

Abstract

This research study is based on the statement of problem that “What are the factors that influence on the buyer’s consumption behavior toward ready-to-eat frozen food products?” Objectives of this research are to identify the demographic factors relate to purchase decision of ready-to-eat frozen food buyers, and to determine the marketing stimuli influencing on purchase decision of ready-to-eat frozen food products.

For this research, the data were acquired via structured interview with personally administered or closed-form questionnaire with 365 respondents who are ready-to-eat frozen food buyers both male and female aging 25 years old above either buying for themselves or for others and non-probability sampling technique is chosen. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applies Chi-square contingency test to find independence and multiple regression analysis to predict values for a single dependent from measurement values of more independent variables.

The objectives of the study were, so far, achieved in the light of four important finding results as follow: 1) The demographic factors relate to purchase number of package of ready-to-eat frozen food products consist of gender, age, and average monthly income. 2) The demographic factor relates to purchase timing of ready-to-eat frozen food products is family size. 3) The marketing stimuli influence on purchase number of package of ready-to-eat frozen food products consists of product (taste of food, menu variety, and eating convenience), appropriate level of food price, and food buying availability. 4) The marketing stimuli influence on purchase timing of ready-to-eat frozen food products consist of product (taste of food, menu variety, and eating convenience), appropriate level of food price, and food buying availability.