

**FACTORS INFLUENCING CONSUMER PURCHASE DECISION
OF JAPANESE FROZEN READY MEALS FOOD IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2019**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**FACTORS INFLUENCING CONSUMER PURCHASE DECISION
OF JAPANESE FROZEN READY MEALS FOOD IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
April 27, 2019



.....
Miss Sasi-on Panawichienwut
Candidate

.....
Assoc. Prof. Nathasit Gedsri,
Ph.D.
Advisor

.....
Assoc. Prof. Roy Kouwenberg,
Ph.D., CFA
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Vatananan-Thesenvitz,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

Foremost, I would like to express my sincere gratitude to my advisor Assoc. Prof. Nathasit Gerd Sri, Ph.D. for the continuous support of my thematic paper. His guidance helped me in the time of research and writing of this thematic paper. I would also like to show my warm thank to Asst. Prof. Randall Shannon, Ph.D. who supported me at every bit and without whom it was impossible to accomplish the end task.

Beside, my advisor and my professor, I would like to pay special thanks to the rest of my thematic paper committee, chairperson and dean: Ronald Surachai Thesenvitz Ph.D., Assoc. Prof. Roy Kouwenberg, Ph.D., CFA, and Duangporn Arbhasil, Ph.D. for their insightful comments and encouragement, but also the hard question which incited me to widen my research from various perspective.

Last but not the least, I would like to pay my regards to my beloved family: father, Chaiwat Panawichienwut and mother, Wanansorn Panawichienwut for their unconditional love and trust, timely encouragement, and endless patience. My parents always support me to acquire more knowledge, and it was their love that raised me up again when I got weary. Without their love, support and patience I might not have been able to reach this goal. Additionally, I would like to thanks my supervisor, Khun Putthipong Chukiatpornpongsa and my exclusive director, Khun Patsarintr Wangpornsonbat for his/her support and help me in all the time of my master degree study.

Sasi-on Panawichienwut

FACTORS INFLUENCING CONSUMER PURCHASE DECISION OF JAPANESE FROZEN READY MEALS FOOD IN THAILAND

SASI-ON PANAWICHIEHWUT 6049076

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. ROY KOUWENBERG, Ph.D., CFA, RONALD VATANANAN- THESENVITZ, Ph.D.

ABSTRACT

Currently, Thai consumers' lifestyle is rush and convenience. Thus, their demand for convenience frozen ready meal food option is higher. Even there is an opportunity of selling Japanese frozen ready meals in Thailand, it has still struggled with driving sales value and sales volume in the Thai market. In this study, the researcher intended to investigate key factors influencing consumer purchase decision of Japanese frozen ready meals food in Thailand in term of quality products, price, brand image, marketing communication, promotion incentive, product knowledge, and product packaging.

This study applied survey methods to collect the data from 895 respondents who have experienced purchasing Japanese frozen ready meals food in any brands. The researcher used descriptive statistics and factor analysis. The result of key factors influence consumer purchasing decision that are perceived quality, marketing communication and sales incentive. Nevertheless, others factor showed that most respondents usually have it for dinner, they think sizing of product influenced them to buy and their family influenced them to buy it. So, the researcher suggests the marketing team to create campaign as follow: sampling taste activity, product review by social media influencer. Another activity is do sales promotion such as get limited premium goods promotion.

KEY WORDS: Japanese Frozen Food/ Frozen Food/ Ready Meals Food/ Consumer Behaviour

52 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	4
2.1 Consumer purchasing behaviour	4
2.2 Perceived quality	5
2.3 Price sensitively	6
2.4 Brand image	6
2.5 Promotion Incentive	7
2.6 Marketing Communication	8
2.7 Product Knowledge	8
2.8 Product Packaging	8
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Research Method	10
3.2 Respondents	11
3.2.1 Population	11
3.2.2 Sample Size	11
3.3 Data Collection	12
CHAPTER IV DATA ANALYSIS AND FINDINGS	13
4.1 Descriptive Analysis	13
4.1.1 Descriptive for Demographic Factors	13
4.1.2 Descriptive Analysis for Consumer Purchasing Behaviour Factors	18
4.1.3 Descriptive Analysis for Key Factors Influence Purchasing Decision	22

CONTENTS (cont.)

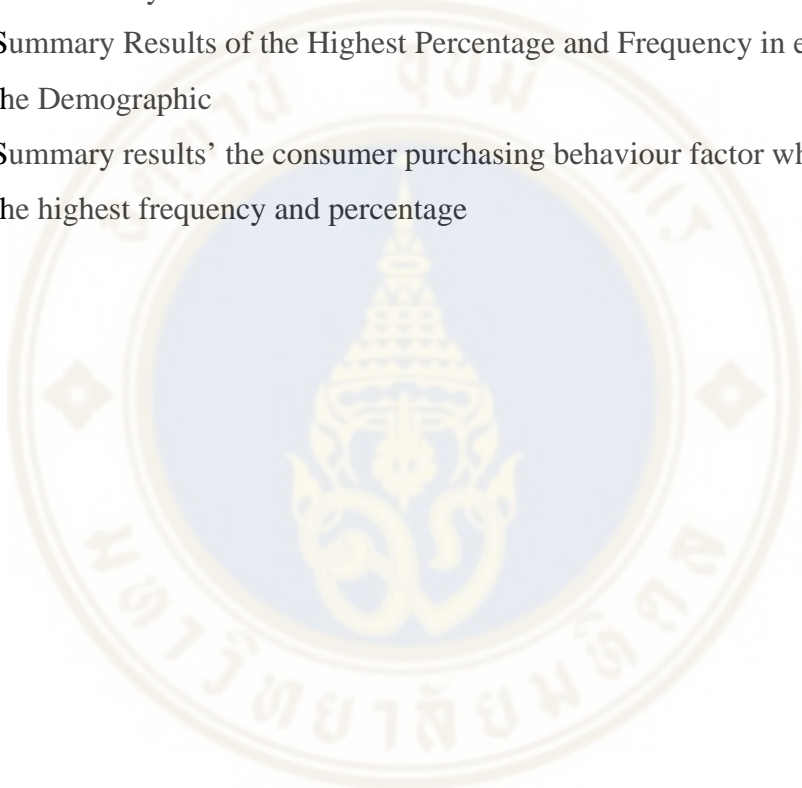
	Page
4.2 Factor Analysis	24
4.2.1 The Final Significant Factors	24
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	28
5.1 Conclusion	28
5.2 Recommendations	30
5.3 The Further Future Researcher	31
REFERENCES	32
APPENDICES	33
Appendix A: Questionnaire	34
Appendix B: SPSS Analysis Results	44
BIOGRAPHY	52

LIST OF TABLES

Table	Page
4.1 The Analysis of Gender used by Frequency and Percentage	14
4.2 The Analysis of Age used by Frequency and Percentage	14
4.3 The Analysis of Employee Status used by Frequency and Percentage	15
4.4 The Analysis of Average Income per Month used by Frequency and Percentage	15
4.5 The Analysis of Marital Status used by Frequency and Percentage	16
4.6 The Analysis of Region used by Frequency and Percentage	17
4.7 The Analysis of Member of Household used by Frequency and Percentage	17
4.8 The Analysis of the Purchasing Frequency of Japanese Frozen Ready Meals Food on Average Week used by the frequency and percentage data	18
4.9 The Analysis of the Meal Period that the Respondents usually Purchasing Japanese Frozen Ready Meals Food used by frequency and percentage data	19
4.10 The Analysis of the Frequency which the Respondent Spend on Japanese Frozen Ready Meals Food for One Serve used by frequency and percentage data	20
4.11 The Analysis of the Price preference of the Japanese Frozen Ready Meals Food used by frequency and percentage data	20
4.12 The Analysis of the Influence Purchasing in term of Product sizing used by frequency and percentage data	21
4.13 The Analysis of the Influence Purchasing Decision in term of Influencer used by frequency and percentage data	21
4.14 The Descriptive Analysis of the Influence Purchasing Decision in term of marketing communication by mean	22

LIST OF TABLES (cont.)

Table	Page
4.15 The Descriptive Analysis of the Influence Purchasing Decision in term of perceived quality by mean	23
4.16 The Final Factor of Influencing Consumer Purchasing Decision Japanese frozen Ready Meals Food	25
5.1 Summary Results of the Highest Percentage and Frequency in each Factor of the Demographic	28
5.2 Summary results' the consumer purchasing behaviour factor which is shown the highest frequency and percentage	29



LIST OF FIGURES

Figure	Page
4.1 The Scree Plot of Factor Influencing Consumer Purchasing Decision Japanese frozen Ready Meals Food	24
5.1 The summary of key factor influence consumer purchasing decision of Japanese frozen ready meals food	30



CHAPTER I

INTRODUCTION

The food industry is steadily growing and being transformed by changing demographics and consumer behaviour. People around the world, especially in urbanizing Asia, are buying different types of foods because of lifestyle changes, work hours increase, traffic worsens, and more women work outside the home. Referring to a recent Future Market Insights' report, demand for frozen ready meals is expected to be growth in the future. Due to the fact that this market in a global cold chain and growing complexities in production of frozen ready meals will continue to be in place. It will expand at a moderate CAGR of 4.3 percentage and bring in estimated revenues worth over US\$ 47 billion (Schug, 2018).

In Thailand, the food industry has contributed approximately 23% of the country's GDP. For Thailand's food industry, including local consumption and exports, is one of the largest net food exporting countries in the world and the second in Asia with a food trade balance at a record value of USD 16.7 billion in 2016 (BOI, 2017). Currently, urbanization and modernization lifestyles are the main drivers of the double-digit growth rate in frozen ready meals. In addition to an emerging market's Thailand demand, it is also an essential production base for ready meals. Significantly, the country is the ninth largest ready meals exporter in the world by accounting for a 3.7% market share in 2016. Thailand's consumption is expected to reach 270 million in 2017 (BOI, 2017).

