

SITTHICHAIR TINTAMORA : A STUDY ON FAMILY BEHAVIOR TOWARDS MILK
POWDER CONSUMPTION IN BANGKOK METROPOLITAN AREA. THESIS ADVISOR :
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The objective of this research is to study consumer preference, behavior, the decision to buy milk powder, and brand loyalty. The researcher also studies other relevant marketing factors. Data are obtained from parents of kindergartens and elementary students in Bangkok Metropolitan area.

The result of the research showed that purchasers and users of milk powder are not the same person. Most milk powder consumers were children. The quality of milk powder is very important for consumers to buy the product. Information search is little, however, the decision to buy a certain brand is made by a consultation between wife and husband. Consumers usually buy milk powder at the beginning of the month. The most popular size is the large size (1201-2500 grams). They prefer to buy it from big department stores. Brands are changed until they subsequently found the one they like most. Price, then, is not a major factor to buy the product. Consumers usually are not interested in selling promotion for the kind of product.

Problems and obstacles at present are that people like to drink "ready to drink" milk. The adults feel that milk powder is particular food for only young children. This is due to the fact that they have little knowledge about the product. They must spend a lot more money to buy milk powder than any other type of milk.