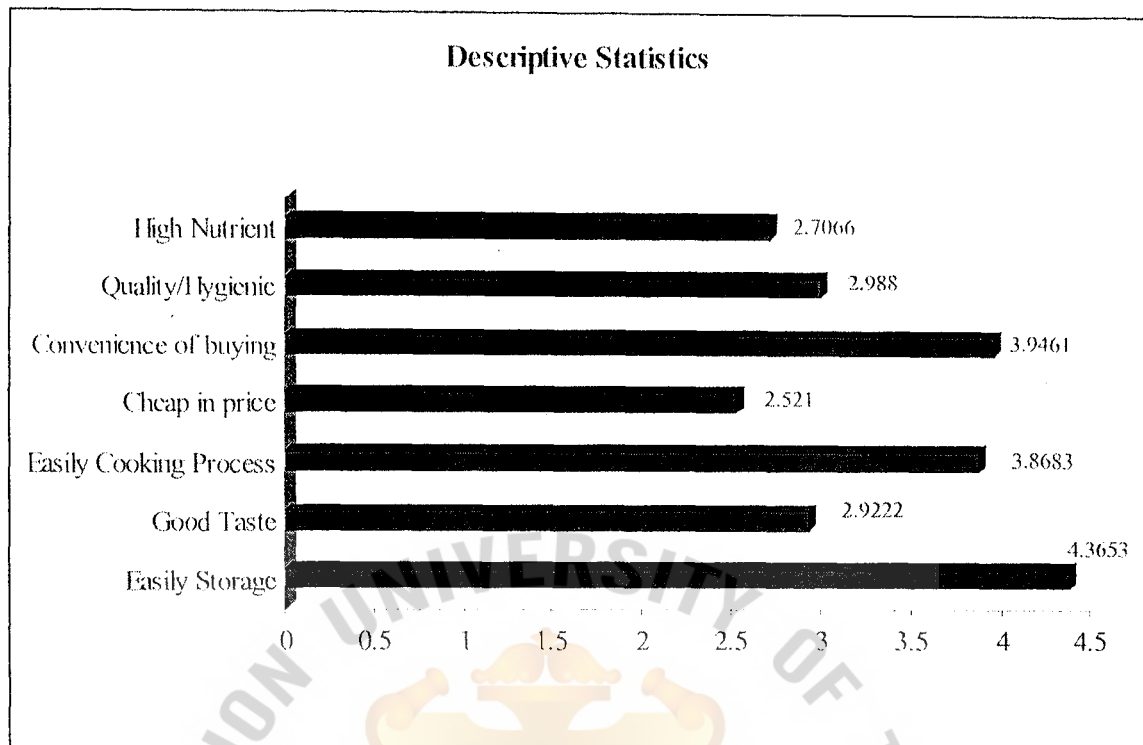


Figure 5.3. Description Statistics on Respondents' Attitude toward on Ready- Made Frozen Food.

The figure indicated that most of the respondents having a good attitude on frozen food in the way frozen food can be kept in a long period of time. Therefore, we will keep a this good attitude and will also add more nutrient in our product as the respondents agreed that fresh food has got a high nutrient rather than ready-made frozen food.

From the research, we found that the factor that the respondents have the most influence on buying decision was convenience of buying. This means that we need to invest more on convenience store, and supermarket.