In case of the study, it would be focused on Japanese frozen ready meals food. For this reason, Japanese food has been booming globally since the 2000s. Also, Japanese food is accepted substantially in Thailand. To effect that there are more than 2,126 Japanese restaurants overall Thailand, and two-thirds of these were located in Bangkok. To indicate that the number has increased by 20% every year since 2007 (Manusya, 2017). In term of Japanese frozen ready meals food, it is developed from the trend of eating Japanese food at restaurants in Thailand. It has an opportunity that the Japanese frozen ready meals food should be more developed in the future.

Nowadays, the lifestyle of people in Thailand is rush and convenience. It is able to see that busy Thai consumers are increasing so that they do not have time to cook, more women work outside, and the average size of family declines. It affected to pre-cook meals, like Japanese frozen ready meals, are more accepted. Being that a greater share of the population who lives in the condominiums of Bangkok both urban areas and suburb areas. In addition to rural areas is becoming industrial clusters, traffic jam worsen and more family members work outside and their demand for convenience frozen ready meal food option is higher.

Even there is an opportunity of selling Japanese frozen ready meals in Thailand, it has still struggled with driving sales value and sales volume in the Thai market. A company has started to sell its products such as Gyoza, Kani Alaska Crab Stick and Stir Fried Ramen since October, 2018 in local modern trade all of Thailand. As a result, it has been not quite successful in selling them in the retails.

The benefits of finding the important factors influencing to consumers purchasing decision Japanese frozen ready meals in Thailand are essential for a company does not know that it should develop its products, price, packaging, marketing communication, distribution channel, and technology. Additionally, it should learn about buying consumer behaviour. When the outcome of this study will be finished, it is able to gain increased sales value and sales volume in its Japanese frozen ready meals food. On the other hand, the company is able to create more brand awareness.

Hence, the objective of the study is to find the key factors influencing to consumers purchasing decision Japanese frozen food in Thailand. To avoid that build business and marketing plan in the wrong way. The study will be analysed and interpreted the information given by the information and the findings which are set as the following research objectives;

1. To discover the major influence of Japanese frozen ready meals food in terms of quality products on consumers purchasing decision.
2. To discover the major influence of Japanese frozen ready meals food in terms of price on consumers purchasing decision.
3. To discover the major influence of Japanese frozen ready meals food in terms of brand image on consumers purchasing decision.

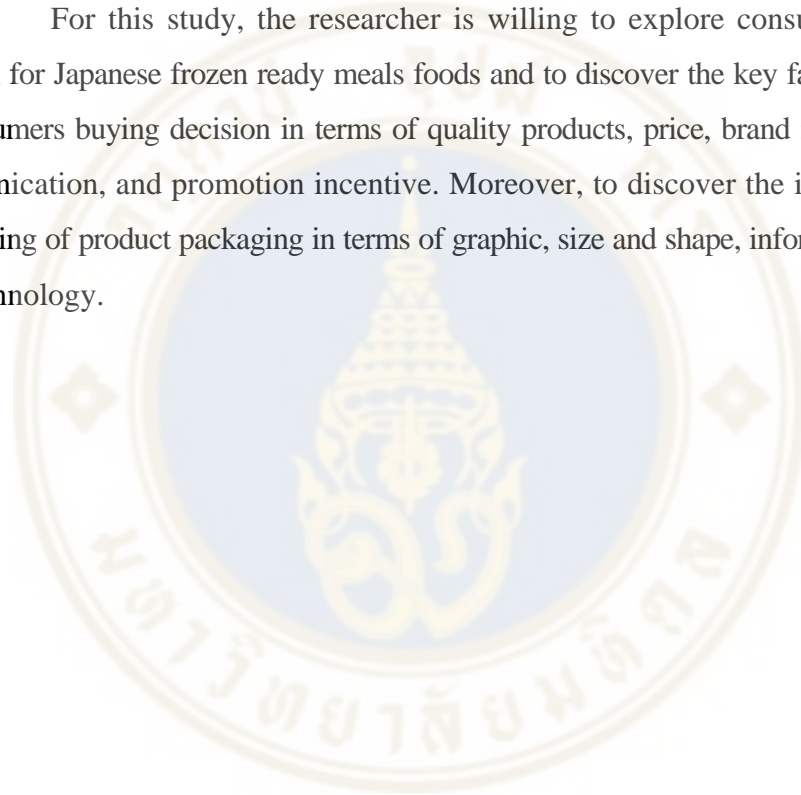
4. To discover the major influence of Japanese frozen ready meals food in terms of marketing communication on consumers purchasing decision.

5. To discover the major influence of Japanese frozen ready meals food in terms of promotion incentive.

6. To discover the major influence of Japanese frozen ready meals food in terms of product knowledge.

7. To discover the major influence of Japanese frozen ready meals food in term of product packaging on consumers purchasing decision.

For this study, the researcher is willing to explore consumer purchasing decision for Japanese frozen ready meals foods and to discover the key factors influencing of consumers buying decision in terms of quality products, price, brand image, marketing communication, and promotion incentive. Moreover, to discover the important factors influencing of product packaging in terms of graphic, size and shape, information elements, and technology.



CHAPTER II

LITERATURE REVIEW

In this chapter will be provided that the theories and the concept are a relationship with the variables used in this study. There are mainly consists of three sections. The first section is theories includes definitions and ideas from other researches and then it is related to the literature review, which is the selected variables that will be studied in terms of each factor. Lastly, it is related to summarize the information and the key findings as previously studied as well.

The chapter would be explained and focused on consumer purchasing behaviour, perceived quality, price sensitivity, brand image, promotion incentive, marketing communication, product knowledge, and product packaging.

2.1 Consumer purchasing behaviour

Considering to Kotler and Keller (2011) in the concept of consumer purchasing behaviour, it is related to the consumer and the decision processes of purchasing and using products and services. Purchasing behaviour of consumers is fundamentally related to why they make and which factors that affect their decision to purchase. To response the satisfy consumers' need and want. So, Schiffman and Kanuk (2007) noted that consumer behaviour involves selection, purchase, and consumption of goods and services.

Firstly, consumers are likely to find the products and services that they would like to consume. Basically, they are looking for those products and services which make them better benefits, and after choosing the products and services, they also think of the money which they can spend for them. Lastly, for making the decision of consumers, they tend to identify the price of the products and services. For instance, firstly, culture is a part of society and the impact of culture on buying behaviour transfer from country to country. Thus, to analyse that the different culture's impact with each group which is very important as for consumers buying behaviour. Secondly, social classes might

be changed by consumers buying behaviour. For example, when the lower classes make the decision to buy the products and services, they are considering of the price; in contrast, upper classes consumers are likely to be attracted to elements such as features, innovation and the quality of the products. Thirdly, personal can explain that lifestyle and occupation. To note that the lifestyle each person could be included in all of activities, interests, values, and opinion. The lifestyle might be impacted by buying behaviour. Particularly, it can see a health-conscious consumer prefer to consume healthy products. Moreover, the occupation also has an essential influence on purchasing behaviour. As an illustration, a career level as a manager tends to buy business suits; on the other hand, a low-level officer in the same company are more likely to purchase working clothes. Fourthly, the psychological consist of motivation, perception, learning, beliefs, and attitudes. These factors impact on consumers by developing buying behaviour since each person has a variety of needs such as physiological needs, biological needs, social needs and so on. In addition to influencing the purchasing behaviour, there are other factors such as social class, cultural, personal and psychological factors. Therefore, companies understand the consumers of buying behaviour and meet their perception of consumers' need and requirements in order to launch the quality and acceptability of the products and services.

2.2 Perceived quality

As Kawlath (1969), Box (1984), and (1984) stated that a product can fulfil its functions as following to the degree and provided the needs of the consumers as well. To imply that it is not necessary to provide one best quality for all consumers. Actually, the quality judgment might be depending on the needs of consumers. If a consumer's need change, a quality evaluation will change as well. For instance, consumers who are concerning about green environment, they are like to think a product, contained by plastic packaging, is not well qualified.

Referring to perceived quality, the product's perception is based on the quality attributes (Wimmer 1975; Kupsch et al. 1978; Etgar and Malhotra 1981; Jun and Jolibert 1983). The products' perception might well differ from objective reality since consumers have perceived mistakable information. To indicate that categorization of

attributes can be used to the meaning of perceived quality systematically as following Wierenge (1983). To brief, it can separate into three classes: sensory, instrumental and expressive attributes. In particular, sensory attributes refer to sensory aspects of food products such as taste, texture and flavour. For instrumental attributes is related to the functions of food products have to perform. Like, the specific nutritional components in the content and type of food, and user-related aspects such as spreadable margarine and the thickness of syrup. Besides, expressive attributes refer to symbolic aspects of the product. For instance, a person would like to express distinction, exclusiveness and sobriety after consuming a certain food product.

2.3 Price sensitively

In term of the price of the product, as the economic theory said that it reflects its value for the consumer. Each person might react differently to prices' change and there are typically perceived a level of price sensitiveness. Regarding to Rudnicki (2000), the main elements are related to consumer, market, and product.

The fact that Thiendej (2015) states that Hoyer et al, an important theory is explained while making a purchase decision of consumers, it is not much effort if the value of the particular product is lower. It is likely to a price as a simplifying. That is to say, consumers are likely to choose the cheapest brand or the one on sale because the products are inexpensive and frequently buy. It can describe that the process of making a decision is shorter and easier.

2.4 Brand image

According to Faircloth (1996)'s noted, brand image is a theoretical introduction to consumer behaviour and represents to all the brand's marketing activities. Generally, it is seen that brand image effect to consumers perceived to the brand. Indeed, the brand image is an essential variable effect to be a successful market for a firm's products or services. Even consumers unlikely to be a favourite brand image, the company can create consumer purchase behaviour or intentions. To create brand images should be

clear and distinct which has submitted to marketing strategies; for instance, brand extending into new product categories.

