

The Behavior of Local Food Consumption in Nakhon Sri Thammarat Province by Applying of Folk Wisdom

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Abstract—This research was aimed 1) to study of behavior of local food consumption in Nakhon Sri Thammarat province; 2) to study of leading folk wisdom in local food for applying with consumption and food in rite of traditional of Nakhon Sri Thammarat people; 3) to study of diversity of local food by added value through increasing income; 4) to create folk wisdom for local food data. Questionnaire was obtained as a research tool. Using purposive sampling contained 400 samplings with divided data collecting on landscape natures. The statistics were percentage, mean, standard deviation, t-test and One-way ANOVA. The result indicated that the inhabitants of Thungsong area are interested in high level for local food consumption. Leading for using of folk wisdom in belief aspect 51 stories, rituals aspect 13 stories, local food 385 types and food belief 55 stories. The research making value added on one types of local food; stir-fried noodle with coconut milk are popularly but complicate cooking recipes. Additionally, it has created as instant product. Applying folk wisdom of local food through rituals, belief and local food consumption were collected in database for keeping to descendant.

Index Terms—Local food, folk wisdom, consumption behavior.

I. INTRODUCTION

The way of life for Nakhon Sri Thammarat people was a historical city in south of Thailand which has a long traditional, culture, belief and diversity of religious. Thus, the researchers need to study on using of folk wisdoms of local food in Nakhon Sri Thammarat province. Nowadays, the society is emphasized about living because food is a one of four factors that humans cannot live without it. Therefore, we will hear from the formers said that “in river has fishes, in field has rice, our land is plentifully.” This implies that food has relationship with the way of life because reasonable and adequate of food consumptions display the quality of life in the community. Meanwhile, the food is also display of the power, potential and social identity that has developed over many years relationship with environment, economy issue, society and culture of each community. It offered a variety of pattern, colorful, recipes, flavor, popularity and nutrition. Each food is involved with types of society, gender, health status and

ritualistic beliefs. These factors are the consumer behavior pattern. Thus, consumer behavior refers to the behavior that consumers find the idea of buying, using and evaluation of goods and service which is expected to meet with their needs. It can be a process of ideas about the experience of buying and using goods and service for respond on their needs and satisfaction or related the study of decision and action of consumers involved with buying and using goods [1].

Therefore, to preserve food consumption from folk wisdoms focused on study on local food consumption behavior in Nakhon Sri Thammarat province shown the needs of local food and leading of local food wisdoms collected on database for preserving and continue to live with Thai society.

II. LITERATURE REVIEWS

A. Definition of Consumption Behavior

The consumer behavior refers to the study of decision making behavior and consumer action that involved with buying and using of goods because if it can meet consumer satisfaction, will effect on successful business and using questions 6Ws and 1H for discover the nature of consumer behavior.

Consumers can be seen as actors on the marketplace stage. As in a play, each consumer has lines, props, and costumes that are necessary to put on a good performance. The roles that consumers perform are among the most important elements to be studied in consumer behavior. Consumer behavior is also an economic process where exchanges take place. These exchanges often involve many players. In fact, consumers may even take the form of organizations or groups. Whatever the composition, the decisions made by the consumer and these other players are critical to an exchange being carried out successfully to the benefit of all concerned parties [2].

That consumer behavior refers to human reactions that are directly involved with obtaining and using goods and service in the economy, including the process of first decisions and being determined on the various reactions [3].

The consumer behavior analysis is a searching or researching related buying behavior using goods and service of consumers among individuals, group and organization for understand nature of needs and behavior of buying, using, service selecting, concepts or experience that will keep consumers satisfied. The marketing communications need to study and analysis consumer behavior for arranging incentives and marketing strategy that meet with appropriately consumers satisfactions.

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Understanding the consumer is paramount to developing good marketing strategy. An excellent approach to understanding consumer is market segmentation. Consumers can be segmented along various demographic and psychographic dimensions. One of the important reasons for segmenting markets is to be able to build lasting relationships (relationship marketing) with the customers. Marketers are currently implementing many practices that seek to aid in forming a lasting bond with the often fickle consumer. One of the most promising of these practices is database marketing wherein consumers' buying habits are tracked very closely. The result of this practice is that products and messages can be tailored to people's wants and needs [4].