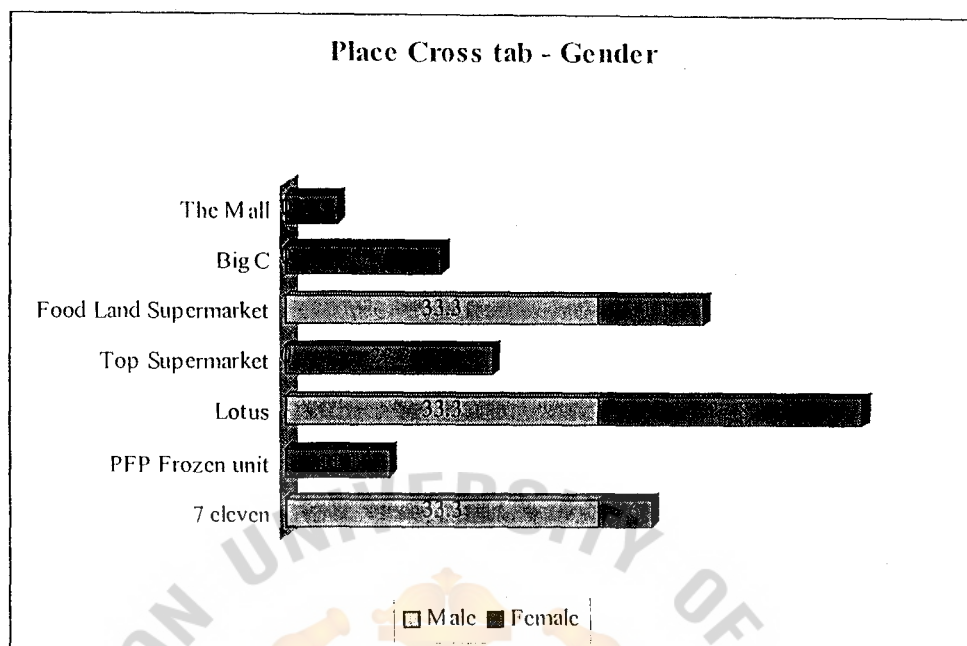


Figure 5.4. Cross Tap on Gender and the Place the Respondent Liked To Go for Shopping.

The result of the chart indicated that most of female respondents are like to go shopping rather than men. The supermarket and hypermarket are the places, which the respondents will purchase our products because it has more choices for selecting. Therefore, we will recommend adding more variety of products in order to cover the customers' need. Promotion and discount also needed in the first stage of launching the product. As soon as the consumers know our product, we can change the package and increase the price. For the research, we found that respondent still would like to buy the product with the cheapest price and high quality. Therefore, we need to show that our product is high quality but not really expensive as other products do. The result also indicated that the only 10 per cent of respondent who knew our products though that our price was in the appropriate level. In order to stay in the market competitively, we will keep the price in this state and focus on sales promotion and product development.

5.3 Recommendation for Further Works

There following recommendations are:

- (1) As Pacific Fish Processing Co., Ltd has got a sales boundaries including North, East and South area in Thailand, this study is the results only of the population in Bangkok area and their attitude towards frozen processed fish product and recommendations of some process for the company to consider.
- (2) There should be more research on the other boundaries of all branches of the company in order to compare and understand the needs of consumers of each area.





APPENDIX A

QUESTIONNAIRE IN ENGLISH

ATTITUDE TOWARDS FROZEN PROCESS FISH QUESTIONNAIRE

This is a questionnaire regarding to the research of “Frozen process fish” which is conducted to fulfill the course for Master Degree at ASSUMPTION UNIVERSITY. Your participation is highly appreciated, so please spare your time for a few minutes answering the question honestly as possible. The information will be used for educational purpose only and will be kept as a confidential document without any usage in other purpose. Thank you very much.

Part 1: General Information

1. Sex ☐ Male ☐ Female
2. Age ☐ 15-25 years old ☐ 26-35 years old
 ☐ 36-45 years old ☐ 46-55 years old
 ☐ 56-65 years old ☐ > 65 years old
3. Income ☐ < 5,000 baht ☐ 5,001-10,000 baht
 ☐ 10,001-20,000 baht ☐ 20,001-25,000 baht
 ☐ 25,001-30,000 baht ☐ 30,001-35,000 baht
 ☐ 35,001-40,000 baht ☐ > 40,000 baht
4. Career ☐ Student ☐ Government officer
 ☐ Company employees ☐ Housewife
 ☐ Business owner ☐ Merchant
 ☐ Unemployment ☐ Others (please specify _____)
5. Address ☐ Bangkok ☐ Up-country (please specify _____)