With regard to Keller (2008) stated that consumers can identify products or services from a brand, including a symbol, name, design or experience. In addition to branding can help consumers to reduce their uncertainty of product quality level and also brand image could build the value of the product in several ways. For instance, to help consumers to process information, differentiate brands, create reasons to buy, give positive feelings, and increase the reliability of the product. As Keller and Lehman (2006) told that there are many benefits of product and company caused by a good brand image. For example, it should be reduced cost of advertising and helped to be beyond its competitors if the company has a good brand image. In particular, it is important that the food industry has a good brand image and a well-known brand. It could attract consumers intention first because of the reliability of the product (Silayoi and Speece, 2004).

2.5 Promotion Incentive

The business often uses promotions to incentive consumers purchasing decision and increase sales. In a short period of time, the promotion could various incentives to motivate immediate consumer purchasing reaction (Kotler, 2000). McCarthy and Perreault (1984) stated that the promotion does not seem like the advertising to prompt interest or intention with consumers who are making a purchase. Thus, the objective of promotion is to create the stimulate desire, keep consumer loyalty and build more sales volume (Pride and Ferrell, 2000).

When consumers see the products as sold at a lower price, they would respond to the incentive of saving and their intention. So, they purchase the products suddenly. To indicate that the promotion could affect the great incentive values. It seems likely to consumer usually choose promotional products.

2.6 Marketing Communication

According to Orzan (2007), currently, a firm cannot be limited to the production, distribution and marketing of products and services, but it involves in a number of activities, strategies and many communication with the market information, potential consumers, and also influence purchasing behaviour and consumption. There are multiple channels of communication to convey a consistent and transfer message about the company and its products (Kolter, 1999). However, marketing communication was developed and influence directly to purchase and consumption behaviour (Popescu, 2003).

2.7 Product Knowledge

As Beatty and Smith, 1987 described that consumers' perception towards certain products that includes previous experience of using the product which means product knowledge. Basically, consumers who are higher product knowledge have better memory and recognition than consumers who are lower product knowledge. Thus, they are aware of the importance of product information since they tend to make a decision on product quality. On the other hand, consumers with their lower product knowledge are normally used extrinsic cues such as brand or price to evaluate items. To summarize, product knowledge could affect consumers purchasing decision.

2.8 Product Packaging

The study's framework is considering several visual elements of packaging product that effect to consumer purchasing decision Japanese frozen ready meals food. There are four terms would be identified as follows;

In terms of graphic that visual on packaging product, it is able to see that Ahmed et al. (2014) noted it is a necessity to have graphics on the package such as colour and design. It pretends to consumer buying behaviour because consumers do not have much time to consider and the decision making the process of buying a product. Thus, the graphic could catch their attention to the product. Abdullah et al (2013) explained that the product display on a shelf at store that cloud be a big part of attracting the

consumers' interesting. For instance, the consumers do not look at the graphics on the package as a boring layout or colour, and then they might choose and pick up other products. It is likely to show that the graphics on the package are one of the essential impact factors in the consumer purchasing decision. Referring to Schiffman and Kanuk (2007) consumer buying behaviour, the process of making a decision when they evaluate a product.

Secondly, in case of the size and shape of product packaging, Thiendej (2015) stated that the size and shape could give consumers a convenience to carry or handle. Furthermore, clarifying visual demonstration of consumers to make volume judgements. Thus, consumers would respond to different size and shape in the way individually. As Silayoi and Speece (2004) described that the packaging size and shape is stronger when consumers do not know product quality. It caused consumers to have judged the package whether it is better value for money or not.

In terms of information elements on packaging product, it is influencing to labelling and packaging on purchasing behaviour. The researcher, Sial et al. (2011) noted that the label which is written on the package or a product should contain the brand name and the ingredients as well. In addition, other researchers, Kupiec and Revell (2001) stated firmly that written information on the packaging should assist a consumer in making decisions; for example, cooking direction, nutrition facts, expiry date, well-explained shelf life and so on. Considering that consumers are aware of the information on the packaging when they buying the food products. On the other hand, the information might be provided with the misleading contents or inaccurate information.

Lastly, the impact of product packaging for technology. To mention by Mahajan et al (2013), the technology on packaging such as innovative packaging actually might add more value to the product. To meet consumers' satisfaction, it should be recyclability, easy-to-open, easy-to-store, easy-to-carry, and unbreakability. For a marketing tool, innovative packaging can create a good brand image.

CHAPTER III

RESEARCH METHODOLOGY

Basically, this chapter describes an overview of the research methodology used in the research and research design is needed when the researcher would collect the data.

3.1 Research Method

The researcher uses a quantitative approach. A survey is the research technique for collecting data from respondents in order to obtain information and insight on the research objective. The survey is related to ask people for information through a questionnaire that distribute on paper and digital media such as social networks, email, QR codes or URLs (Bhat, 2019). Basically, the respondents are supposed to complete on his/her own. Therefore, the questionnaires in this research were translated from English to Thai and also shown in two languages, which are English and Thai. For most of the respondents as Thai, they prefer to use Thai in daily communication. Thus, the questionnaire in the Thai language should be created to need them to involve as well as more interest from them easily. .

To begin with, collecting the data after selecting the methodology as the first step. For the final process is an analysis of the data and reviewing and summarising it as relating to the stated problem.

3.2 Respondents

3.2.1 Population

Considering to this research, the target population was the consumers who have purchased the Japanese Frozen Food Ready Meal category; for instance, Oishi, Ajinomoto, Thailand's 7-Elevens and CP ready to eat which is only as Japanese food style.

In Thailand, the lifestyles of people are changing to urbanization and modernization. It would like to know the Thai population in each region what factors influencing consumers purchasing decision. Therefore, it would be separate that seven region group such as Greater Bangkok, Central, Eastern, Northeastern, Northern, Southern and Western. The chosen area is like economics cities and big cities. For the reason, people, living in these areas, the trend to spend a lot of their time at the office, business area, or in transportation and also they are most likely to have less time for shopping and cooking. The Japanese frozen ready meals food could offer some great convenience for consumers in these areas.

3.2.2 Sample Size

The purpose of this study is to collect the information from a number of given respondents who have purchased any brands. Yet, their brands are the products related to Japanese frozen ready meals food.

As Comfrey and Lee (1992) mentioned that the adequacy of the sample size is evaluated approximately on the following scale: 50-very poor; 100-poor; 200-fair; 300-good; 500-very good; 1000 or more-excellent. In addition to Guadagnoli and Velicer (1998) stated that the minimum sample size might be rather than subject. To purpose that the item ratios are more relevant. From previously mentioned so that the researcher decided to apply more than 400 respondents as the sample size for conducting this study.

All the respondents who were asked to specify their experiences and to evaluate the set of question in the questionnaire by using 1-4 scales as following: 1-strongly disagree; 2-disagree; 3-agree; 4-strongly agree. In the main part of the survey, concerning the quality products, price, brand image, product packaging in terms of graphics, size, and shape, information elements and technology.

3.3 Data Collection

As following the purpose of the research might be collected the information by an appropriated method.



CHAPTER IV

DATA ANALYSIS AND FINDINGS

In this chapter, the researcher provides the data analysis process and concludes the findings which are analysed. In every analysis process of all data is used by the SPSS program. The researcher collects all data which has been analysed from the online survey done in Thailand. Mostly, the online survey was released in the big city of each region.

There are two sections which is provided the information. The first section is a descriptive analysis which explains the demographic data of the respondents and demonstrates purchasing behaviour information of respondents. The second section is factor analysis in order that the researcher finds the key factors influencing on purchase decision Japanese frozen ready meal food.

4.1 Descriptive Analysis

According to Zikmund (2003), he explained it could use the descriptive statistical technique in order to describe the character of the population or samples in research. Thus, a demographic profile and general information of the respondents which are applied from the descriptive analysis. General knowledge is provided by summarizing from the population and samples. In part of the demographic characteristics in this study, it is utilized to illustrate the target population in Thailand who have ever experienced purchasing the Japanese frozen ready meals food by using frequency and percentage data.

4.1.1 Descriptive for Demographic Factors

In term of demographic information includes gender, age, and employee status, average income per month, marital status, region, and member of the household. In summary, there are 895 respondents who participated in this survey and the researchers

present the respondents' profile by using the frequency distribution and percentage in the following tables;

Table 4.1 The Analysis of Gender used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Male	485	54.2
Female	410	45.8
Total	895	100.0

Table 4.1 shows the analysis of gender level using frequency and percentage of all respondents in this study. The researcher found out among the 895 respondents, 485 respondents are male and the female is other 410 respondents. The percentage of the male is 54.2% and female is 45.8%.

Table 4.2 The Analysis of Age used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Below 20 years old	6	0.7
21 – 25 years old	178	19.9
26 - 30 years old	316	35.3
31 - 35 years old	234	26.1
35 - 40 years old	101	11.3
41 - 45 years old	43	4.8
45 - 50 years old	8	0.9
Above 50 years old	9	1.0
Total	895	100

Table 4.2 as shown the analysis of age level using frequency and percentage. In total of 895 respondents, it demonstrates that the range of age below 20 years old are 6 respondents that contribution is 0.7%. The age between 20 and 25 years old are 178 respondents that take 19.9% contribution. Then, the age between 26 and 30 years old are 316 respondents. It is the highest contribution that is 35.3%. For the second highest contribution, it is the age between 31 and 35 years old are 234 respondents as

26.1%. Later, the age between 36 and 40 years old are 101 respondents at 11.3%. The age between 41 and 45 years old are 45% that takes 4.8% contribution and the age between 45 and 50 years old is 8 respondents as 0.9%. The other 9 respondents are more than 50 years old that takes 1% contribution.

Table 4.3 The Analysis of Employee Status used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Student	27	3.0
Employee of Public Sector	40	4.5
Employee of Private Sector	774	86.5
Self-employed	42	4.7
Unemployed	8	0.9
Retired	4	0.4
Total	895	100

As shown in Table 4.3, it shows that among a total of 895 respondents, 27 respondents are students as 3% contribution. For an employee of the public sector, it is 40 respondents as 4.5% contribution. The largest contribution is an employee of the private sector, 774 respondents and 86.5% contribution. Then, the 42 respondents are self-employed as 4.7% contribution. The unemployed are 8 respondents as 0.9% contribution. The other 4 respondents are other groups as 0.4% contribution.

