

Porntip Jatupornpimol 2007: Consumer Behavior and Attitude on Goods Purchasing from the Royal Project Foundation Retail Stores in Bangkok Metropolis. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Ravipim Chaveesuk, Ph.D. 201 pages.

This research was conducted to study consumers' behaviors and marketing factors affecting their purchasing at Doikham's retail stores in Bangkok Metropolis. Cluster analysis was used to identify target customers. Marketing strategies as well as specific strategies for each target consumers were then developed. Results revealed that most customers were female, over 24 years old, single, bachelor degree holders, corporate employees and earning more than 10,000 bahts / month. Most respondents shopped at the stores at least 3 times a month and more than 90% spent at least 100 bahts for each visit. These customers had good attitudes towards the reasonable price of Doikham's products. The product quality and safety were the most important marketing factors for purchasing goods in Doikham's stores, followed by easy-to-access location, reasonable price, store service, and store and product displays. Building and maintaining a brand image in terms of high product quality, freshness and safety as well as establishing brand awareness for new products and packages and employing modern shop display would be Doikham's retail strategies. For vegetable goods, their hygienic, safety as well as freshness were the most important marketing factors. Reasonable price and comfortable buying also had some impact but to a lesser extent. Therefore, maintaining and promoting the vegetable freshness, hygienic, safety, reasonable pricing and comfort in shopping would be recommended. Meanwhile, hygienic, safety, brand image, labeling, quality assurance sign and product's benefit were considerably influenced consumers' purchasing decision of processed and functional food products. Similarly, reasonable price and shopping comfort were next important factors. Accordingly, building customers' reliance on products' hygienic and safety as well as quality sign were then a must. Besides, products' benefit should be advertised and goods should be priced competitively. Cluster analysis segmented consumers into three groups: the sensational group, the directive group and the product and price conscious group. The first priority target group for Doikham's retail stores should be the directive consumers, with the strategies of building important marketing features into the products and retail stores. The sensational ones were second into consideration with a focus on identifying underlying motives for their buying satisfaction. The last group would be the product and price conscious consumers who required advertising campaign on product features and sales promotions such as price discount.

---

Student's signature

---

Thesis Advisor's signature