

Ayuth Angsuthornvilai 2007: Consumer Behavior and Attitude for High Calcium Milk of Men 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. 183 pages.

This research aimed to study behaviors, attitudes and needs of male consumers over 18 years old towards high calcium milk in Bangkok Metropolis. Target consumers were then identified and marketing strategies and strategies for each target group were developed. The results showed that most consumers were 18-25 years old, single, bachelor degree holders, corporate employees with a monthly salary over 20,000 bahts. Most of them recognized the benefits of high calcium milk and bought for their own consumption. These consumers often shopped more than once a week and mostly at convenient stores. More than 40 % of them spent at least 100 bahts a visit. The most important marketing factors were product's quality, safety, benefits and freshness. Labeling, particularly date of manufacture was a next important factor, therefore, manufacturers strategies were to maintain and improve such properties. Introduction of new flavor, vitamin supplement and low fat products should also be under consideration. The product-related attitude that consumer agreed upon most was the attitude towards product benefits, especially the issue of high calcium milk enabling strong bones and teeth and regular drinking leading to good health. Secondly, consumers agreed upon the attitude towards confidence in product quality and price, particularly the issue of high calcium milk containing more benefits than general milk and the confidence in the quality of high calcium milk available in the market. The health-related attitude that consumers agreed upon most was the attitude towards health care, especially the issue of regular exercises promoting good health and self-caring being a routine practice. The next agreeable health-related attitude was the consumption attitude on the issue of no smoking and drinking while drinking plain water rather than carbonated drinks encouraging good health. Cluster analysis revealed 3 consumer groups: the "directive group", the "health conscious group" and the "less motivated or inert group". The first priority target consumers should be the directive consumers with an emphasis on an attempt to respond to their significant marketing factors. It was also necessary to correct this group's negative attitudes towards goods and health concerns. The second targeted consumer would be the health conscious consumers whose further research was recommended. This research would focus on finding underlying reasons why this group who had positive and correct attitudes towards goods and health consumed the products in a smaller portion. Finally, for the inert consumers, it would be better to focus on promoting the benefits of high calcium milk than other marketing factors. Correction on their negative attitudes towards goods and health concerns was also a must.

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