Table 4.4 The Analysis of Average Income per Month used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Less than 15,000 THB	328	36.6
15,000-25,000 THB	411	45.9
25,001-35,000 THB	63	7.0
35,001-45,000 THB	36	4.0
45,001-55,000 THB	17	1.9
55,001 - 65,000 THB	10	1.1
65,001 - 75,000 THB	5	0.6
More than 75,000 THB	25	2.8
Total	895	100

Referring to table 4.4 the analysis of average monthly income, the researcher found out the total is 895 respondents. It shows that there are 328 respondents as in group less than 15,000 Thai Baht as 36.6% contribution. Then, an average monthly income between 15,000 and 25,000 Thai Baht is 411 respondents that take the highest contribution as 45.9%. The average monthly income, between 25,001 and 35,000 Thai Baht are 63 respondents. It takes 7% contribution. For average monthly income between 35,001 and 45,000 Thai Baht, there are 36 respondents as 4% contribution. Later, the average monthly income between 45,001 and 55,000 Thai Baht is 17 respondents that take 1.9% contribution. Next to the average monthly income between 55,001 and 65,000 Thai Baht is 10 respondents as 1.1 % contribution. Follow by average monthly income between 65,001 and 75,000 Thai Baht which has 5 respondents or 0.6%, and The latest group of the average monthly income more than 75,000 Thai Baht are 25 respondents or 2.8% contribution.

Table 4.5 The Analysis of Marital Status used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Single	601	67.2
Married	294	32.8
Total	895	100

As indicated in Table 4.5, it shows that among total of 895 respondents which are 601 respondents as a single status. It is the highest percentage that is 67.2%. The other respondents are 294 who are married or 32.8% contribution.

Table 4.6 The Analysis of Region used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
Greater Bangkok	362	40.4
Northern	82	9.2
Central	92	10.3
Northeastern	153	17.1
Eastern	91	10.2
Western	9	1.0
Southern	106	11.8
Total	895	100

Based on Table 4.6 the analysis of region used by frequency and percentage. To indicate that the most contribution of all region is Greater Bangkok. There are 362 respondents or 40.4% contribution. In the Northern region are 82 respondents or 9.2% contribution. For the Central region, there are 92 respondents and takes 10.3% contribution. Then, the second contribution is the Northeastern region which are 153 respondents or 17.1% contribution. In the Eastern region, there are 91 respondents and takes 10.2% contribution. The smallest contribution is Eastern region which are 9 respondents or 1% contribution. Lastly, there are 106 respondents in the Southern region and also take 11.8% contribution.

Table 4.7 The Analysis of Member of Household used by Frequency and Percentage

Statistics	Frequency (N)	Percentage (%)
1 – 2 person	144	16.1
3 – 4 person	407	45.5
5 – 6 person	256	28.6
7 – 8 person	63	7.0
9 – 10 person	19	2.1
More than 10 person	6	0.7
Total	895	100

As Table 4.7 shows that the member of the household, it demonstrates that total respondent 895. There are 144 respondents who have 1-2 person in their family. It takes 16.1% contribution. The highest contributions 407 respondents or 45.5% who have 3-4 person in their household. The second contributions are 256 respondents or 28.6% who have 5-6 person in their household. Later, there are 63 respondents or 7% of 7-8 person. This is following by 19 respondents who have 9-10 person in their family. It is taken a 2.1% contribution. The other 6 respondents are more than 10 people in their family or 0.7% contribution.

4.1.2 Descriptive Analysis for Consumer Purchasing Behaviour Factors

In term of purchasing behaviour factors, it uses the descriptive statistical model to explain the purchasing behavior of the population or samples in this study. So, it has applied the purchasing behaviour information of respondents to the descriptive analysis. In this study, it could utilize the data to describe the behavior about purchasing Japanese frozen ready meals food by the use of frequency and percentage data.

Referring to total 896 respondents, it is collected information which includes the frequency of purchasing Japanese frozen ready meals food, the meal period that respondents usually purchasing Japanese frozen ready meals food, they usually spend on Japanese frozen ready meals food for one serve, the price preference of the Japanese frozen ready meals food, the influence factors in term of product sizing and the influences around the respondents as following tables;

Table 4.8 The Analysis of the Purchasing Frequency of Japanese Frozen Ready Meals Food on Average Week used by the frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
Seldom	750	83.8
1 -2 times a week	95	10.6
3 – 4 times a week	35	3.9
5 -6 times a week	12	1.3
Everyday	3	0.3
Total	895	100

As table 4.8 the analysis of the purchasing frequency of Japanese Frozen Ready Meals Food, it indicated that the highest percentage is 83.8% contribution and there are 750 respondents who are seldom purchased Japanese frozen ready meals food. For 1-2 times a week, they are 95 respondents as 10.6% contribution. Later, there are 35 respondents who have purchased Japanese frozen ready meals food for the 3-4 time a week and takes 3.9% contribution. There are 12 respondents who have purchased Japanese frozen ready meals food for 5-6 times a week. It is taken 1.3% contribution. The other 3 respondents or 0.3% are purchased Japanese frozen ready meals food every day.

Table 4.9 The Analysis of the Meal Period that the Respondents usually Purchasing Japanese Frozen Ready Meals Food used by frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
For breakfast	125	14.0
For brunch	46	5.1
For lunch	98	10.9
For dinner	420	46.9
For break	175	19.6
For every meals	31	3.5
Total	895	100

From Table 4.9, the frequency of the meal period which the respondents usually purchase Japanese frozen ready meals food. For breakfast meal, there are 125 respondents or 14% contribution. The 46 respondent purchase Japanese frozen ready meals food for brunch as 5.1% contribution. Then, 98 respondents purchase Japanese frozen ready meals food for lunch. The highest contribution is 420 respondents or 46.9% purchase Japanese frozen ready meals food in dinner time. Next to the 175 respondents or 19.6% contribution usually purchase Japanese frozen ready meals food for between meals. There are 31 respondents usually purchased Japanese frozen ready meals food in every meal and then it takes a 3.5% contribution.

Table 4.10 The Analysis of the Frequency which the Respondent Spend on Japanese Frozen Ready Meals Food for One Serve used by frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
Less than 50 THB	201	22.5
51 - 100 THB	548	61.2
101 - 150 THB	103	11.5
More than 150 THB	43	4.8
Total	895	100

Based on Table 4.10 the analysis of the frequency which spends on Japanese frozen ready meals food for one serve. It indicates that there are 201 respondents who spend on it less than 50 Thai Baht. The most spending on Japanese frozen ready meals food between 50 and 100 Thai Baht is 548 respondents or 61.2% contribution. Then, The 103 respondents spend on it between 101 and 150 Thai Baht and take 11.5% contribution. The last contribution is spending on it more than 150 Thai Baht as 4.8% contribution.

Table 4.11 The Analysis of the Price preference of the Japanese Frozen Ready Meals Food used by frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
Less than 50 THB	349	39.0
51 - 100 THB	461	51.5
101 - 150 THB	69	7.7
More than 150 THB	16	1.8
Total	895	100

As per above table 4.11, it shows that the price preference which is less than 50 Thai Baht is 349 respondents or 39% contribution. The highest price preference is between 51 and 100 Thai Baht which are 461 respondents or takes 51.5% contribution. The price between 101 and 150 Thai Baht which has 69 respondents or 7.7% contribution. It is more than 150 Thai Baht which are 16 respondents or 1.8% contribution.

Table 4.12 The Analysis of the Influence Purchasing in term of Product sizing used by frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
No	149	16.6
Yes	746	83.4
Total	895	100

In term of product sizing as Table 4.12, it shows that the sizing of Japanese frozen ready meals food influence to the 746 respondents and takes 83.4% contribution. The other respondents are 149 respondents. They do not think the sizing of the product affects them.

Table 4.13 The Analysis of the Influence Purchasing Decision in term of Influencer used by frequency and percentage data

Statistics	Frequency (N)	Percentage (%)
Family	427	47.7
Friends	255	28.5
Celebrities	59	6.6
Social Media Influencer	109	12.2
Self	28	3.1
Others	17	1.9
Total	895	100

Referring to Table 4.13 which is the analysis of the influence purchasing in term of influencer, the most influencer that is family by 427 respondents or 47.7% contribution. There are 255 respondents or 28.5% who think friends can influence them. The 59 respondents think that celebrities affect their purchase decision. The third contribution which are 109 respondents or 12.2% thinks social media influencer. There are 28 respondents or 3.1% think they can influence a purchasing decision. Lastly, there are 17 respondents think other influencers affect purchasing decision. It takes 1.9% contribution.

4.1.3 Descriptive Analysis for Key Factors Influence Purchasing Decision

As all descriptive statistics are either measures of central tendency or measures of variability. To help people understand the meaning of the analysed data. So, it uses two measures use graphs, tables, and general discussions. To measure central tendency describe the center position of a distribution for a data set. A person analyses the frequency of each data point in the distribution and describes. It is using the mean, median, or mode, which measures the most common patterns of the analysed data set.

In case of key factors influence purchasing decision in term of marketing communication and perceived quality, it uses descriptive statistics to measure the mean of variables in two key factors in order to analysed which variables are most influenced consumers purchasing decision as follows:

Table 4.14 The Descriptive Analysis of the Influence Purchasing Decision in term of marketing communication by mean

Statistics	Mean
I would buy Japanese frozen ready meals food which I know product previously	3.03
I would buy Japanese frozen ready meals food because I often see the product review	2.99
I would buy Japanese frozen ready meals food because I often see adverting on television	2.97
I would buy Japanese frozen ready meals food because I often see advertising on online media such as facebook or youtube.	2.96
I would buy Japanese frozen ready meals food when I see adverting at the point of sales	2.94
I would buy Japanese frozen ready meals food when I get a suggestion from a product consultant	2.91
I would buy Japanese frozen ready meals food because I often see the out of home advertising such as outdoor media or media on the building	2.86
I prefer Japanese frozen ready meals food packaging which there is a brand ambassador's picture I like	2.80
I would buy Japanese frozen ready meals food because I like a brand ambassador	2.77

As table 4.14, it shows that the most important variable in term of Japanese frozen ready meals food when marketing communication is “I would buy Japanese frozen ready meals food when I taste it previously” which mean score is 3.03. It explain that consumers agree with this activity. Later, “I would buy Japanese frozen ready meals food because I often see the product review” which mean score is 2.99. It shows that consumers somewhat agree with the activity. The last top-three important is “I would buy Japanese frozen ready meals food because I often see advertising on television” which is 2.97. It demonstrates that consumers slightly agree with this activity.

