# PRODUCT ATTRIBUTES AND CONSUMERS' RE-PURCHASE DECISION ON FROZEN READY TO EAT MEALS: A STUDY ON CONSUMERS IN SELECTED HYPERMARKETS IN BANGKOK

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**Abstract**

*The main purpose of this research was to examine selected product attributes and demographic variables that affected consumer re-purchase decision on frozen ready to eat meals. The data was received for four hundred respondents from five locations around Bangkok Metropolis. From the findings, all independent variables which dealt with product attributes had a direct relationship with re-purchase decision on which 'taste' was the strongest independent variable from the set. Next in order were, convenience, packaging, price, brand and preparation time. Morever, there were relationships between re-purchase decision and demographics.*

## INTRODUCTION

Frozen Prepared meals were originally designed to be consumed by people too busy, unwilling or even unable to prepare their own food. Over the past 50 years worldwide and the last 20 years in respect of Thailand, peoples' way of life has changed dramatically, especially in regards to purchase behavior of products such as frozen food. From only 20 years ago to now, Frozen and Chilled RTE meals have taken off and grown in current value terms by 17% (2.6 Billion Thai Baht in 2008) (Euromonitor, Thailand, 2008). Thai consumers lead the world as the most frequent buyers of ready-to-eat (RTE) meals, with 75 percent claiming they have no time to prepare proper meals from scratch (A Global AC Neilsen Report. December 2006). The total market sector is expected to continue to grow in most countries due to increasing demand for convenience with more working couples and consumers spending less time on food preparation. Future growth is expected to be steady, rather than dramatic, as most consumer demand in the major markets is already being satisfied. (http://th.nielsen.com/news/frozenfood, Retrieved September 21, 2010).

However, in the drive for greater convenience, the ambient meal concept continues to open up opportunities for improvements in ingredients and quality, especially in markets where refrigerated storage is at a premium. According to the A.C. Nielsen survey, three quarters of Thai consumers, agree that RTE meals come in handy when there is no time to prepare a meal from scratch, and they are in good company with 87% of consumers around the world agreeing that convenience is the biggest purchase driver. Beyond convenience, 40% of Thai consumers cited it was cheaper than buying all the ingredients and preparing from scratch as their second reason for purchasing ready to eat meals. Frozen RTE Meals are certain to remain a lifestyle choice of people in Bangkok and will very much grow and expand into other provinces as soon as lifestyles start to change there as well.

## OBJECTIVES OF THE STUDY

1. To examine the relationship between frozen RTE product attributes and consumer Re-Purchase Decision on frozen RTE meals.
2. To study the differences in consumer demographic factors and consumer Re-Purchase Decision on frozen RTE meals.

## LITERATURE REVIEW

### Product Attributes

When used in a market research context, attributes are simply properties of a given product, brand, service, advertisement or any object of interest. Much brand and market research is targeted at understanding the most significant and powerful attributes of a product, service, and brand. In this study, the researcher has selected a limited amount of attributes, which are: price, taste, convenience, preparation time, packaging, and brand.

### Taste

A performance attribute such as taste describes the ways in which a product performs its functions, each of the characteristics that can be evaluated only by using the product. This has been done in many studies and in general 'taste' and sensory responses to foods tend to be rated very highly as an influence (Schroder and Earle, 1998).

Taste is only be experienced or evaluated post-purchase, unless of course samples are give to consumers prior to purchase (Parry, 2001). Prompriang (1996) found that taste of food obviously is the factor affecting the selection of frozen prepared meals. The American Association of Family and Consumer Sciences (1995) also found that taste is the major factor relating to children's selection of fast food.

### Price

Obviously a key attribute of any product is price; however, buyer behavior is influenced not only by the price of the basic product, but by the price of warranties, product enhancements, shipping, installation, training, customer assistance, consumables, replacements parts, and repair services. Price also refers to a reasonable price, which customers will compare against the amount of money paid with the service that they get and price is a marketing tool that can be used creatively to help attract customer traffic, create customer satisfaction and build customer loyalty (Garton, 1995). Dawson (1995) argued that the search for price and price comparisons are responsive to consumer buying behavior.

