

Chanthip Tumvong 2013: Price Effects on Quality Perceptual Behavior of Instant Coffee Consumer. Master of Science (Agricultural and Resource Economics), Major Field: Agricultural and Resource Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Chakrit Potchanasin, Ph.D. 99 pages.

The objectives of this research were to study consumer behavior and to analyze price effect on quality perceptual behavior on instant coffee of consumer in Bangkok and vicinity. The data were collected by questionnaires survey of 400 people and taste evaluation by blind tasting method for 3200 observations. Analyses of the data were performed with expressed in percentage and statistical.

The result by analyze coffee consumers in the range of age 20 – 72 years found that the most consumers consumed coffee in average for 1 glass per day by mixed coffee with sugar and cream. Consumers paid attention to coffee flavor and taste. Moreover, consumers did not consider on the price for buying option restrictions. In addition, the result by paired t-test analysis method found that acceptance level of product quality was increased when disclosed the price before conduct tested but the most expensive coffee did not effect to quality perceptual due to consumers might concentrated on quality and worthiness. To analyze price effect on quality perceptual behavior of instant coffee consumer by analysis of the Ordered Probit Model found that the price and quality of instant coffee has no relation due to the acceptance level of product quality was not increased when the price was increased. The study suggests that the price of instant coffee does not effect to quality perceptual behavior of consumer so the marketing strategy with the price might not be main strategy for instant coffee. Firm should to consider on the product development and quality improving coupled with the study of consumer behavior and consumer needs by focusing on the most satisfaction on coffee flavor and taste.

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