

Wiruchaporn Bhingasara 2011: Factors Affecting a Buying Decision of The Royal Chitralada Project's Can Vegetable and Fruit Juice in Bangkok Metropolis. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Somsak Pribeprom, Ph.D. 158 pages.

The main objectives of this study were to study buyers' behavior and factors affecting their buying decision on canned vegetable and fruit juice products of The Royal Chitralada Project and to analyse an internal and external environment of The Royal Chitralada Project's products. There were 13 vegetable and fruit juice products in a 250 millilitre can covered in this study. These products were roselle drink , black coffee , ginger drink , lemongrass drink , bael fruit drink , longan flavoured drink , ganoderma drink with honey , water mixed with ganoderma drink with chrysanthemum , water chestnut drink , tamarind juice , mango juice , pineapple juice and chrysanthemum juice , respectively. Both primary and secondary data were used in the study. Primary data was from an interview of marketing offers and samples chosen purposively from the buyers of Chitralada Project's products , while the secondary was collected from The Royal Chitralada Project and various documents associated with The Royal Chitralada Project and various sources associated with the project. Descriptive analysis SWOT analysis , and logit model were used as analytical tools to achieve the study objectives.

The results of buyer's buying behavior showed that most of them had directly bought the products from office of The Royal Chitralada Project but their buying frequencies were uncertain. They had planned to buy the products on Monday through Friday from 8.30 a.m. to 4.30 p.m. There were 57 percent of the total buyers bought the products as they wanted to support The Royal Chitralada Project , while 53.8 and 45.8 percent of them bought the products due to taste and nutrition intake of the products , respectively. Moreover, most of buyers would like to have The Royal Chitralada Project's products sold on the convenience stores.

The analytical results from the logit model indicated that the personal characteristics of buyers affecting their buying decision on the products were age and personal preference , while the marketing factor affecting the buying decision on the products were product varieties available , sale services and the official hallmark of food safety products from the drug and food safety department. The major weakness of products was due to their limited outbound logistics which should be overcome urgently.

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Thesis Advisor's signature