Price refers to the perceived value of goods and service measured in some medium of exchange (Walters and Bergiel, 1989). The different perception in the product /service quality leads to a difference in identifying price. The importance of food price rests on its effect on consumer income. Walters and Bergiel (1989) mentioned that consumers may wish to rank many types of products or brands high on their preference list, but price makes this prohibitive.

### Convenience

Convenience relates to the ease of use of consumption of the product for the consumer and thus contributes to product quality. Convenience food has been defined as food offered to the consumer in such a manner that purchase, preparation and consumption of a meal costs less physical and mental effort and/or money than when the original and/or separate components are used (Luning, 2001). The convenience attribute involves timing of convenience.

The increased consumption of convenience food is assumed to be due to decreasing volume of households. Much attention in the food industry is given to developing 'Ready to eat meals' that can be easily and quickly prepared while still having good sensory and nutritional properties. Furthermore packaging concepts are designed more and more to fulfill the consumers need for convenience (Luning, 2001).

### Packaging

Packaging is a perfect illustration of the principle that attributes can have sub-attributes. The finished product has form attributes such as shape, size, weight and texture (Parry, 2001). For example Ready Meal Packaging includes: materials used to make the polyethylene trays or paper cards, size of Package which reflects, in part, the amount of meal in the package, shape of package (standing up right, lying down, bags), labels containing the brand name, product information and possibly a quality seal, cardboard box to prevent damage to the inner packaging.

Appearance plays an important role in the way in which consumers select food. Food is perceived

initially either via sense of vision or the sense of smell, or via both of these senses simultaneously. Both appearance and aroma provide cues about the identity of a food and generate expectations about its eating quality. Consequently, packaging design often has to stand as a proxy for appearance of the food itself. Both appearance and aroma of foods are powerful forces in appetite with appearance being especially important for low aroma intensity, e.g. many cold dishes or sealed foods/packed foods (Schroder and Monika, 2003).

**Brand**

Brand names help customers remember a key attribute or benefit. For example, the name Sensodyne helps customers remember the toothpastes key benefit, which is the reduction of pain in teeth (Parry, 2001). In addition, a brand name that is shared may lead customers to make inferences about one product based on what they already know about another.

Another important brand attribute is the name of the company that manufactures the products. The company brand can also lead consumers to make inferences about product attributes or benefits. A brand logo is another important brand attribute. In many cases, logos serve no other purpose than product differentiation. However, in some cases brand logos communicate important information about the product (Parry, 2001).

**Preparation Time**

Preparation time plays an important role in the purchase decision towards convenience foods, as time is at the heart of reasons consumers pick products such as ready to eat meals and other pre-packaged products (Darian, 1995) The increasing demand for convenience-orientated food is time-poverty (Berry, 1979). The respondents who are very time poor, agree that fast foods, frozen dinners, and ready to eat foods are convenient (Darian, 1995). Fast foods may be used by the very time-poor because these foods offer the benefits that are most important to them (Darian, 1995). Robinson (1990) stated that the employed women feel the most time-poor but they do not purchase more time-saving goods and services than others. The very time-poor may be willing to use fast foods because they feel that the benefits of great convenience outweigh other factors such as healthiness.

**Demographics**

People within the same demographic group can exhibit very different psychographics profiles (Kotler, 2000). Psychographic and demographic profiles are highly complementary approaches that work best when used together.

Gender differentiation has long been applied to clothing, hairstyling, cosmetics and magazines (Kotler, 2000). Males and females not only eat differently but also have a completely different relationship to the selection, preparation, and consumption of food in present-day society (Gillon et al., 1993).

Darian (1995) argued that younger families were more likely to have eaten fast foods, but the relationship between time shortage and use of fast foods remained significant after controlling for the effect of age. For students, nutrition was not as important as convenience, but nutrition was more important than adequacy for graduates (Betts, 1997).

