

Worrawan Pusitmongkolchoat 2011: Factors Determining Consumer Demand for Hom Thong Banana Syrup in the Bangkok Metropolitan Area. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 165 pages.

This research aims to investigate consumer behavior towards fruit syrup consumption, especially Hom Thong Banana syrup, and factors affecting demand for Hom Thong Banana syrup of consumers in Bangkok area. The study collects both secondary and primary data from 400 samples in 10 districts in Bangkok by using questionnaires. Then the data about fruit syrup consumption behavior and neighboring products is analyzed by percentage and parameter evaluation to define the factors affecting the decision on the Hom Thong Banana syrup consumption. Probit model and parameter evaluation are also applied to find the factors and specify the quantity of Hom Thong Banana syrup consumption from tobit model.

According to the research, it represents that most of consumers have ever had honey, maple syrup and caramel syrup, respectively, with average rate 1-20 times per year as snack during their breakfast. Besides, they have syrups with waffle, pancake, ice-cream, and coffee/tea, consecutively. The reasons they often have syrups include good smell and taste, complete nutrition and convenience. The person influencing their decision making is themselves while the places to have syrups are their houses and restaurants. However, there are only 7.78% of the consumers who have had the Hom Thong Banana syrup.

The factors affecting the decision making and the quantity of Hom Thong Banana syrup consumption of the samples are the same factors consisting of their syrup affection, salesman's advice, renown of Hom Thong Banana syrup, sample product distribution and price of Hom Thong Banana syrup. The decision making of Hom Thong Banana syrup consumption also covers additional factors; good smell and taste of Hom Thong Banana. Moreover, female samples seem to consume the Hom Thong Banana syrup more than male samples. Finally, the quantity of Hom Thong Banana syrup is affected by promotion of Thai products as well. Therefore, the producer of Hom Thong Banana syrup should advertise the products, prepare some staffs to present, and distribute sample products to attract consumer motivation.

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Thesis Advisor's signature