

Somkiat Wongkiattikun 2012: Marketing Factors Affecting Buying Decision of Food Products from the Institute of Food Research and Product Development at Kasetsart University. 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. 134 pages.

The purpose of this research was to study 5 marketing factors, i.e., product, price, place, promotion and store service for 28 attributes affecting the customer buying decision, returns intention and word-of-mouth as well as the performance of the store of the Institute of Food Research and Product Development at Kasetsart University. The survey of 350 customers serviced at the store showed that most consumers were female, 21 - 40 years old, at least bachelor degree holder, with monthly income no greater than 20,000 bahts and spent at most 30 minutes inside the store. Best selling products were fruit juice, fresh mango dipping and extruded soy protein. The most important marketing factor was product, particularly label indicating the expiration date, product safety, nutritional value, manufacturer's name and address on label/package and reliability of the KU FOOD brand. Second important factor was price in terms of product-price worth as well as the store service, especially polite staffs. Place became the fourth important factor, particularly tidy and good-atmosphere store. Promotion was considered least important. Importance-Performance Analysis (IPA) indicated that the marketing factors of the food store that should be improved immediately were polite staffs, convenient store location, a variety of goods available in store and overall service. The regression analysis revealed that product safety and quick payment had positive effect on the agreement of the store's slogan while reliability of the KU FOOD brand, spacious store area, product easy finding, use of advertising media, polite staffs and quick payment service had positive effect on the returns intention. Word-of-mouth were positively influenced by label indicating the expiration date, comparable price to other brands, product easy finding and product tasting by store representatives. It was also found that consumers agreed with the slogan "SAFE FOOD SAFE LIFE" of the store, would to return to the store and would give good credit about the store.

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