Education is also associated with some differences in consumption of food items (Dobson et al., 1997). People with college education tend to be more sophisticated, more curious and more willing to experiment with new products. However, Darian (1995) stated that the use of frozen food is not significantly related to respondents' education.

Product choice is greatly affected by economic circumstances; spendable income (level, stability and time pattern), savings and asset (including the percentage that is liquid), debts, borrowing, and attitudes toward spending and saving (Kotler, 2000). Working-wife families do purchase more meals prepared away from home such as meals prepared in restaurants (Nickols and Fox, 1983). Reilly (1982) found that those who feel more overloaded are more likely to use convenience food items.

Income segmentation is a long-standing practice in such product and service categories as automobiles, clothing, cosmetics, financial services, travel and food. Davis and Stewart (2002) argued that households with higher incomes eat out more fre-

quently and spend more money per dining occasion than households with lower incomes. At Texas A&M and Cornell University, Davis and Steward (2002), studied that a 10% increase in income is associated with a 0.7% increase in demand for RTE meals.

The family is the most important reference group in society. The family unit influences individual's values and lifestyles (Michman and Mazze, 2006). Marketers have discovered the benefits of targeting specific marital status groupings. For instance in the United States, singles, especially one-person households with incomes greater than $50,000, comprise a market segment that tends to be above average in the usage of products not traditionally associated with supermarkets. Some marketers target one-person households with single-serve prepared foods (Schiffman and Kanuk, 2007).

**Purchase Decision on frozen ready to eat meals**

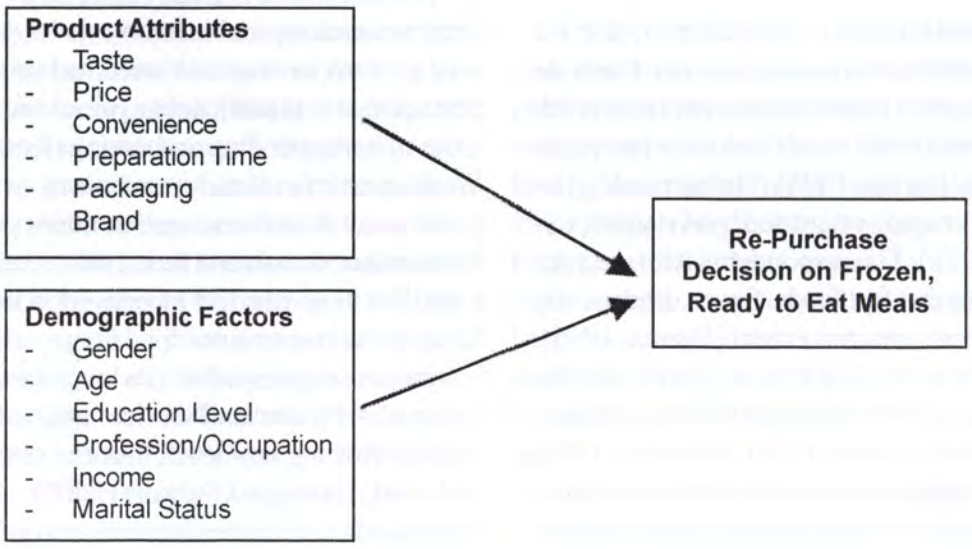
Nicosia (1966) identified three types of buyer decision making models. Nicosia further builds a comprehensive model involving 5 modules. The encoding module includes determinants like 'attributes of the brand", "environmental factors", "consumer attributes", "attributes of the organization", and "attributes of the message". Other modules in the system include, consumer decoding, search and evaluation, decision, and consumption. In some cases, consumers may decide not to formally evaluate each and every brand; in other cases, intervening factors may affect the final decision (Kotler, 2000).