Part 2: Marketing Information

1. Have you ever tried ready-made frozen food?

___ Yes (Go to question 2) ___ No (answering 1.2, 1.3

and end of questionnaire)

1.2. Which of the following is/are your reason(s) in not consuming ready-made frozen food?

___ very difficult to find ___ not delicious

___ not clean ___ expensive

___ not as nutrient as newly cooked food.

___ afraid of preservative chemical contents.

___ Others (please specify) _____

1.3. If there were a Frozen Processed fish available in the market at the price similar to freshly cooked fish, would you like to try? **(answering this and end of questionnaire)**

___ Yes ___ May be ___ No

2. What kind of ready-made frozen foods have you ever consumed? (can choose more than one answers)

___ Meal pack ___ Snack (fries)

___ Cake ___ Culttle fishball

___ Dim sam ___ Pizza

___ Chicken (nugget) ___ Vegetable (green beans)

___ Crab Stick ___ Fish Tofu

___ Others (please specify) _____

3. How often do you eat ready-made frozen food?

___ 1 time / week

___ 2 times / week

___ 3 times / week

___ > 3 times / week

4. During the last week, which of the following is/are the ready-made frozen foods you have consumed?

___ Meal pack

___ Snack (fries)

___ Cake

___ Culttle fishball

___ Dim sam

___ Pizza

___ Chicken (nugget)

___ Vegetable (green beans)

___ Crab Stick

___ Fish Tofu

___ Others (please specify) _____

5. Please evaluate the following factors in terms of difference between ready-made frozen food and fresh food. Please tick (✓) in the empty table. (Note: AA= Absolutely Agree, A = Agree, N = Neutral, D = Disagree, AD = Absolutely)

Type	Frozen Food					Fresh Food				
Factors	AA	A	N	D	AD	AA	A	N	D	AD
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Easily Storage										
Good Taste										
Easily Cooking Process										
Cheap in price										
Convenience of buying										
Quality/Hygienic										
High Nutrient										

6. Please evaluate the following factors in terms of their influence on your food choice decision. (Note: VHI = Very High Influential, HI = High Influential, MI = Medium Influential, LI = Low Influential, VLI = Very Low Influential)

Factors	VHI (1)	HI (2)	MI (3)	LI (4)	VLI (5)
Easily Storage					
Good Taste					
Easily Cooking Process					
Cheap in price					
Convenience of buying					
Quality/Hygienic					
High Nutrient					

7. From which of the following media/sources you have obtained the information regarding Frozen Food?

MEDIA

___ T.V ___ Magazine
 ___ Radio ___ Newspaper
 ___ Brochure ___ Billboard

SOURCE

___ Friends ___ Brother/Sister
 ___ Neighbours ___ Spouse
 ___ Relatives ___ Parents
 ___ Others (please specify) _____

8. Have you ever tried Frozen Processed fish?

___ Yes

___ No (answer number 9 and
end of questionnaire)

9. Which of the following is/are your reason(s) in not consuming Frozen Processed fish?

___ very difficult to find

___ not delicious

___ having foul odour of raw fish

___ expensive

___ afraid of preservative chemical contents.

___ Others (please specify _____)

10. What kind of Frozen Processed fish have you ever consumed? (can choose more than one answers)

___ Crab Stick

___ Chikuwa

___ Fish Tofu

___ Salmon Ball

___ Imitation Crab Claw

___ Seaweed Roll

___ Shrimp and Fish Chip

___ Fish Chip

___ Oboro Tsuki

___ Others (please specify) _____

11. Have you ever tried PFP Frozen Processed fish?

___ Yes

___ No (end of questionnaire)

12. Are you the person buying PFP Frozen Processed fish?

___ Yes (Go to question 14)

___ No

13. Who usually bought the PFP Frozen Processed fish? (Can choose more than one answer)

- | | |
|--|---|
| <input type="checkbox"/> Friends | <input type="checkbox"/> Brother/Sister |
| <input type="checkbox"/> Neighbours | <input type="checkbox"/> Spouse |
| <input type="checkbox"/> Relatives | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Others (please specify) _____ | |

