

EE489 : Comment on past seminar paper

Why do people eat ready-to-eat meals at 7-eleven? : The case of Bangkok

The question of this paper is the same as its topic which is why do people eat ready-to-eat meals at 7-eleven in case of Bangkok. The author tries to find extrinsic factors and intrinsic factors as well as demographic conditions of buyers and their lifestyles. The type of data that they used to answer the question is cross-sectional data from the online survey and paper-based survey by using cluster sampling into 6 separate sub-areas (Central Bangkok, South Bangkok, North Bangkok, East Bangkok, North Krung Thon, and South Krung Thon) and collected data from publication manuals, academic journals, books, and online sources. For dependent variables, the author uses number of meals consumed RTE food per day and eat RTE or not. For demographic factors, the author uses gender, age, income, education, business or not, office worker or not, student or not, and freelance or not. For extrinsic factors, the writer uses 4Ps from marketing which are product, place, promotion, and price. The author uses intrinsic for intrinsic factor including the aspects of brand awareness and perceived quality. The last one is lifestyle factors which are healthy, taste, and convenience. The results from the later adolescence which are the majority of the respondent are 1) if income increases by one Baht, individuals are less likely to be eat RTE foods. 2) the higher degree of the accessibility such as location and open hour of the store positively affected the purchase intentions of those who frequently purchase the RTE meals. 3) when the price increase by one Baht, individuals will be more likely to purchase RTE meals.

Yes, I think the questions are interesting enough for people who are work on marketing department to create the promotion or campaign matching to the consumers in urban area. For economic theory, they use income elasticity of demand. The method that is adopted to answer research question is appropriate but I think the number of respondent should more than 252. The variables used in econometric models appropriate. In my opinion, the results are convincing because I am a person who eat RTE meals from 7-eleven. The result of the paper is the same as my action.