

Phimphan Kajai 2018: Factors affecting consumer purchasing decision on Ready – to – Eat frozen food in Bangkok, Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Advisor: Assistant Professor Visit Limsombunchai, Ph.D. 64 pages.

In Thailand, ready-to-eat frozen food is growing continuously, and has the highest market share in the frozen food market in term of market value. As a result, a number of new entrepreneurs would like to entry into the market, while the old entrepreneurs play more attention on product research and development. This study aims to examine factors affecting consumer purchasing decision on ready-to-eat frozen food in Thailand, especially on ready rice meal. Questionnaire is used for interviewing 400 consumers to study consumer behavior. Then, the data set is analyzed via factor analysis and cluster analysis to evaluate factors affecting consumer decision and classify consumer groups, respectively.

The result in this study shows that there are 9 different factors that influence consumer decision. They are value and safety, packaging, price, appearance, product's positioning, promotion, convenience, place, and perception factors. These 9 factors can divide consumers into 4 different groups, as follow: appearance, convenience and marketing, price, and health concern groups. The findings suggest that the entrepreneurs should increase their sales channels to universities or dormitories, and also should have more marketing promotions, such as give a discount, give a free sample, tasting, and points collecting program. Moreover, good and quality ingredients should be used in production line.

Student's signature

Advisor's signature

____/____/____