14. Where did you make a purchase?

- | | |
|---|--|
| <input type="checkbox"/> 7 eleven | <input type="checkbox"/> PFP Frozen unit |
| <input type="checkbox"/> Lotus | <input type="checkbox"/> Top Supermarket |
| <input type="checkbox"/> Food Land Supermarket | <input type="checkbox"/> Big C |
| <input type="checkbox"/> The Mall | |
| <input type="checkbox"/> Other (please specify) _____ | |

15. What do you think about the price of PFP Frozen Processed fish?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Too expensive | <input type="checkbox"/> Appropriate |
| <input type="checkbox"/> Good value for money | |

16. If there is a ready made PFP Frozen Processed fish available in the market.

At what price are you going to buy?

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 40-50 baht | <input type="checkbox"/> 51-60 baht |
| <input type="checkbox"/> 61-70 baht | <input type="checkbox"/> 71-80 baht |
| <input type="checkbox"/> 81-90 baht | <input type="checkbox"/> 91-100 baht |

THE END



แบบสอบถาม

แบบสอบถามนี้เป็นแบบสอบถามเกี่ยวกับการทำวิจัยการตลาด เรื่อง“ปลาทะเลแปรรูปแช่แข็ง”ซึ่งเป็นส่วนหนึ่งในโครงการวิจัยของนักศึกษาปริญญาโทมหาวิทยาลัยอัสสัมชัญทางผู้จัดทำหวังเป็นอย่างยิ่งที่จะได้รับความร่วมมือจากท่าน โดยตอบแบบสอบถามตามความเป็นจริงแบบสอบถามชุดนี้จะใช้เป็นข้อมูลทางด้านการศึกษาเท่านั้น หลังจากที่เราได้ทำการวิจัยและวิเคราะห์ข้อมูลแบบสอบถามชุดนี้จะไม่ถูกนำไปใช้เพื่อวัตถุประสงค์อื่นนอกจากได้รับความเห็นชอบจากท่าน ขอขอบคุณมา ณ โอกาสนี้

ส่วนที่ 1 ข้อมูลทั่วไปที่เกี่ยวข้องกับผู้กรอกแบบสอบถาม

1. เพศ _____ ชาย _____ หญิง
2. อายุ _____ 15 - 25 ปี _____ 26 - 35 ปี
_____ 36 - 45 ปี _____ 46 - 55 ปี
_____ 56 - 65 ปี _____ มากกว่า 65 ปี
3. รายได้ _____ น้อยกว่า 5,000 บาท _____ 5001 - 10,000 บาท
_____ 10,001 - 20,000 บาท _____ 20,001 - 25,000 บาท
_____ 25,001 - 30,000 บาท _____ 30,001 - 35,000 บาท
_____ 35,001 - 40,000 บาท _____ มากกว่า 40,000 บาท
4. อาชีพ _____ นักเรียน _____ ข้าราชการ
_____ นักธุรกิจ _____ แม่บ้าน
_____ เจ้าของกิจการ _____ พ่อค้า/แม่ค้า
_____ ว่างาน _____ อื่นๆ (โปรดระบุ) _____
5. ที่อยู่ปัจจุบัน _____ กรุงเทพฯ _____ ต่างจังหวัด โปรดระบุ _____

ส่วนที่ 2 ข้อมูลด้านการตลาด

1. คุณเคยลองทานอาหารแช่แข็งหรือไม่
_____ เคย (ข้ามไปที่คำถามที่ 2) _____ ไม่เคย (กรุณาตอบ ข้อ 1.2, 1.3 และ จบการสัมภาษณ์)
- 1.2 ข้อใดดังต่อไปนี้ เป็นเหตุผลที่คุณไม่เลือกรับประทานอาหารแช่แข็ง
_____ หายาก _____ ไม่อร่อย
_____ ไม่สะอาด _____ แพง
_____ สารอาหารไม่ครบถ้วนเหมือน _____ กลั้วสารกันบูด
_____ อาหารสด _____ อื่นๆ (โปรดระบุ) _____