## RESEARCH FRAMEWORK

There are many studies about product attributes and decision to purchase frozen RTE meals. Reed et al. (2000) outlined some initial findings of an investigation into the chilled ready meal market in Northern Ireland. The result showed that convenience was the predominant motive for purchase of the product, satisfying the increasing consumer requirement for added value food products. Silayoi and Speece (2004) used focus groups in order to gain in-depth insights into Thai consumer shopping behaviors for packaged food products. The results showed packaging elements are the main factors in respondent assessment and decisions on packaged food purchasing. Kruorviriyapan (1996) studied the 'Ready to eat frozen food consumption behavior of consumers in Bangkok Metropolitan area'. The result explained that they consume ready to eat frozen food for breakfast because of the perceived lack of time in preparing food. Trongpanich (2000) studied the 'demographic factors that are related to purchase of ready-to-eat frozen food products' and found those influences on purchase of frozen ready to eat food products consist of taste of food, variety, convenience, appropriate price, and availability.

Based on the literature review above, the researcher conducted the study based on the conceptual framework as indicated in Figure 1 below:

**Figure 1: Conceptual Framework**



In this study, the researcher set up twelve pairs of null and alternate hypotheses and classified them into two groups.

$H_{o1}$ - $H_{o6}$ There is no relationship between product attributes (taste, price, convenience, preparation, packaging, and brand) and re-purchase decision on frozen ready to eat meals.

$H_{o7}$ - $H_{o12}$ There is no difference between demographics and re-purchase decision on frozen ready to eat meals.

## METHODOLOGY

Descriptive research is used in this research, which is designed to describe the characteristics of a population. The research technique used in this study is the survey method. The target respondents are all respondents over the age of 20 years who have consumed or purchased a frozen ready to eat meal within the last twelve months from the timing of the questionnaire and reside within Bangkok.

The researcher used a questionnaire as a tool to gather the information from the target respondents. The questionnaire was composed of three parts. The first part of questionnaire asked respondents to express their opinion on product attributes. The questions were adapted from the study by Reed et al. (2000). There were eighteen questions that included factors such as Taste, Price, Convenience, Preparation, Packaging and Brand. The second part asked about their Re-Purchase Decision toward Frozen Ready to Eat Meals. This part of the questionnaire was adapted from Silayoi and Speece (2004). Five-point Likert scales were applied for both first and second parts of the questionnaire. The final part consists of six questions which indicate the personal information of the respondent measured by gender, age levels, educational levels, occupation, income per month and marital status.

The sample size for this study was 400. The researcher used simple random sampling to select 5 hypermarkets from a list of 120. The results are as follows: Big C, Fashion Island, Tesco Lotus, Bangkapi, Carrefour, Rama IV Road, Big C, Rajdamri, and Tesco Lotus, Minburi. A total of 80 questionnaire sets were distributed in each of the 5 stores mentioned. The questionnaire was also translated from English language to the Thai language for better comprehension.

## FINDINGS

Based on Table 1, the study shows that from 400 respondents that the largest population of respondents were female which accounts for 54.8%. The majority of the respondents were aged 26-30 years of age (35.5%). A total of 50% hold a bachelors degree, with 73% either holding a bachelor or masters degree. 310 respondents or 77.5% were employees of private companies or public listed companies. The largest income bracket was 20,001-30,000 Thai Baht with 103 respondents or 25.8%. Finally 281 of the respondents or 70.3% were single, with the second largest group being married with 109 respondents or 27.3%.

As indicated in Table 2, all of the relationships between product attributes (taste, price, convenience, preparation time, packaging, and brand) and re-purchase decision were described by hypotheses 1, 2, 3, 4, 5, and 6. Pearsons Correlation was used to test each hypothesis. All independent variables which dealt with product attributes had a direct relationship with re-purchase decision on which 'taste' was the strongest independent variable from this set (.000 < .01, r-value = .540), following by convenience (.000 < .01, r-value = .417), price (.000 < .01, r-value = .275), brand (.000 < .01, r-value = .268), packaging (.000 < .01, r-value = .264), and preparation time (.000 < .01, r-value = .196), respectively.