Table 4.15 The Descriptive Analysis of the Influence Purchasing Decision in term of perceived quality by mean

Statistics	Mean
I prefer Japanese frozen ready meals food which has the clean ingredients	3.40
I prefer Japanese frozen ready meals food which is good taste	3.40
I prefer Japanese frozen ready meals food which has a quality control process	3.39
I prefer Japanese frozen ready meals food which has rich nutrition	3.33
I prefer Japanese frozen ready meals food which made from safety meat	3.29
I prefer Japanese frozen ready meals food which does not have the artificial flavors	3.23
I prefer Japanese frozen ready meals food which has fresh vegetables as raw material.)	3.11

Referring to table 4.15 which serval variables in term of perceived quality, it shows that “I prefer Japanese frozen ready meals food which has the clean ingredients”. The mean score 3.40 which means consumers somewhat strongly agree with it. Besides, “I prefer Japanese frozen ready meals food which is good taste” which has the same mean score. The top-three important variable is “I prefer Japanese frozen ready meals food which a quality control process” that shows mean 3.39. It could explains almost strongly agree with it.

4.2 Factor Analysis

Basilevsky (1994) stated that factor analysis is the exploring correlational structure among the variable from a set of closely related models intend. In the 20th century, the better part of a data analytic technique which is used by factor analysis (Spearman, 1904). Referring to Rummel said that factor analysis is used for examining patterns of interrelationships, data reduction and exploring relationships in new scopes of interest, and mapping construct space. It could provide representation for a behavioral relationship in consumer purchasing decision Japanese frozen ready meals food. There are forty-five attributions from six factors which the researcher provided on the survey. Based on the results of factor analysis, the researcher concludes the key factors influencing the consumer purchase decision of Japanese frozen ready meals in Thailand as follows:

4.2.1 The Final Significant Factors

Lewith, Jonas, and Walach (2010) stated that a scree plot used to determine the number of factors or the principal components in the analysis. This study has been three significant factors which are demonstrated by the scree plot and rotated component matrix as follows:

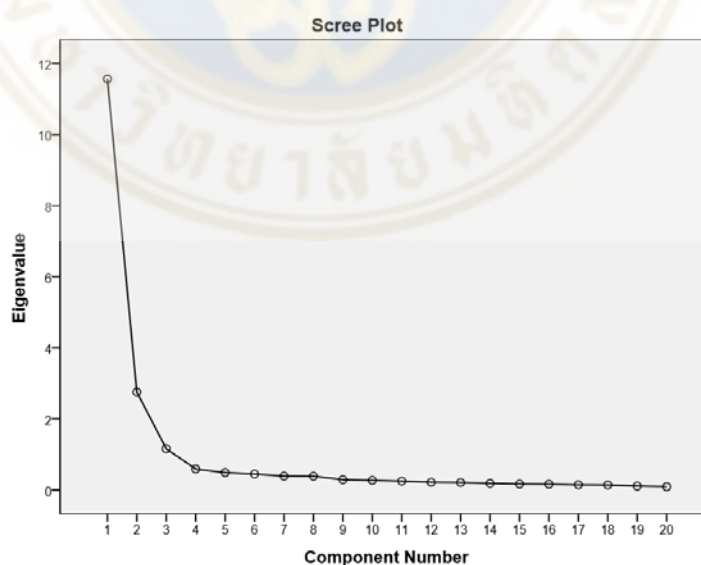


Figure 4.1 The Scree Plot of Factor Influencing Consumer Purchasing Decision Japanese frozen Ready Meals Food

As a scree plot is shown in Figure 4.1, it demonstrates the scree plot is a clear separation as a component number between 3 and 4 by cutting at 3.

Table 4.16 The Final Factor of Influencing Consumer Purchasing Decision Japanese frozen Ready Meals Food

Rotated Component Matrix ^a			
	Component		
	1	2	3
I would buy Japanese frozen ready meals food because I often see the out of home advertising such as outdoor media or media on the building.	.858		
I would buy Japanese frozen ready meals food because I often see advertising on television.	.821		
I would buy Japanese frozen ready meals food because I like a brand ambassador.	.818		
I would buy Japanese frozen ready meals food because I often see advertising on online media such as facebook or youtube.	.805		1 st factor: Marketing Communi- cation
I prefer Japanese frozen ready meals food packaging which there is a brand ambassador's picture I like.	.798		
I would buy Japanese frozen ready meals food because I often see the product review.	.797		
I would buy Japanese frozen ready meals food when I see adverting at the point of sales.	.766		
I would buy Japanese frozen ready meals food when I get a suggestion from a product consultant.	.722		
I would buy Japanese frozen ready meals food when I taste it previously.	.645		

Table 4.16 The Final Factor of Influencing Consumer Purchasing Decision Japanese frozen Ready Meals Food (cont.)

Rotated Component Matrix ^a			
	Component		
	1	2	3
I prefer Japanese frozen ready meals food which has the clean ingredients.		.908	
I prefer Japanese frozen ready meals food which has a quality control process.		.902	
I prefer Japanese frozen ready meals food which is good taste.	2nd factor: Perceived	.874	
I prefer Japanese frozen ready meals food which made from safety meat.	quality	.854	
I prefer Japanese frozen ready meals food which has rich nutrition.		.823	
I prefer Japanese frozen ready meals food which does not have the artificial flavors.		.810	
I prefer Japanese frozen ready meals food which has fresh vegetables as raw material.		.615	
I prefer to buy Japanese frozen ready meals food when there is a “buy two pieces for discount” promotion.			.788
I prefer to buy Japanese frozen ready meals food when there is a “buy two, get one” promotion.	3rd factor: Promotion Incentive		.766
I prefer to buy Japanese frozen ready meals food when there is a “get limited premium goods” promotion.			.730
I prefer to buy Japanese frozen ready meals food when there is a “discount only for member’s store” promotion.			.725
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Figure 4.16 as shown that Rotated Component Matrix, it indicates that there are three key factors influencing the consumer purchasing decision of Japanese frozen ready meals food as follows:

The first factor is related that the quality of the product which is six attributes as follows: clean ingredients, quality control process, good taste, safety meat, rich nutrition, and fresh vegetable as raw material.

The second factor is the marketing communication factor. It shows that seven essential attributes as follows: television media, online media, a brand ambassador's picture on food packaging, the product review, advertising at the point of sales, a suggestion from a product consultant and tasting the product previously.

The last factor, the promotion incentive, is an important factor as well. There are four attributes as follows: buy two pieces for discount promotion, buy two get one promotion, discount for only member's store promotion and get limited premium goods promotion as well.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions as the researcher found out the key factors and recommendations depended on the previous chapters about the factors influencing the consumer purchasing decision of Japanese frozen ready meals food. In general, the researcher provides a summary of demographic factors, the summary of consumer purchasing behaviour, the summary of factors analysis and also offers recommendations for further study in this business.

5.1 Conclusion

Table 5.1 Summary Results of the Highest Percentage and Frequency in each Factor of the Demographic

Demographic Factor	Characteristic	Frequency (N)	Percentage (%)
Gender	Male	485	57.2%
Age	26 - 30 years old	316	35.3%
Employee Status	Employee of private sector	774	86.5%
Average Monthly Income	15,000 - 25,000 THB	411	45.9%
Marital Status	Single	601	67.2%
Region	Greater Bangkok	362	40.4%
Member of Household	3 - 4 person	407	45.5%

Based on Table 5.1, the results from 895 respondents. It is shown that the highest frequency and percentage in term of gender is male which is equal to 57.2% (485). The majority age range that is between 26 and 30 years old which is equal to

35.3% (316). The most employee status of the respondents is employee of private sector which is equal to 86.5% (774). The highest average monthly income range of the respondents is between 15,000 and 25,000 Thai Baht which is equal to 45.9% (411). The majority material status is single which is equal to 67.2% (601). The highest group of the respondents is Greater Bangkok which shows 40.4% (362). The latest, the highest member of the household is 3 - 4 person which is equal to 45.5% (407).

Table 5.2 Summary results' the consumer purchasing behaviour factor which is shown the highest frequency and percentage

Consumer Purchasing Factor	Characteristic	Frequency (N)	Percentage (%)
The frequency of purchasing Japanese frozen ready meals food	Seldom	750	83.3%
The most meal that respondents usually purchase Japanese frozen ready meals food	Dinner	420	46.9%
The most of spending on Japanese frozen ready meals food	51 - 100 THB	548	61.2%
The price preference for purchasing Japanese frozen ready meals food	51 - 100 THB	461	51.5%
The sizing of Japanese frozen ready meals food influences purchasing decision	Yes	746	83.4%
The influencer group effect on purchasing decision Japanese frozen ready meals food	Family	427	47.7%

As Table 5.2 indicated that most respondents seldom purchase Japanese frozen ready meals food. It is equal to 83.3% (750). They usually purchase Japanese frozen ready meals food for their dinner which is equal to 46.9% (420). In term of the price factor, it shows that the most purchasing in the range between 51 and 100 Thai Baht that is equal to 61.2% (548). It seems likely that the respondents prefer to buy

Japanese frozen ready meals food in the price range between 51 and 100 Thai Baht which is equal to 51.5% (461). Conversely, it is shown that the price preference of the percentage slightly drop from the usual purchase of Japanese frozen ready meals food. The factor of Japanese frozen ready meals food sizing influences the respondents which are equal to 83.4% (746). Another factor is family, which is the highest frequency and percentage, influencing the respondents' purchasing decision.



