



Quantitative questionnaire

Consumption behaviour in local foods and packaging for tourists in Pattaya

Part 1 Personal Information

Please tick ✓ in or specify as your opinion.

1. Gender Male Female
2. Age Under 25 yrs. 25-34 yrs. 35-44 yrs. 45-54 yrs.
 55-64 yrs. Over 64 yrs.
3. Educational level Lower than Bachelor degree Bachelor degree
 Higher than Bachelor degree
4. Occupation Professionals Administrative and Managerial
 Entrepreneurs Government/State enterprise officers
 Commercial personnel Laborers' production
 Agricultural workers Student
 Housewives Retired/unemployed
 Other, please specify.....
5. Religion Buddhism Christ Islam Other please specify.....
6. Times visiting Pattaya 1 2 3 4
 Over 4, please specify.....
7. Days visiting Pattaya this time 1 day 2 days 3 days
 More than 3 days, please specify.....
8. Average expenditure for all meals a day in Pattaya
 Less than 500 baht 501-1,000 baht 1,001-1,500 baht
 More than 1,500 baht please specify baht
9. Type of your trip coming to Pattaya Self-traveling Come with friends
 Come with family Come with group tour Other, please specify.....

Part 2 Consumer behavior toward local foods

1. Did you have any kind of local Thai food at restaurant in Pattaya?

No Yes, please specify type of food(s) (Multiple answers).....

No

- Boiled Stir fried Curry Steamed
 Fried Spicy fried Spicy salad/salad/lap
 Other, please specify.....

2. Do you know any kind of Pattaya local food? No Yes, but never taste

Yes, ever have some kind (Multiple answers) please specify.....

- | | |
|---|--|
| <input type="checkbox"/> Hot & sour soup with shrimp | <input type="checkbox"/> Hot & sour curry with "Pla Riao Saio" |
| <input type="checkbox"/> Spicy stir fried with "Pla Cha-lam" | <input type="checkbox"/> Hot & sour soup with "Pla Kra- Ben" |
| <input type="checkbox"/> Hot & sour curry with "Pak nam" and sea fish | <input type="checkbox"/> Spicy stir fried with Pla Kra- Ben |
| <input type="checkbox"/> "Pla insee" boiled with "Chamuang" | <input type="checkbox"/> Hot & sour curry with sea fish and "Pak Whan" |
| <input type="checkbox"/> Spicy fried with "Pla Cha-lam" | <input type="checkbox"/> Tamarind soup with "Pla Kra-Bok" |
| <input type="checkbox"/> Hot curry with "Pla Het Khon" | <input type="checkbox"/> "Pla Kra-Ben" stir fried with curry |
| <input type="checkbox"/> Tamarind soup with "Pla Too" | <input type="checkbox"/> Hot & sour curry with other fishes |
| <input type="checkbox"/> "Pla Cha-lam" stir fried with chinese ceraly | <input type="checkbox"/> "Pla Muek" stir fried with black/red sauce |
| <input type="checkbox"/> Deep fried "Pla Wua" with garlic | <input type="checkbox"/> Deep fried "Pla Muek" with garlic |
| <input type="checkbox"/> Steamed "Pla Insi" with curry paste | <input type="checkbox"/> Deep fried "Pla Het-khon" with garlic |
| <input type="checkbox"/> Deep fried fish/shrimp/crab cakes | <input type="checkbox"/> Grilled fish cakes with curry |
| <input type="checkbox"/> Spicy salad with "Pla Ku-lea" | <input type="checkbox"/> Spicy salad with Pimp eggs |
| <input type="checkbox"/> Crab eggs dipping | <input type="checkbox"/> Pattaya paste dipping |
| <input type="checkbox"/> Other, please specify..... | |

3. Did you buy any kind of local food processing?

No Yes, please specify (Multiple answers)

- Fruit baked/compote Snack Sea food processing
 Thai spicy dipping Seasoning, shrimp paste
 Other, please specify.....

4. Why did you buy local food processing? (Multiple answers)

- For own meal For giving /a gift For cooking
 Cheap price Famous food Other, please specify.....

5. Did you buy any local food "ready to eat"?

No, please specify the reason (Multiple answers)

- Not good taste Rareness Expensive
 Don't like it Uncertainty the nutrition Other, please specify.....

Yes, please specify the type of food (Multiple answers)

- Snack e.g. squid baked, fish snack
 A la carte e.g. fried rice, noodles, Pad Thai.
 Set menu; steamed rice, dishes and/or dessert

5.1 Where do you buy it often?

- Restaurants Other, please specify.....

5.2 What is the kind of the package mostly found?

- Earthenware Natural materials Plastic Foam
 Paper Metal Glass
 Other materials, please specify.....

5.3 What meal do you like to have a “ready to eat” food?

- Breakfast Lunch Dinner
 Supper at 10:00-11:00 hrs. Supper at 14:00-15:00 hrs.

Part 3 Opinion toward the development of the packaging branding and adding value of local food

Suggestion: Opinion levels give 1 means the least up to 5 means the most.

Evaluating Items	Importance level				
	1	2	3	4	5
Packaging design to meet consumers’ need					
1. Strengthen shape and protection.					
2. Appropriate to characteristics of food nature					
3. Appropriate size to use easily					
4. Appropriate size to store easily					
5. Appealing / attractive colors					
6. Colors appropriate to food characteristic					
7. Safety Materials used					
8. Material qualified to prevent contamination					
9. Appropriate letters sizes					
10. Outstanding graphic design					
11. Show detail of net-weight/quantity					
12. Show detail of ingredient					
13. Show detail of manufacturing					
14. Show detail of expiry date.					
15. Decide to buy food for packaging					
16. Other, please specify.....					

Evaluating Items	Importance level				
	1	2	3	4	5
Selection of appropriate packaging for local foods					
1. To show the uniqueness of Pattaya local foods					
2. Hygienic and safety food packaging					
3. Packaging maintains food quality					
4. Good packaging and value added to food					
5. Describe characteristics of food					
6. Easy to eat					
7. Easy to maintain					
8. Other, please specify.....					
Local foods value added by packaging with local products of community					
1. Packaging uniqueness is compatible with food					
2. Packages make from local materials					
3. Food value added by good packaging					
4. Preserve food quality, taste, color, and smell					
5. Communicate food perception to consumers					
6. Other, please specify					
Branding “Pattaya local food” for quality certifying					
1. Ensuring food quality					
2. To be the uniqueness of Pattaya					
3. To certificate food clean and safety					
4. To certificate food taste by experts / gourmets					
5. To certificate Pattaya local foods					
6. Food certification affect buying decision					
7. Manufacturers are responsible for the products					
8. Other, please specify					

Thank you for your questionnaire