Table 3, shows the findings of analysis of variance (ANOVA) which dealt with the difference between demographics of the respondents in term of re-purchase decision which were described by hypotheses 7, 8, 9, 10, 11, and 12. This research showed that gender and occupation did not reject the null hypothesis as they scored greater then .05 and thus there is no difference between gender or occupation and re-purchase decision on frozen ready to eat meals with the significant level of .492 and .914, respectively. Nevertheless age, education level and income did reject the null hypothesis as they scored 0.00.

**Table 1: The Summary of Demographic Factors**

| Demographic | Variable | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 181 | 45.3 |
| | Female | 219 | 54.8 |
| | **Total** | **400** | **100** |
| Age | 20 - 25 Years Old | 50 | 12.5 |
| | 26 - 30 Years Old | 142 | 35.5 |
| | 31 - 35 Years Old | 127 | 31.8 |
| | 36 - 40 Years Old | 47 | 11.8 |
| | 41 - 45 Years Old | 25 | 6.3 |
| | More than 46 Years Old | 9 | 2.3 |
| | **Total** | **400** | **100** |
| Education Level | High School or Lower | 28 | 7 |
| | Certificate or Diploma | 79 | 19.8 |
| | Bachelors Degree | 200 | 50 |
| | Masters Degree/PhD | 93 | 23.3 |
| | **Total** | **400** | **100** |
| Occupation | Civil Servant | 49 | 12.3 |
| | Employee | 310 | 77.5 |
| | State Enterprise Employee | 15 | 3.8 |
| | Business Owner | 18 | 4.5 |
| | Other | 8 | 2 |
| | **Total** | **400** | **100** |
| Income per Month | Less than 10,000 Baht | 35 | 8.8 |
| | 10,001 - 15,000 Baht | 73 | 18.3 |
| | 15,001 - 20,000 Baht | 81 | 20.3 |
| | 20,001 - 30,000 Baht | 103 | 25.8 |
| | 30,001 - 40,000 Baht | 70 | 17.5 |
| | More than 40,000 Baht | 38 | 9.5 |
| | **Total** | **400** | **100** |
| Marital status | Single | 281 | 70.3 |
| | Married | 109 | 27.3 |
| | Divorced | 7 | 1.8 |
| | Widowed | 3 | 0.8 |
| | **Total** | **400** | **100** |

**Table 2: The Summary of Hypothesis Testing (Hypothesis 1, 2, 3, 4, 5, and 6)**

| Hypothesis | Value | Sig. (2-tailed) | "r" value | Result |
|---|---|---|---|---|
| $H_1$ | Taste and re-purchase decision | 0.000 | 0.540 | Rejected $H_o$ |
| $H_2$ | Price and re-purchase decision | 0.000 | 0.275 | Rejected $H_o$ |
| $H_3$ | Convenience and re-purchase decision | 0.000 | 0.417 | Rejected $H_o$ |
| $H_4$ | Preparation time and re-purchase decision | 0.000 | 0.196 | Rejected $H_o$ |
| $H_5$ | Packaging and re-purchase decision | 0.000 | 0.264 | Rejected $H_o$ |
| $H_6$ | Brand and re-purchase decision | 0.000 | 0.268 | Rejected $H_o$ |

**Table 3: The Summary of Hypothesis Testing (Hypothesis 7, 8, 9, 10, 11, and 12)**

| Hypothesis | Value | Sig. (2-tailed) | Result |
|---|---|---|---|
| $H_7$ | Gender and re-purchase decision | 0.492 | Failed to reject $H_o$ |
| $H_8$ | Age and re-purchase decision | 0.005 | Rejected $H_o$ |
| $H_9$ | Education level and re-purchase decision | 0.000 | Rejected $H_o$ |
| $H_{10}$ | Occupation and re-purchase decision | 0.914 | Failed to reject $H_o$ |
| $H_{11}$ | Income and re-purchase decision | 0.000 | Rejected $H_o$ |
| $H_{12}$ | Marital status and re-purchase decision | 0.383 | Failed to reject $H_o$ |

