

Nareerat Supayos 2011: Packaging Attributes Influence on Purchase Decision of House Brand Products in Supermarket. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging Technology and Materials. Thesis Advisor: Assistant Professor Pinya Silayoi, Ph.D. 188 pages

This research aims to study package attributes influent to purchase decision on house brand food products and study the relationship between package attributes and internal factor of consumer perception and external factor of purchase decision and house brand food product's attributes that consumer to concerned. The sample of this study consisted of 300 adult people that live in the Bangkok Metropolitan area. The data were analyzed with statistical package using factor analysis and multiple regression analysis. The result of this study revealed that factors reduction from 8 to 5 factors by descending arrangement of importance follow as package function, visual, technology image, communication and pack size, respectively. Package attributes which has the highest relationship to internal factor of consumer perception and external factor of purchase decision is technology image. Package attributes which has the highest relationship to house brand food product's attributes is package functions. This finding, the retailer can use it guidelines in house brand package development in order to matching consumer purchase decision in the future.

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Thesis Advisor's signature