Figure 5.1 The summary of key factor influence consumer purchasing decision of Japanese frozen ready meals food

5.2 Recommendations

According to the findings of this study, the researcher would like to suggest from the previous results by using the descriptive analysis and the factor analysis. The objective of the study is improving the sales performance of Japanese frozen ready meals food so that the researcher has some recommendations with details below;

It is likely to state that the price and sizing factor could affect the consumer purchasing decision. To suggest that the Japanese frozen ready meals food in the business firm should set the price point suitable for the products and in the present the number of member's household increases as a small family so it might be affected on purchasing decision of the sizing of the product.

In term of the key factors that influence consumers purchasing decision of Japanese frozen ready meal food, the researcher would like to recommend that this industry should have high product quality because the consumers still look for the quality in the

food industry in especially the frozen ready meals food. Then, the researcher would like to suggest the marketing team should do intensive marketing communication because the consumers often purchase Japanese frozen ready meals when they taste it previously, the product review previously and advertising media. For the last suggestion, the marketing and sales team should provide sales promotions. There is four important sales promotions effect on consumer purchasing decision; buy two pieces for discount promotion, buy two get one promotion, discount for only member's store promotion and get limited premium goods promotion.

5.3 The Further Future Researcher

It would be suggested to the widening scope of study which will be useful. There are two pieces of advice; the first one is to find out deeply in term of the sizing of the product which effects on consumer purchasing decision and the second, it is very interesting that analysis in term of the brand ambassador could influence consumer purchasing decision as well.

REFERENCES

- Creed, Philip. (2006). *Quality and Safety of Frozen Ready Meals*. doi: 10.1201/9781420027402.ch21.
- Jeandri Robertson, Caitlin Ferreira & Elsamari Botha. (2018). *The influence of product knowledge on the relative importance of extrinsic product attributes of wine*. doi: 10.1080/09571264.2018.1505605
- Jerman, Damjana & Završnik, Bruno. (2013). The Impact of Marketing Communications On Customer's Response. *SSRN Electronic Journal*. doi: 10.2139/ssrn.2237920.
- Lin, Nan-Hong & Lin, Bih-Shya. (2019). *The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount*.
- Maura L. Scott Stephen M. Nowlis Naomi Mandel Andrea C. Morales. (2008). The Effects of Reduced Food Size and Package Size on the Consumption Behavior of Restrained and Unrestrained Eaters. *Journal of Consumer Research*, 5, (3), 391–405. doi: 10.1086/591103
- Mizue Miyamoto. Influence of Changing Thai Society on the Japanese Restaurant industry in Bangkok. *Journal of Humanities Regular* 20.1, 2017. 14-30.
- Saifullah, Aamir & Ahmad, Nawaz & Ahmed, Rizwan & Khalid, Badar. (2014). Frozen Food Revolution: Investigating how availability of Frozen Food Affects Consumer Buying Behaviour. *International Journal of Economics, Commerce and Management*. 2. 1-13.
- Thiendej Peeraput. (2015). *An Examination of the Influential factors of Packaging, Price Sensitivity, Brand Image on Frozen Food Consumer Buying Behaviour in Bangkok, Thailand*.



Appendix A: Questionnaire

แบบสำรวจปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานในประเทศไทย (A survey of Factors Influencing Consumer Purchase Decision of Japanese Frozen Ready Meals Food in Thailand)

The purpose of this survey is to study the factors influencing consumer purchase decision of Japanese frozen ready meals food in Thailand. The questionnaire is developed by a Master of Management student of College of Management, Mahidol University, to serve as a part of an individual research study.

The questionnaire will take less than 10 minutes to complete. Please read carefully and fill out the entire questionnaire. Your response will be treated anonymously and used for study only.

Thank you for your participation.

แบบสอบถามนี้จัดทำขึ้นโดยนักศึกษาปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานในประเทศไทย แบบสอบถามจะใช้เวลาในการทำไม่เกิน 10 นาที ความคิดเห็นของท่านจะถูกเก็บเป็นความลับเพื่อใช้ในการงานวิจัยเท่านั้น

ขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถามค่ะ

ตอนที่ 1 คำถามคัดกรอง

กรุณาตอบคำถามแบบสำรวจด้านล่าง

(Section 1: Screening question Instruction: Please answer the questionnaire as below.)

1. ท่านเคยซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานมาก่อนหรือไม่?

(Have you ever purchased Japanese frozen ready meals food?)

- เคย (Yes)
- ไม่เคย / ขอขอบคุณ สำหรับการสละเวลาตอบแบบสำรวจ (No / Thank you for taking the time to complete this survey)

ตอนที่ 2 คำถามทั่วไป (Section 2: General Question)

กรุณาตอบคำถามแบบสำรวจด้านล่าง

(Section 1: Screening question Instruction: Please answer the questionnaire as below.)

1. ท่านซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเฉลี่ยกี่ครั้งต่อสัปดาห์?

(How often do you purchase Japanese frozen ready meals food on average week?)

- นาน ๆ ครั้ง (Seldom)
- 1 - 2 ครั้งต่อสัปดาห์ (1-2 times a week)
- 3-4 ครั้งต่อสัปดาห์ (3-4 times a week)
- 5-6 ครั้งต่อสัปดาห์ (5-6 times a week)
- ทุกวัน (Everyday)

2. โดยปกติท่านซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานสำหรับมื้อใด?

(When do you usually purchase a Japanese frozen ready meals food?)

- ซื้อรับประทานช่วงมื้อเช้า (For breakfast)
- ซื้อรับประทานช่วงมื้อสาย (For brunch)
- ซื้อรับประทานช่วงมื้อกลางวัน (For lunch)
- ซื้อรับประทานช่วงมื้อค่ำ (For dinner)
- ซื้อรับประทานช่วงมืว่าง (For break)
- ทุกมื้อ (For every meals)

3. ท่านมักจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานกี่บาทสำหรับหนึ่งท่าน?

(How much do you usually spend on Japanese Frozen Food that serve one person?)

- น้อยกว่า 50 บาท (Less than 50 THB)
- 51 - 100 บาท (51 - 100 THB)
- 101 - 150 บาท (101 - 150 THB)
- มากกว่า 150 บาท (More than 150 THB)

ตอนที่ 3 : คำถามปัจจัยต่าง ๆ ที่มีอิทธิพลต่อการซื้อสินค้า

(Section 3 : Factors influencing purchase decision of product Question)

โปรดเลือกระดับความคิดเห็นของท่านต่อปัจจัยแต่ละหัวข้อ โดยพิจารณาเกณฑ์ของแต่ละระดับ ดังนี้ 1-ไม่เห็นด้วยอย่างยิ่ง 2-ไม่เห็นด้วย 3-เห็นด้วย 4-เห็นด้วยอย่างยิ่ง (Please indicate to what extent you agree or disagree with 4-point Likert scale (1-strongly disagree; 2-disagree; 3-agree; 4-strongly agree) of the following statement.

ปัจจัยต่างๆ ที่มีอิทธิพลต่อการซื้อสินค้าของคุณ (Factors influencing your purchase decision)	1	2	3	4
1. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่ทำมาจากเนื้อสัตว์ปลอดภัย (I prefer Japanese frozen ready meals food which made from safety meat.)				
2. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่ไม่มีสารปรุงกลิ่นสังเคราะห์ (I prefer Japanese frozen ready meals food which does not have the artificial flavors.)				
3. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีผักสดเป็นวัตถุดิบ (I prefer Japanese frozen ready meals food which has fresh vegetables as raw material.)				
4. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีส่วนผสมที่สะอาด (I prefer Japanese frozen ready meals food which has the clean ingredients.)				
5. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีคุณค่าทางโภชนาการสูง (I prefer Japanese frozen ready meals food which has rich nutrition.)				
6. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีการควบคุมคุณภาพการผลิต (I prefer Japanese frozen ready meals food which has a quality control process.)				

ปัจจัยต่างๆ ที่มีอิทธิพลต่อการซื้อสินค้าของคุณ (Factors influencing your purchase decision)	1	2	3	4
7. ฉันต้องการอาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีรสชาติดี (I prefer Japanese frozen ready meals food which is good taste.)				
8. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบลดราคาหนึ่งชิ้น (I prefer to buy Japanese frozen ready meals food when there is a “price-off for a piece” promotion.)				
9. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบซื้อหนึ่งแถมหนึ่ง (I prefer to buy Japanese frozen ready meals food when there is a “buy one, get one” promotion.)				
10. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบซื้อสองแถมหนึ่ง (I prefer to buy Japanese frozen ready meals food when there is a “buy two, get one” promotion.)				
11. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบซื้อสองชิ้นจะได้รับส่วนลด (I prefer to buy Japanese frozen ready meals food when there is a “buy two pieces for discount” promotion.)				
12. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบได้รับสินค้าพรีเมียมเฉพาะรุ่น (I prefer to buy Japanese frozen ready meals food when there is a “get limited premium goods” promotion.)				
13. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อมีรายการส่งเสริมการขายแบบจับคู่สินค้าอื่นในร้านค้า เช่น ซื้อสินค้านี้กับสินค้าอื่นได้รับส่วนลด 50% (I prefer to buy Japanese frozen ready meals food when there is a “combo set” promotion in the store i.e. Buying this product and another product get 50% discount.)				
14. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่มีรายการส่งเสริมการขายแบบส่วนลดเฉพาะสมาชิกของร้านค้า (I prefer to buy Japanese frozen ready meals food when there is a “discount only for member’s store” promotion.)				
15. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่เป็นตราสินค้าที่รู้จัก (I prefer to buy Japanese frozen ready meals food which is a well-known brand.)				