## CONCLUSION

According to the findings of hypotheses 1, 2, 3, 4, 5, and 6, it can be concluded all of product attributes (taste, price, convenience, preparation time, packaging, and brand) had a very weak to moderately positive relationship with the re-purchase decision on frozen RTE meals. These product attributes are related to consumer Re-Purchase Decision on frozen ready to eat meals, although at different levels. Taste which came first has a positively moderate relationship to re-purchase decision is supported by Parry (2001). An extrinsic attribute is an attribute that can only be experienced or evaluated post-purchase, unless of course samples are give to consumers prior to purchase. Prompriang (1996) also found that taste of food obviously is the factor affecting the selection of frozen prepared meals. Nattawan (1997) argued that consumers ranked taste as the most important factor in the selection of frozen dessert. Convenience was then second after taste, is supported by Van Dam (1994) in that the increased consumption of convenience food is assumed to be due to decreasing number of households, decreasing appreciation for housekeeping, increasing labor participation of women and increasing welfare. The third most important attribute was price. This is supported by a study by Reed et al. (2000) who also found that price although important was not the top attribute when purchasing ready to eat meals, in fact only 18% of respondents mentioned the products were too expensive or that price was a major contributor to Re-Purchase Decision. Brand was fourth, and showed a positively weak relationship. This is supported by a study by Silayoi and Speece (2004) in which consumers mentioned that brand was important in regards to reliability of the product, especially for first time purchases. Packaging was fifth, and has positively weak relationship. This is supported by Schroder and Monika (2003) Packaging design often has to stand as a proxy for appearance of the food itself. Both appearance and aroma of foods are powerful forces in appetite with appearance being especially important for low aroma intensity. Also supported bythe study of Silayoi and Speece (2004) who mentioned that participants clearly felt that packaging helps contribute to a positive shopping experience. Preparation time was of least importance as a product attribute. This is supported by Kruorviriyapan (1996). Frozen ready to eat meals were expected to be made/prepared quickly thus the name, so it was expected rather then looked for. The author mentioned that consumers of Frozen ready to eat meals bought and used frozen meals due to the perceived lack of time in their busy social and work life.

In regards to Bangkok, we can state that gender, occupation, and marital status have no difference to re-purchase decision on frozen ready to eat meals. Qualls (1981) stated that nowadays men are more likely to get involved with the household task including cooking. Reilly (1982) found that those who feel more overloaded are more likely to use convenience food items. Kotler (2000) argued that product choice is greatly affected by economic circumstance, spendable income, savings, and asset, debts borrowing and attitudes towards spending and saving. As this research focused on Bangkok which is a fast paced city where residents feel a lot of time pressure, it is possible that people in every type of occupation purchase frozen ready to eat meals. These changes have made the traditional 'housewife' less likely to make a home cooked dinner as she goes into the workforce.

Age, education level and income level all had a positive relation with Re-Purchase Decision on frozen ready to eat meals. The age group between 26-30 years age has the highest mean, while over 46 years old has the lowest mean for Re-Purchase Decision. This is supported by Betts (1997). Younger generations are more traveled then previous generations and seem to value diverse cuisine and dining experiences as attributes of a good meal. The group of Master Degree and PhD had the highest mean of purchase while diploma or certificate had the lowest mean. This is supported by McNeal (1982). Consumers normally choose products, services and activities over others because they are associated with a certain education. People with college education tend to be more sophisticated, more curious and more willing to experiment with new products. Having more general knowledge tends to cause a person to be aware of more kinds of things to satisfy needs, and consequently purchase behavior differs from that of the less knowledgeable. The group of between 30,001 to 40,000 Thai baht per month had the highest mean of purchase while 10,001-15,000 Thai Baht had the lowest mean of re-purchase decision. This is supported by Davis and Stewart (2002) who argued that households with higher incomes eat out more frequently and spend more money per dining occasion than households with lower incomes.

## RECOMMENDATIONS

The results of this study set out to provide evidence that not only demographics but product attributes that have the potential to impact and influence the re-purchase decision of residents in Bangkok. For example, demographics such as age, education and income were observed to be especially influential, while gender, marital status and occupation were not.

