

Theerasak Charoenwuttiwanaphan 2009: Consumer Behavior of Tea Beverage in Bangkok Metropolitan. Master of Science (Agricultural Economics), Major Field: Agriculture Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Boonjit Titapiwatanakun, Ph.D. 118 pages.

The objective of this study was to study socio – economic condition of consumers in Bangkok, change including to the relation between purchasing decision behavior tea beverage and personal factor and analyze factor which affected the buying decision of tea beverage of consumer.

The results indicated that most of the consumers are female between 20 – 29 year, single statute and graduated with bachelor’s degree or still studying. The majority income level is between 5,000 – 10,000 baht. The knowledge of tea regarding the advantage and disadvantage of tea is at the average and disadvantage of tea is at the average of 5.71 point out of 13 points scale. The result of the testing hypothesis of variable using Chi – square test at the 95% level of confident found that occupation affected the name or brand name, education level and marriage status of consumers affected frequency of purchasing. Age, occupation and income level are affected the type of tea The relationship of factors affecting decision to buy tea beverage of consumer using Multinomial logit model. and dividing consumers into 3 groups namely: (1) Select natural pure tea or no sugar flavor; (2) select the original flavor or mix only sugar flavor; and (3) select mix another flavor. The result indicated that sex had negative effect on original flavor. Price of tea beverage had positive effect on original flavor or mix only sugar flavor. Factor of products affected negatively on original flavor but had a positive affected effect on mix another flavor. Promotion factor affected positively on natural pure tea or no sugar flavor and original flavor. The purpose of consuming tea had a positive effect on natural pure tea or no sugar flavor but had a negative effect on original flavor or mix only sugar flavor.

The result of the study recommended that public sector and tea maker should promote better comprehension about of advantage and disadvantage of drinking tea to consumer. Furthermore entrepreneur should adopt suitable marketing strategy different groups of consumers.

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Thesis Advisor’s signature

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