B. Definition Capacity Folk Wisdom

The potential study of Thai wisdom for southern food found that total 508 dishes of southern foods, contained meat dish 348 dishes, 68.5 percentage and desserts, 22.2 percentage, food preservation and processing, 9.3 percentage. The potential study of local southern food in material resources, production process and transferring wisdom found that local food among meat dish, dessert and food preservation and processing have a high potential. In the commercial production found that local food, food preservation and processing has a high potential, meat dishes have a medium potential meanwhile desserts have a low potential. In the healthy food indicated that local food; meat dishes have a medium potential, desserts and food preservation and processing have a low potential [5].

Behavior of the Northern Thai Food Consumption in Mueang District, Chiang Mai Province found that consumers who consume northern Thai food majority were female, ages 21-30 year olds, married status, undergraduate level, private sector careers, central region of Thailand and income more than 20,000 baht. The factor that influenced the most on consumption of local food was product factor and individual factor, after that physical aspect factor, price factor and processing factor respectively [6].

The yield resulting from wisdom and cultural indicators which are closely relationship with biodiversity and development of way of life continually as well until become as a "folk wisdom" or "community technology" that collective heritage and convey them to be the foundations of the social development and community [7].

The research "Toward a structural model of the tourist experience: and illustration from food experience in tourism indicated that food is an importance which displays identity and culture based on tourisms destination. Food consumption is a significantly factor for marketing development and making local food created value added in particularly community to giving travelers the experience of consuming food which cooked from local materials. Visitors also learn about different cultures through eating and resulted in improved services and increased satisfaction to our customers [8].

III. RESEARCH METHODOLOGY

Research by the survey (Survey) was used to collect data for descriptive research. This research were used

questionnaire as a tool and using purposive sampling to specifically collected data from consumers in the province. The researchers have determined the sample size in the case of an unknown number of people. The formular to calculate the sample size of W.G. Cochran Belle [9].

A. Populations and Sampling

The population was NaKhon Sri Tammarat people who are local consumers by leveraging of folk wisdom because the population is not tight in the research will be calculated to determine the sample size. Sampling favorably by respondents with collecting ecological landscape 400 samples is characterized by low plain, nearby sea areas, swamp area, nearby valley areas.

B. Instrument

The collection of data by purposive sampling which specifically collected data from consumers in the Nakhon Sri Tammarat province. The study created a scale evaluation (Rating Scale) based on the concept of Liquor Mart. (Likert) [10] created a demographic questionnaire. Important wisdom used in cooking local specialties, consumer behavior for adding value to local food products.

C. Data Analysis

Data were analyzed by using the descriptive statistics, percentage, mean, standard deviation, t-test and One-way ANOVA about the consumer behavior of local food in Nakhon Sri Tammarat province through using of folk wisdom.

IV. RESULTS

TABLE I: FOUNDATION OF INDIVIDUAL INFORMATION

Foundation of individual factor		Total (people)	Percentage (%)
1. Gender	Male	132	33.0
	Female	268	67.0
Total		400	100
2. Religion	Buddhism	377	94.3
	Islam	21	5.3
	Others	2	0.4
Total		400	100
3. Ages	Under 20 year olds	45	11.3
	Between 21-30 year olds	111	27.8
	Between 31-40 year olds	109	27.3
	Between 41-50 year olds	44	11.0
	Between 51-60 year olds	46	11.5
	Over 61 year olds	45	11.3
Total		400	100

Gender Majority of the respondents were female 268 people, 67.0 percentage and female 132 people, 33.0% respectively. Religion Majority of the respondents were Buddhism 377 people, 94.3 percentages. Flowering, Islam 21people, 5.3 percentage and others 2 people, 0.4 percentages respectively.

Ages Majority of the respondents were ages between 21-30 year olds, 111 people, 27.8 percentages. Next, ages between 31- 40 year olds, 109 people, 27.3 percentage and the less, ages Between 41- 50 year olds, 44 people, 11.0 percentage

From Table II Frequency of local food consumption found that the most frequency was 2 times per a day, 136 sources, and 34.0 percentages. Then, it was 3 times per a

day, 128 sources, 32.0 percentage and the less, others sources, 4 sources, 1.0 percentage because of popularity of consume local food to be a main course in daily life. (0.93).