Thai economic growth has been, and will be, a primary determinant of consumer expenditures on food as well as a myriad of other products and services. Taste, price, convenience, preparation time, packaging and brand were obvious product attributes that were proved to have a relationship with re-purchase decision on frozen ready to eat meals. These product attributes should be taken as important when developing frozen ready to eat meals for the Thai market. It is usually understood that price is a large driver for sales, as well as having a good tasting product that is consistent. Again, people who work harder and longer hours per day, have no time or perceive a lack of time to prepare a home cooked meal. These points have a direct impact on the sales and performance of frozen ready to eat meals as a large proportion of the market is based around convenience.

Certainly obvious is the number of females now entering the work place from the traditional 'stay at home' wife. This trend helps the sales in convenience food as both male, females and couples start to rely more on convenience food due to perceived lack of time. As with age, we see the mean on re-purchase decision on frozen ready to eat meals rising steadily from 20-45, with the age of 26-30 being the highest, while stabilizing and then increasing again from 41-45 years of age. Based on these findings, we can state that when marketing frozen meals, to focus on the ages between 26-45 years of age to maximize outcomes. This goes with the research giving the target market of frozen ready to eat meals as people who are students and also within the work force. To gain newcomers to the market, marketers may wish to target 20-25 year olds who may still be living at home and are not purchasers of convenience foods. Marketing activities should be focused towards the higher educated customer starting from a Bachelor degree. Dobson et al. (1997) stated that education is also associated with some differences in consumption of food patterns. Research suggests that income growth and changes in demographic affect the number of food items demanded by customers. As the Thai economy strengthens, and income levels rise, the demand for higher quality ready to eat food may create opportunities for marketers and producers alike such as CP Foods Public, S&P or other players. We see this to be true in our research, suggesting that as one's income increase, there is an increase in purchase of convenience food as well.

After concluding the results we found the attributes with the strongest relationship to re-purchase decision to be: Taste, Convenience, Price Brand, Packaging and Preparation Time. In previous stud-

ies in the European Union (European Sensory Network, 2008) these 6 attributes all listed in the top 10 of most importance when purchasing frozen ready to eat meals. Taste and convenience were the strongest in regards of relation to Re-Purchase Decision on frozen ready to eat meals. Marketers may want to expand the variety of flavours, to products that are harder to prepare as home meals. Fritolay (Thailand) one of the world's largest 'Crisps' manufacturer (owned by Pepsico) has taken the issue of variety a step further and gone outside the box with traditional Thai flavours and other innovative flavours thought up by their marketing teams. A good suggestion to capitalize on is what is call 'In-store Demos', as a means of sampling the product direct to the end consumer. In-store demos are below the line activities that according to many frozen food companies have the greatest impact on not only initial sales, but most importantly repeat purchases. Reflecting the food industries trend toward more processed products, retailers of ready to eat food should offer many food products in a variety of sizes and convenient packages. Consumer demand for convenience and quality, are leading to new packaging designs. In Thailand 'Jele Beauty drink' have adapted to this convenience by adding a straw to the packaging. In addition, marketers may want to not price themselves too low just to gain sales, as 'price' was not the attribute with the highest relationship with re-purchase decision on frozen ready to eat meals. Thus it is suggested to evaluate the other product attributes, especially taste and convenience before working on any price structure.

## FURTHER STUDY

The research focused on Bangkok a city not representative of Thailand as a whole, and thus it is recommended that research is taken from provinces around Thailand, possibly segmenting the country as; North, Central, and South to get a more detailed view of Thailand as a country and consumers re-purchase decision on frozen ready to eat meals. The research studied only six product attributes of frozen ready to eat meals. Hence further studies could indentify more and analyze their effect on re-purchase decision, such as; variety, product origin, kiddie meals and many others.

'Taste' would be of interest to conduct further research; that would look in detail at this attribute. Such as what tastes are customers looking for? What variety of flavours, what type of cuisine *(Thai, Italian, Indian), It would be beneficial to do a study on potential consumers or a population that have never purchased frozen ready to eat meals and analyse the reasons behind this.

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