1.3 ถ้ามีปลาทะเลแปรรูปแช่แข็งมาขายในราคาที่ถูกลงกว่าอาหารสดคุณจะลองหรือไม่ (ตอบข้อนี้แล้ว
จบการสัมภาษณ์ ค่ะ)

___ ลอง ___ อาจจะ ___ ไม่ลอง

2. อาหารแช่แข็งประเภทไหนที่คุณเคยรับประทาน (เลือกได้มากกว่า 1 คำตอบ)

___ อาหารกล่อง ___ ขนม เช่น มันทิ้งทอด
___ เกี๊ยว ___ ลูกชิ้น
___ คิมฉี ___ พืชฯ
___ ไก่ทอด ___ ผัก
___ ปูอัด ___ อื่นๆ (โปรดระบุ) _____

3. คุณรับประทานอาหารแช่แข็งบ่อยแค่ไหน

___ 1 ครั้งต่อสัปดาห์ ___ 2 ครั้งต่อสัปดาห์
___ 3 ครั้งต่อสัปดาห์ ___ มากกว่า 3 ครั้งต่อสัปดาห์

4. ในระหว่างสัปดาห์ที่แล้วคุณรับประทานอาหารแช่แข็งชนิดใดดังต่อไปนี้ (เลือกได้มากกว่า 1 ข้อ)

___ อาหารกล่อง ___ ขนม เช่น มันทิ้งทอด
___ เกี๊ยว ___ ลูกชิ้น
___ คิมฉี ___ พืชฯ
___ ไก่ทอด ___ ผัก
___ ปูอัด ___ อื่นๆ (โปรดระบุ) _____

5. โปรดระบุค่าของปัจจัยดังต่อไปนี้ที่บอกความแตกต่างระหว่างอาหารแช่แข็งและอาหารสด
ให้ทำเครื่องหมายถูก ✓ ในช่องว่าง

ประเภทอาหาร	อาหารแช่แข็ง					อาหารสด				
	เก็บด้วยมือ	เก็บด้วย	เคย	ไม่เก็บด้วย	ไม่เก็บด้วยมาก	เก็บด้วยมือ	เก็บด้วย	เคย	ไม่เก็บด้วย	ไม่เก็บด้วยมาก
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
งาเตดการเก็บรักษา										
รสชาติดี										
กรรมวิธี										
ราคาถูก										
สะดวกในการซื้อ										
คุณภาพ										
คุณค่าทางอาหารสูง										

6. โปรดระบุปัจจัยที่มีอิทธิพลต่อการตัดสินใจในการเลือกซื้ออาหารสดและอาหารแห้งของคุณ
ทำเครื่องหมายถูก ✓ ในช่องว่าง

รายการ	อิทธิพลสูงสุด (1)	อิทธิพลมาก (2)	อิทธิพลปานกลาง (3)	อิทธิพลน้อย (4)	ไม่มีอิทธิพล (5)
ง่ายต่อการเก็บรักษา					
รสชาติดี					
กรรมวิธีในการปรุงง่าย					
ราคาถูก					
สะดวกในการซื้อ					
คุณภาพและหลักอนามัยดี					
คุณภาพทางอาหารสูง					

7. จากแหล่งข้อมูลหรือสื่อใดดังต่อไปนี้ที่คุณได้รับข่าวสารเกี่ยวกับอาหารแช่แข็ง

สื่อข้อมูล

โทรทัศน์

นิตยสาร

วิทยุ

หนังสือพิมพ์

โบรชัวร์

ป้ายโฆษณา

อื่นๆ (โปรดระบุ) _____

แหล่งข้อมูล

เพื่อน

พี่น้อง

เพื่อนบ้าน

คู่สมรส

ญาติ

พ่อแม่

อื่นๆ (โปรดระบุ) _____

8. คุณเคยรับประทานปลาทะเลแปรรูปแช่แข็งหรือไม่

_____ เคย (ข้ามไปตอบข้อ 10)

_____ ไม่เคย (ตอบข้อ 9 และจบการสัมภาษณ์)

9. ข้อใดดังต่อไปนี้ เป็นเหตุผลที่คุณไม่เคยรับประทานปลาทะเลแปรรูปแช่แข็ง (จบการสัมภาษณ์)