ปัจจัยต่างๆ ที่มีอิทธิพลต่อการซื้อสินค้าของคุณ (Factors influencing your purchase decision)	1	2	3	4
16. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่เป็นตราสินค้าที่น่าเชื่อถือ (I prefer to buy Japanese frozen ready meals food produced by a reliable brand.)				
17. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่เป็นตราสินค้าใหม่ในตลาด (I prefer to buy Japanese frozen ready meals food which is a new brand in the market.)				
18. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อเห็นสัญลักษณ์ของตราสินค้า (I prefer to buy Japanese frozen ready meals food when seeing a brand symbol.)				
19. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อเห็นตราสินค้าที่มีเอกลักษณ์ (I prefer to buy Japanese frozen ready meals food when seeing a unique brand.)				
20. ฉันชอบซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่เป็นตราสินค้าที่ฉันชอบ (I prefer to buy Japanese frozen ready meals food which is a favorite brand.)				
21. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่ฉันรู้วิธีรับประทาน (I would buy Japanese frozen ready meals food which I know how to eat.)				
22. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่ฉันรู้วิธีประกอบอาหาร (I would buy Japanese frozen ready meals food which I know how to cook.)				
23. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่ฉันรู้จักสินค้ามาก่อน (I would buy Japanese frozen ready meals food which I know product previously.)				
24. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่ฉันรู้ข้อมูลโภชนาการ (I would buy Japanese frozen ready meals food which I know nutrition facts.)				
25. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานที่ฉันรู้ประโยชน์ เช่น มีโปรตีน มีโอเมก้า 3 (I would buy Japanese frozen ready meals food which I know benefits of it i.e. There is protein or there is Omega-3.)				
26. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อฉันได้ทดลองชิมสินค้าก่อน (I would buy Japanese frozen ready meals food when I taste it previously.)				

ปัจจัยต่างๆ ที่มีอิทธิพลต่อการซื้อสินค้าของคุณ (Factors influencing your purchase decision)	1	2	3	4
27. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งพร้อมทานเมื่อฉันได้รับแนะนำจากพนักงานขาย (I would buy Japanese frozen ready meals food when I get a suggestion from a product consultant.)				
28. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเมื่อฉันเห็นโฆษณา ณ จุดขาย (I would buy Japanese frozen ready meals food when I see advertng at the point of sales.)				
29. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเนื่องจากฉันชอบแบรนด์แอมบาสเดอร์ของสินค้า (I would buy Japanese frozen ready meals food because I like a brand ambassador.)				
30. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเนื่องจากฉันเคยเห็นโฆษณาทางโทรทัศน์ (I would buy Japanese frozen ready meals food because I often see advertng on television.)				
31. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเนื่องจากฉันเคยเห็นโฆษณานอกบ้าน เช่น สื่อกลางแจ้งที่อยู่ริมถนนหรือบนอาคาร (I would buy Japanese frozen ready meals food because I often see the out of home advertising such as outdoor media or media on the building.)				
32. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเนื่องจากฉันเคยเห็นโฆษณาทางสื่อออนไลน์ เช่น เฟซบุ๊ก หรือ ยูทูป (I would buy Japanese frozen ready meals food because I often see advertising on online media such as facebook or youtube.)				
33. ฉันจะซื้ออาหารญี่ปุ่นแช่แข็งเนื่องจากฉันเห็นรีวิวสินค้า (I would buy Japanese frozen ready meals food because I often see the product review.)				
34. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่มีภาพอาหารของจริง (I prefer Japanese frozen ready meals food packaging which there is a real food picture.)				
35. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่มีรูปแบรนด์แอมบราเดอร์ที่ฉันชอบ (I prefer Japanese frozen ready meals food packaging which there is a brand ambassador's picture I like.)				

ปัจจัยต่างๆ ที่มีอิทธิพลต่อการซื้อสินค้าของคุณ (Factors influencing your purchase decision)	1	2	3	4
36. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่มีรูปร่างแปลกๆ (I prefer Japanese frozen ready meals food packaging which has a weird shape.)				
37. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่มีบรรจุภัณฑ์รูปร่างปกติ (I prefer Japanese frozen ready meals food packaging which has a regular shape.)				
38. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่มีบรรจุภัณฑ์หลายชิ้นในหนึ่งแพ็คเกจ (2 หรือ 3 ชิ้นในหนึ่งแพ็คเกจ) (I prefer Japanese frozen ready meals food packaging which there is a multi-pack size. (Two or three pieces in one package.))				
39. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่แสดงราคาของสินค้า (I prefer Japanese frozen ready meals food packaging which has provided a price.)				
40. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่ให้ข้อมูลวิธีประกอบอาหาร (I prefer Japanese frozen ready meals food packaging which there is cooking directions.)				
41. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่ให้ข้อมูลของส่วนผสมอาหาร (I prefer Japanese frozen ready meals food packaging which has provided ingredients.)				
42. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่ให้ข้อมูลขนาดบรรจุอาหาร (I prefer Japanese frozen ready meals food packaging which has provided net weight.)				
43. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่แสดงวันหมดอายุของสินค้า (I prefer Japanese frozen ready meals food packaging which there is an expired date.)				
44. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่สามารถเข้าไมโครเวฟด้วยอุณหภูมิสูงได้ (I prefer Japanese frozen ready meals food packaging which can handle the high temperatures in the microwave.)				
45. ฉันชอบบรรจุภัณฑ์อาหารญี่ปุ่นแช่แข็งที่ใช้วัสดุปลอดสารพิษ (I prefer Japanese frozen ready meals food packaging which is a non-toxic material.)				

ตอนที่ 3: คำถามปัจจัยต่าง ๆ ที่มีอิทธิพลต่อการซื้อสินค้า (ต่อ) (Section 3 : Factors influencing purchase decision of product Question (countined))

46. ท่านยินดีที่จะซื้ออาหารญี่ปุ่นแช่แข็งในราคาต่อชิ้นเท่าไร? (How much do you prefer to buy a Japanese frozen ready meals food per piece?)
- น้อยกว่า 50 บาท (Less than 50 THB)
 - 51 - 100 บาท (51 - 100 THB)
 - 101 - 150 บาท (101 - 150 THB)
 - มากกว่า 150 บาท (More than 150 THB)
47. ท่านคิดว่าขนาดของอาหารญี่ปุ่นแช่แข็งมีอิทธิพลต่อการตัดสินใจซื้อของท่านหรือไม่? (Do you think sizing of a Japanese frozen ready meals food can influence your purchasing decision?)
- ใช่ (Yes)
 - ไม่ใช่ (No)
48. บุคคลกลุ่มใดที่มีอิทธิพลต่อการตัดสินใจซื้ออาหารญี่ปุ่นแช่แข็งมากที่สุด? (Who is the most influenced your purchasing decisions of a Japanese frozen ready meals food?)
- ครอบครัว (Family)
 - เพื่อน (Friends)
 - ผู้ที่มีชื่อเสียงหรือดารา (Celebrities)
 - ผู้มีอิทธิพลทางโซเชียลมีเดีย (Social Media Influencer)

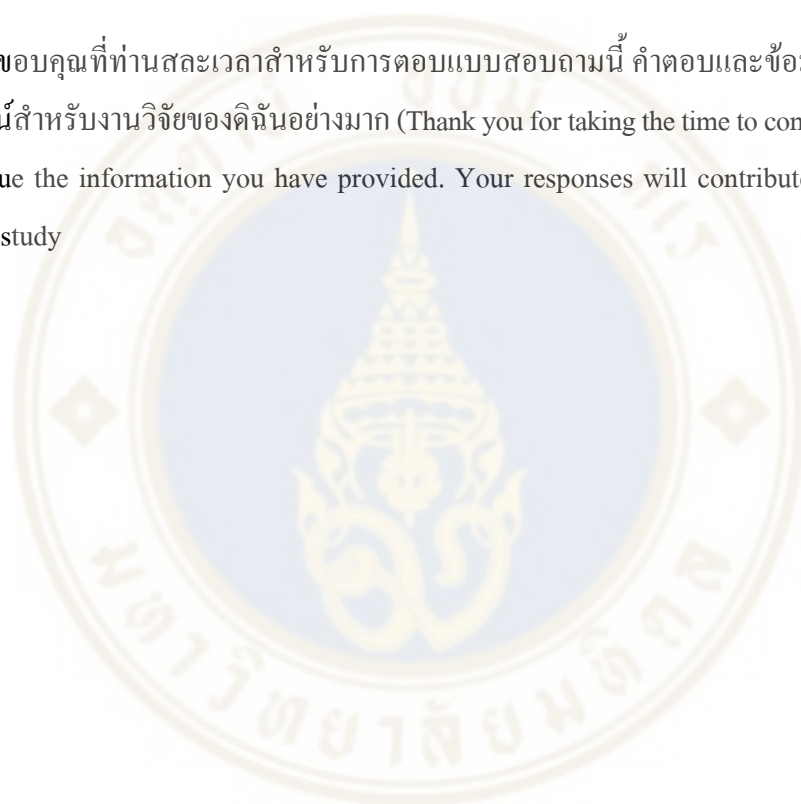
ตอนที่ 3: คำถามประชากรศาสตร์ (Section 3 : Demographic Question)

1. โปรดเลือกเพศของท่าน? (Please indicate your gender?)
- ผู้ชาย (Male)
 - ผู้หญิง (Female)
2. โปรดเลือกช่วงอายุของท่าน? (Which range below includes your age?)
- ต่ำกว่า 20 ปี (Below 20 years old)
 - 20 - 25 ปี (20 - 25 years old)
 - 26 - 30 ปี (26 - 30 years old)
 - 31 - 35 ปี (31 - 35 years old)
 - 36 - 40 ปี (35 - 40 years old)
 - 41 - 45 ปี (41 - 45 years old)
 - 46 - 50 ปี (45 - 50 years old)
 - มากกว่า 50 ปี (Above 50 years old)