TABLE II: CONSUMER BEHAVIOR LOCAL FOOD IN NAKHON SRI TAMMARAT PROVINCE

Gender	Frequency of consumed local food					Total
	3 times/ a day	2 times / a day		3 times/ a day	2 times / a day	
Male	42 31.82	42 31.82	24 18.18	22 16.67	2 1.52	132 100%
Female	86 31.85	94 34.81	54 20.00	32 11.85	2 1.48	268 100%
	128	136	78	54	4	400

TABLE III: THE ANALYSIS OF LOCAL FOOD MATERIAL SOURCE

Material Source	Number (source)	Percentage (%)
By myself	182	45.5
Neighborhood	52	13.0
Market	136	34.0
Supermarket	30	7.5
Total	400	100.0

From Table III shown that majority of the respondents were making local food by themselves, 182 sources, and 45.5 percentages. Then, buying from markets, 136 sources, 34.0 percentages and the less, buying from supermarkets, 30 sources, 7.5 percentages because easy to find material in community and good in taste.

TABLE IV: LEADING OF USING WISDOM THROUGH CULTURE AND RITE

Stories	Number	Percentage
Belief rites	51	79.7
Traditions	13	20.3
Total	64	100

From Table IV found that the most of leading to use in rites, 51 stories, 79.7 percentages Next, it was traditional, 13 stories, 20.3 percentages based on the questionnaire shown that local food were 102 types used in others rite.

TABLE V: ATTITUDES THAT AFFECTED BUYING DECISION OF LOCAL FOOD

Table V Attitudes that affected buying decision of local food tems	\bar{X}	S.D.	Meaning
- price aspect	3.92	0.83	High
- Products aspect	3.94	0.87	High
- channel distribution aspect	3.85	0.89	High
- promotions aspect	3.86	0.93	High

From Table V displayed that consumers attitudes for local food in price aspect overall in high level,

(\bar{X} = 3.92 S.D. = 0.83), products aspect contained in high level, (\bar{X} = 3.94 S.D. = 0.87), channel distribution aspect contained in high level, (\bar{X} = 3.85, S.D. = 0.89) as well as promotions aspect described in high level (\bar{X} = 3.86 S.D. =

V. CONCLUSIONS

The results indicated that local food consumptions in Nakhon Sri Tammarat province, there are a variety of culture, tradition, belief. Thus, religious can indicative of different cultural traditions. The majority of respondents in Thungsong district are interested in local food in high level because there is no space nearby with the sea; the ingredients used in cooking are a staple of the local community. The leading of applying local wisdom to use in cooking are 385 species, divided in meat dishes 263 species, representing 68.3 percentages. Next, desserts were 23.1 percentage and food preservation and processing 8.6 percentages. It was compatible with the research of Opchoei Wongthong and Sujitta Reuangratsamee (2009) [5] found that traditional Southern dishes, a total of 508 dishes; divided in meat dishes 348 species which representing 68.5 percentages, desserts shown 22.2 percentage and food preservation and processing displayed 9.3 percentages. Using food in rituals and traditions, a total of 64 subjects divided into belief ritual 51 stories and traditions 13 stories, beliefs about food 55 stories that classify in the beliefs about pregnancy and childbirth 14 stories, food to victims of accidents or wounds 3 stories, prohibit food in funeral 3 stories, ceremony food 2 stories, meals with the diseased people are 17 stories and beliefs with others 16 subjects, which is consistent with the research of Professor Chuan Phetkaew *et al.* (2006) [11], which is a database of culture for the protection of cultural heritage for southern of Thailand. Data about tradition, ritual practices, social and festive in the Southern of Thailand, 158 stories that classified as a belief, 71 stories, and traditions are 20 stories, matters are 18 stories, customs and rituals are 49 stories. The finding was selecting stir-fried noodle with coconut milk to creation of value added to be stir-fried noodle with coconut milk instant product. It generate income for community, giving convenience to consumers and leading folk wisdom about food, food in rituals and traditions, cooking and recipes of local food for developing a database that people could learn from <https://nativefoodnakhon.wordpress.com/>.

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