_____ หายาก

_____ ราคาแพง

_____ ไม่มีคนขาย

_____ กลัวสารกันบูด

_____ อื่นๆ โปรดระบุ _____

10. ปลาทะเลแปรรูปแช่แข็งประเภทไหนที่คุณเคยกิน (เลือกได้มากกว่า 1 คำตอบ)

- | | |
|---|---|
| <input type="checkbox"/> ปูอัด (ทำจากปลา) | <input type="checkbox"/> ปลาหมึกหลอด (ทำจากปลา) |
| <input type="checkbox"/> เต้าหู้ปลา | <input type="checkbox"/> ลูกชิ้นปลาแชลมอน |
| <input type="checkbox"/> กุ้งปิ้งเทียม (ทำจากปลา) | <input type="checkbox"/> ปลาม้วนสาหร่ายยัดไส้ |
| <input type="checkbox"/> กุ้งทิพย์ (ทำจากปลา) | <input type="checkbox"/> ปลาทิพย์ |
| <input type="checkbox"/> ปลาม้วนยัดไส้ | <input type="checkbox"/> อื่นๆ (โปรดระบุ) _____ |

11. คุณรู้จักปลาทะเลแปรรูปแช่แข็งชื่อ PFP หรือไม่

- | | |
|---------------------------------|--|
| <input type="checkbox"/> รู้จัก | <input type="checkbox"/> ไม่รู้จัก (จบการสัมภาษณ์) |
|---------------------------------|--|

12. คุณเคยซื้อชื่อ PFP ปลาทะเลแปรรูปแช่แข็งเองหรือไม่

- | | |
|---|---------------------------------|
| <input type="checkbox"/> ใช่ (ข้ามไปข้อ 14) | <input type="checkbox"/> ไม่ใช่ |
|---|---------------------------------|

13. ปกติแล้วใครเป็นผู้ซื้อ PFP ปลาทะเลแปรรูปแช่แข็ง (เลือกได้มากกว่า 1 ข้อ)

- | | |
|---|----------------------------------|
| <input type="checkbox"/> เพื่อน | <input type="checkbox"/> พี่น้อง |
| <input type="checkbox"/> เพื่อนบ้าน | <input type="checkbox"/> คู่สมรส |
| <input type="checkbox"/> ญาติ | <input type="checkbox"/> พ่อแม่ |
| <input type="checkbox"/> อื่นๆ (โปรดระบุ) _____ | |

14. คุณซื้อ PFP ปลาทะเลแปรรูปแช่แข็งจากที่ใด

- | | |
|--|---|
| <input type="checkbox"/> ร้าน 7 eleven | <input type="checkbox"/> ร้านที่มีตู้แช่ PFP |
| <input type="checkbox"/> Lotus | <input type="checkbox"/> Top Supermarket |
| <input type="checkbox"/> Food Land Supermarket | <input type="checkbox"/> อื่นๆ (โปรดระบุ) _____ |

12. ถ้ามี PFP ปลาทะเลแปรรูปแช่แข็งในตลาดคุณอยากที่จะเลือกซื้อในราคาเท่าใด

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> 40-50 บาท | <input type="checkbox"/> 51-60 บาท |
| <input type="checkbox"/> 61-70 บาท | <input type="checkbox"/> 71-80 บาท |
| <input type="checkbox"/> 81-90 บาท | <input type="checkbox"/> 91- 100 บาท |

จบการสัมภาษณ์

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