3. ข้อใดสามารถอธิบายลักษณะอาชีพของท่านได้ดีที่สุด? (Which of the following categories best describes your employment status?)
- นักเรียน/นักศึกษา (Student)
 - ข้าราชการ/พนักงานรัฐวิสาหกิจ (Employee of Public Sector)
 - พนักงานบริษัทเอกชน (Employee of Private Sector)
 - ธุรกิจส่วนตัว (Self-employed)
 - ว่างาน (Unemployed)
 - เกษียณ (Retired)
4. โปรดเลือกรายได้เฉลี่ยต่อเดือนของท่าน? (What is your approximate average income per month?)
- น้อยกว่า 15,000 บาท (Less than 15,000 THB)
 - 15,000-25,000 บาท (15,000-25,000 THB)
 - 25,001-35,000 บาท (25,001-35,000 THB)
 - 35,001-45,000 บาท (35,001-45,000 THB)
 - 45,001-55,000 บาท (45,001-55,000 THB)
 - 55,001 - 65,000 บาท (55,001 - 65,000 THB)
 - 65,001 - 75,000 บาท (65,001 - 75,000 THB)
 - มากกว่า 75,000 บาท (More than 75,000 THB)
5. โปรดเลือกภาคที่ท่านอาศัยอยู่ในปัจจุบัน? (Which region do you live in at the present?)
- กรุงเทพฯและปริมณฑล (Greater Bangkok)
 - ภาคเหนือ (Northern)
 - ภาคกลาง (Central)
 - ภาคตะวันออกเฉียงเหนือ (Northeastern)
 - ภาคตะวันออก (Eastern)
 - ภาคตะวันตก (Western)
 - ภาคใต้ (Southern)
6. โปรดเลือกสถานภาพของท่าน (What is your marital status?)
- โสด (Single)
 - สมรส (Married)

7. ท่านมีสมาชิกในครัวเรือนทั้งหมดกี่ท่าน? (How many members in your household?)
- 1-2 ท่าน (1-2 person)
 - 3-4 ท่าน (3-4 person)
 - 5-6 ท่าน (5-6 person)
 - 7-8 ท่าน (7-8 person)
 - 9-10 ท่าน (9-10 person)
 - มากกว่า 10 ท่าน (More than 10 person)

ขอบคุณที่ท่านสละเวลาสำหรับการตอบแบบสอบถามนี้ คำตอบและข้อมูลที่ท่านให้มาเป็นประโยชน์สำหรับงานวิจัยของฉันอย่างมาก (Thank you for taking the time to complete this survey. I truly value the information you have provided. Your responses will contribute to my individual research study)



Appendix B: SPSS Analysis Results

Respondents' profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	485	54.2	54.2	54.2
	Female	410	45.8	45.8	100.0
	Total	895	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years old	6	.7	.7	.7
	20 - 25 years old	178	19.9	19.9	20.6
	26 - 30 years old	316	35.3	35.3	55.9
	31 - 35 years old	234	26.1	26.1	82.0
	36 - 40 years old	101	11.3	11.3	93.3
	41 - 45 years old	43	4.8	4.8	98.1
	45 - 50 years old	8	.9	.9	99.0
	Above 50 years old	9	1.0	1.0	100.0
	Total	895	100.0	100.0	

Employee Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	27	3.0	3.0	3.0
	Employee of Public Sector	40	4.5	4.5	7.5
	Employee of Private Sector	774	86.5	86.5	94.0
	Self-employed	42	4.7	4.7	98.7
	Unemployed	8	.9	.9	99.6
	others	4	.4	.4	100.0
	Total	895	100.0	100.0	

Average income per a month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15,000 THB	328	36.6	36.6	36.6
	15,000-25,000 THB	411	45.9	45.9	82.6
	25,001-35,000 THB	63	7.0	7.0	89.6
	35,001-45,000 THB	36	4.0	4.0	93.6
	45,001-55,000 THB	17	1.9	1.9	95.5
	55,001 - 65,000 THB	10	1.1	1.1	96.6
	65,001 - 75,000 THB	5	.6	.6	97.2
	More than 75,000 THB	25	2.8	2.8	100.0
	Total	895	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	601	67.2	67.2	67.2
	Married	294	32.8	32.8	100.0
	Total	895	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greater Bangkok	362	40.4	40.4	40.4
	Northern	82	9.2	9.2	49.6
	Central	92	10.3	10.3	59.9
	Northeastern	153	17.1	17.1	77.0
	Eastern	91	10.2	10.2	87.2
	Western	9	1.0	1.0	88.2
	Southern	106	11.8	11.8	100.0
	Total	895	100.0	100.0	

Member of household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 person	144	16.1	16.1	16.1
	3-4 person	407	45.5	45.5	61.6
	5-6 person	256	28.6	28.6	90.2
	7-8 person	63	7.0	7.0	97.2
	9-10 person	19	2.1	2.1	99.3
	More than 10 person	6	.7	.7	100.0
	Total	895	100.0	100.0	

Consumer behavior in descriptive analysis

How often do you purchase Japanese frozen ready meals food on average week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Seldom	750	83.8	83.8	83.8
1-2 times a week	95	10.6	10.6	94.4
3-4 times a week	35	3.9	3.9	98.3
5-6 times a week	12	1.3	1.3	99.7
Everyday	3	.3	.3	100.0
Total	895	100.0	100.0	

When do you usually purchase a Japanese frozen ready meals food?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid For breakfast	125	14.0	14.0	14.0
For brunch	46	5.1	5.1	19.1
For lunch	98	10.9	10.9	30.1
For dinner	420	46.9	46.9	77.0
For between meals	175	19.6	19.6	96.5
For every meals	31	3.5	3.5	100.0
Total	895	100.0	100.0	

How much do you usually spend on Japanese Frozen Food that serve one person?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 50 THB	201	22.5	22.5	22.5
51 - 100 THB	548	61.2	61.2	83.7
101 - 150 THB	103	11.5	11.5	95.2
More than 150 THB	43	4.8	4.8	100.0
Total	895	100.0	100.0	

How much do you prefer to buy a Japanese frozen ready meals food per piece?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50 THB	349	39.0	39.0	39.0
	51 - 100 THB	461	51.5	51.5	90.5
	101 - 150 THB	69	7.7	7.7	98.2
	More than 150 THB	16	1.8	1.8	100.0
	Total	895	100.0	100.0	

Do you think sizing of a Japanese frozen ready meals food can influence your purchasing decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	149	16.6	16.6	16.6
	Yes	746	83.4	83.4	100.0
	Total	895	100.0	100.0	

Who is the most influenced your purchasing decisions of a Japanese frozen ready meals food?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	427	47.7	47.7	47.7
	Friends	255	28.5	28.5	76.2
	Celebrities	59	6.6	6.6	82.8
	Social Media Influencer	109	12.2	12.2	95.0
	Self	28	3.1	3.1	98.1
	Others	17	1.9	1.9	100.0
	Total	895	100.0	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
I would buy Japanese frozen ready meals food when I taste it previously.	895	3.03	.779
I would buy Japanese frozen ready meals food because I often see the product review.	895	2.99	.757
I would buy Japanese frozen ready meals food because I often see adverting on television.	895	2.97	.774
I would buy Japanese frozen ready meals food because I often see advertising on online media such as facebook or youtube.	895	2.96	.773
I would buy Japanese frozen ready meals food when I see adverting at the point of sales.	895	2.94	.774
I would buy Japanese frozen ready meals food when I get a suggestion from a product consultant.	895	2.91	.805
I would buy Japanese frozen ready meals food because I often see the out of home advertising such as outdoor media or media on the building.	895	2.86	.792
I prefer Japanese frozen ready meals food packaging which there is a brand ambassador's picture I like.	895	2.80	.840
I would buy Japanese frozen ready meals food because I like a brand ambassador.	895	2.77	.865
Valid N (listwise)	895		

Descriptive Statistics

	N	Mean	Std. Deviation
I prefer Japanese frozen ready meals food which has the clean ingredients.	895	3.40	.710
I prefer Japanese frozen ready meals food which is good taste.	895	3.40	.717
I prefer Japanese frozen ready meals food which has a quality control process.	895	3.39	.700
I prefer Japanese frozen ready meals food which has rich nutrition.	895	3.33	.715
I prefer Japanese frozen ready meals food which made from safety meat.	895	3.29	.713
I prefer Japanese frozen ready meals food which does not have the artificial flavors.	895	3.23	.710
I prefer Japanese frozen ready meals food which has fresh vegetables as raw material.	895	3.11	.738
Valid N (listwise)	895		

Consumer behaviour in factor analysis

Rotated Component Matrix^a

	Component		
	1	2	3
I would buy Japanese frozen ready meals food because I often see the out of home advertising such as outdoor media or media on the building.	.858		
I would buy Japanese frozen ready meals food because I often see advertig on television.	.821		
I would buy Japanese frozen ready meals food because I like a brand ambassador.	.818		
I would buy Japanese frozen ready meals food because I often see advertising on online media such as facebook or youtube.	.805		
I prefer Japanese frozen ready meals food packaging which there is a brand ambassador's picture I like.	.798		
I would buy Japanese frozen ready meals food because I often see the product review.	.797		
I would buy Japanese frozen ready meals food when I see advertig at the point of sales.	.766		
I would buy Japanese frozen ready meals food when I get a suggestion from a product consultant.	.722		
I would buy Japanese frozen ready meals food when I taste it previously.	.645		
I prefer Japanese frozen ready meals food which has the clean ingredients.		.908	
I prefer Japanese frozen ready meals food which has a quality control process.		.902	
I prefer Japanese frozen ready meals food which is good taste.		.874	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Rotated Component Matrix^a

	Component		
	1	2	3
I prefer Japanese frozen ready meals food which made from safety meat.		.854	
I prefer Japanese frozen ready meals food which has rich nutrition.		.823	
I prefer Japanese frozen ready meals food which does not have the artificial flavors.		.810	
I prefer Japanese frozen ready meals food which has fresh vegetables as raw material.		.615	
I prefer to buy Japanese frozen ready meals food when there is a "buy two pieces for discount" promotion.			.788
I prefer to buy Japanese frozen ready meals food when there is a "buy two, get one" promotion.			.766
I prefer to buy Japanese frozen ready meals food when there is a "get limited premium goods" promotion.			.730
I prefer to buy Japanese frozen ready meals food when there is a "discount only for member's store" promotion.			.725

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.