

## ABSTRACT

This research has been conducted in relation with the customer perception on new product. The core study is to find out what factor or factors relate to consumer's opinion in order to make them perceive the food waste disposal machine. Thus, the research was conducted to analyze the right Marketing Strategy serving the customer's attitude toward the product and find the method to create customers' awareness. We have stated the managerial problem as the customers' attitude and awareness of food waste disposal machine in accordance with new product acceptance. Along with this managerial problem, research problems are to identify the attitude, which concerns about the environment, convenience and health and make the right strategy toward the customers' awareness in food waste disposal machine, which is new product acceptance.

We have used survey technique and distributed 400 questionnaires to individuals person in selected places at shopping Malls in Bangkok. Then, non-probability-sampling design was used since the particular members of population are unknown. This research uses correlation method, which is the method that collect data in order to determine whether, and to what degree, a relationship exists between two or more variables.

From the hypotheses and the research conducted, the outcome reveals that hypothesis # 1 & 2 reject the Null, which means that a set of customers' attitude and awareness have positive relationship to new product acceptance. For the academic and management purpose, this research may help to support the instant literature about the new product acceptance of food waste disposal machine, which is related to environment, health, convenience and customers' awareness.