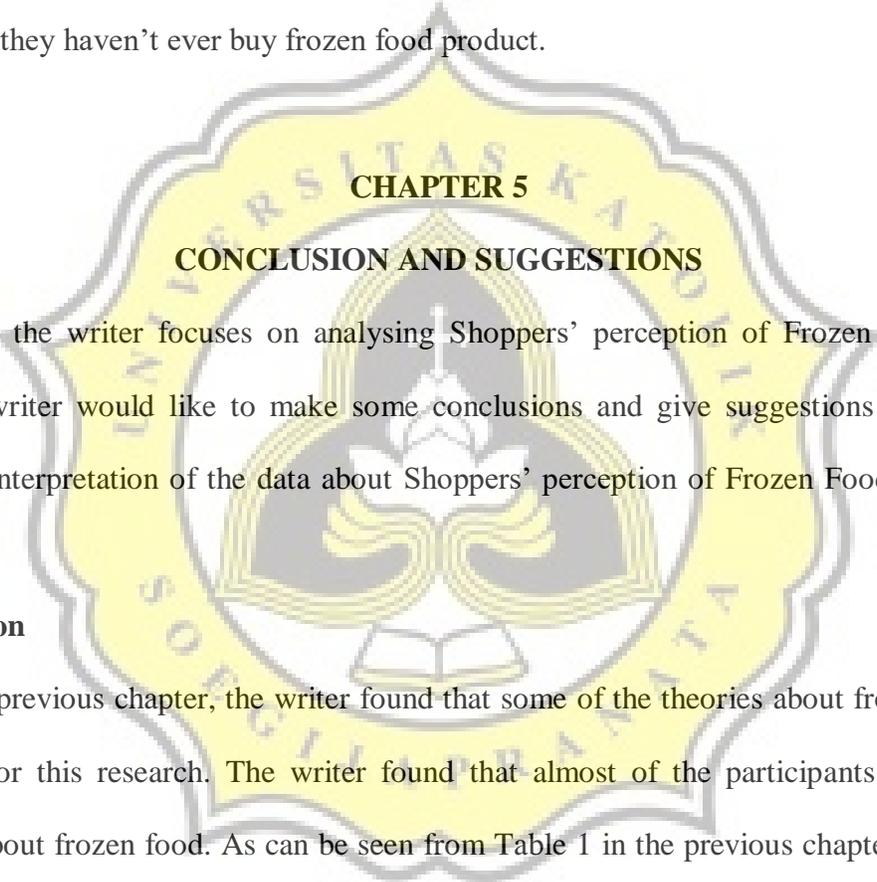


Mostly shoppers who are be the participants is on age more than 44 years old. All of them ever try and buy frozen food product. They also regularly buy frozen food product for their daily need. Most of them also like to buy frozen food product in some supermarkets and mall because in some supermarkets and mall there are more variant of frozen food product. At the same time, they also can have some snack or beverages and buy some other products that they like. All of them also have ever know and try to consume frozen food. They also want to buy and consume frozen food if they haven't ever buy frozen food product.



CHAPTER 5

CONCLUSION AND SUGGESTIONS

In this thesis, the writer focuses on analysing Shoppers' perception of Frozen Food. In this chapter, the writer would like to make some conclusions and give suggestions based on the analysis and interpretation of the data about Shoppers' perception of Frozen Food the previous chapter.

5.1. Conclusion

Based on the previous chapter, the writer found that some of the theories about frozen food that are suitable for this research. The writer found that almost of the participants give positive perceptions about frozen food. As can be seen from Table 1 in the previous chapter, most of the participants give positive perception for the statements in the questionnaire. Therefore, the writer was proud he had made the right choice by choosing frozen food as his research study for his business in the future. Some of the shoppers are agreed that buying frozen food can save their cooking time, and most of them are also buy frozen food every month. Another reason why shoppers like to buy frozen food is that frozen food has a long shelf life compared to fresh food.

5.2 Suggestion

About the conclusion above, the writer would like to give some suggestions for further study of frozen food. The writer suggests that future researchers can study about shoppers' perception of frozen food more intensely. Moreover, the writer hopes that the further research can involve more participants in order to find out what types of the participants are, whether they are still passive or it is only typical shoppers who are passive when it comes to frozen food. The writer also hopes that further research can contain more about frozen food's theories. The writer also hope that the future research about frozen food can be more detail and also the theories can be more added and significant. The writers wants the researchers to find a lot of information and creative. The writer of this thesis hopes the next researchers could obtain more ideas and opinion about frozen food through this thesis.

