

Parental Decisions On Processed Snack Choices

[DOWNLOAD HERE](#)

1;Parental Decisions on Processed Snack Choices;1 2;Acknowledgements;3 3;EXECUTIVE SUMMARY;5 4;TABLE OF CONTENTS;7 5;LIST OF TABLES;11 6;LIST OF FIGURES;13 7;Chapter 1 Introduction to the study;14 7.1;1.1 Introduction;14 7.1.1;1.1.1 The snack market in Thailand;16 7.1.2;1.1.2 Children and snacks;17 7.1.3;1.1.3 Parents;19 7.2;1.2 Statement of the Problem;20 7.3;1.3 Research Objectives;21 7.4;1.4 Justification of the research;22 7.5;1.5 Limitations of the research;23 7.6;1.6 Conceptual framework;24 8;Chapter 2 Literature Review;25 8.1;2.1 Trends in the parent-child relationship;25 8.2;2.2 Types of Parents;28 8.2.1;2.2.1 The Consultant;28 8.2.2;2.2.2 The Helicopter;29 8.2.3;2.2.3 The Drill Sergeant;29 8.3;2.3 The Four Types of Families;30 8.4;2.4 The Family Purchase Decision-Making Process;31 8.4.1;2.4.1 Roles within the family purchase decision-making process;31 8.4.2;2.4.2 Roles of children in the family purchase decision-making process;33 8.5;2.5 Definition of determinants children use to influence parental decision on food purchasing.;36 8.5.1;2.5.1 Interpersonal Influences;37 8.5.2;2.5.2 Environmental influences;37 8.5.3;2.5.3 Societal Influence;38 8.6;2.6 Theories related to Children s Influence on Parental Decisions;38 8.6.1;2.6.1 Consumer Socialization;38 8.6.2;2.6.2 Power Relational Theory;40 8.6.3;2.6.3 Pester Power;40 8.7;2.7 Previous Studies;41 8.8;2.8 Research frameworks;43 8.8.1;2.8.1 Model of children s strategies for influencing parents decisions on food choices;43 8.8.2;2.8.2 Conceptual Framework;45 9;Chapter 3 Research Methodology;46 9.1;3.1 Research Method;46 9.1.1;3.1.1 Qualitative Method;47 9.1.2;3.1.2 Quantitative Method;48 9.2;3.2 Data Collection;49 9.2.1;3.2.1 Subjects/Respondents;49 9.2.2;3.2.2 Sample size;49 9.2.3;3.2.3 Questionnaire;51 9.2.4;3.2.4 Instrument Development;52 9.2.5;3.2.5 Data Collection Procedure;53 9.3;3.3 Statistical Analysis of Data;54 10;Chapter 4 Presentation of Data and Discussion;56 10.1;4.1 Results of Part A (Screening Questions);56 10.2;4.2 Results of Part B (Parents Purchase Behavior Influences);58 10.3;4.3 Results of Part C (Parents Purchase Strategies);60 10.4;4.5 Miscellaneous Findings;69 11;Chapter 5 Findings, Conclusion & Recommendations;72 11.1;5.1 Summary of Findings;72 11.2;5.2 Conclusions;74 11.3;5.3 Recommendations;74 11.4;5.4 Further Research;76 12;References;77 13;APPENDICES;84 EAN/ISBN : 9783836630818 Publisher(s): Diplomica Discussed keywords:

[DOWNLOAD HERE](#)

Similar manuals:

[Two-year-old Boy On Climbing Frame - Fearful Mother In The Background MR](#)

[Two-year-old Boy Climbing On Slide MR](#)

[Two-year-old Boy Climbing On Slide MR](#)

[Two-year-old Boy Climbing On Slide MR](#)

[One-and-a-half-year-old Old Girl On Climbing Frame MR](#)

[Thailande Batfisch Diving Blue](#)

[Thailande Batfisch Diving Blue](#)

[Thailande Shell Diving Blue](#)

[Thailande Red Dragonfly](#)

[Thailande Green Brown Coral Structure](#)

[Thailande Crayfish](#)

[Thailande Circle Structure Sand](#)

[Thailande Star Fish Thorn](#)

[Thailande Antelope](#)

[Thailande Temple](#)

[Thailande Santa Claus Diving](#)

[Germany, Saxony, Sandstone Rocks, Saxony Swiss. View To The Sandstone Rocks, Climbing Rock](#)

[Boy Klimbing In The Haytor Dartmoor National Park Devon England](#)

[Boy Klimbing In The Haytor Dartmoor National Park Devon England](#)

[Model Serena Allgaier In An QuotIron Wayquot Near Ehrwald Austria In Summertime Concentrated On Climbing Up](#)

[Little Blond Girl Model Agnes Mhle In Summer On A Climbing Frame](#)

[BRD Germany Bavaria Upper Bavaria Parsons Region Climbing Rose Red Rose With Green Leaves Red Climbing Rose At The House](#)

[Woman During A Rest While Climbing Gokyo Ri Nepal](#)

[Woman Climbing The Mittenwalder Hoehenweg Karwendel Germany](#)

[One Three-year-old Girl Climbing On Cut Tree Trunks](#)

[Climbing Path Leading To Summit Of Zugspitze 2961m In Bavaria Germany](#)

[Woman Climbing A Ridge To Rifugio Quintino Sella Valais Italy](#)

[Woman Climbing Castor Valais Italy](#)

[Woman Climbing The Summit Ridge Of Castor Valais Italy](#)

[Woman Climbing The Summit Ridge Of Castor Valais Italy](#)

[Woman Taking A Break While Climbing Castor Valais Italy](#)

[Sport Climber Climbing The Extremely Difficult Route Primeur Deluxe Germany](#)

[Child Climbing On A Ladder In A Newly Built House](#)

[Green Gecko Climbing On Palm Leaf, Valle De Mai National Park, Praslin, Seychelles](#)

[Green Gecko Climbing On Palm Leaf, Valle De Mai National Park, Praslin, Seychelles](#)

[The Iron Ladder Of A Climbing Route In The Steinwandklamm Lower Austria](#)

[European Treefrog Climbing On Little Tree, Muensterland, Nordrhein-Westfalen, Germany](#)

[Umbrellas White Sandy Beach And Blue Sea Ao Hin Khok Beach Ko Samet Thailand](#)

[Colourful Dressed Women On Rocks With Statues Of Nat Ao Hin Khok Beach Ko Samet Thailand](#)

[Fishing Boats In The Port Ban Phe Thailand](#)

[Woman Climbing The Via Ferrata To Zugspitze Hoellental Germany](#)

[Woman Climbing The Via Ferrata To Zugspitze Hoellental Germany](#)

[Tourists Climbing The Last Few Meters To The Summit Of The Zugspitze Germany](#)

[Woman Climbing The Via Ferrata Alpini Dolomites Italy](#)

[Woman Climbing The Via Ferrata Alpini Dolomites Italy](#)

[Woman Climbing The Via Ferrata Alpini Dolomites Italy](#)

[Woman Climbing The Mittenwalder Hoehenweg Karwendel Germany](#)

[Wirtschaftsunternehmen](#)

[Climbing Osorno Volcano, Chile](#)

[Cour Sur Loire North Of Blois France Rose Tree Climbing A Wall](#)