

## **ABSTRACT**

The purpose of this study was to explore the buying behavior and influencing factors for buying cold beverages from drink dispensers in a convenience store. The study also intended to find out the new beverages that customers expect to buy from dispensers in the convenience store.

The instrument used in this study was a questionnaire sent to 166 people who live, work and study in an inner area of Bangkok. It was found that most of the respondents were between 21-30 years old, and that most of them were office workers.

The largest proportion of the respondents have bought beverages from a drink dispenser at a 7-Eleven store. The majority of respondents bought beverages from a drink dispenser in a convenience store less than once a week and Iced Fountain drink was the most frequently purchased item by most of the respondents. Most respondents planned to buy beverages from the drink dispenser. In addition, the medium sized cup for beverages from the drink dispenser was the most frequently purchased. In terms of time of purchasing, most respondents purchased cold beverages between lunch and dinner time. On the way home or to work was the most frequent place where respondents selected to buy cold beverages from drink dispensers. The respondents also preferred to buy cold beverages from drink dispensers with snacks, sausages, bread and sandwiches.

In terms of influencing factors on the purchase of cold beverages from dispensers, the hygiene of drink dispensers is the most important factor among all attributes. Regarding new beverages, Chrysanthemum drinks and milk were new products that customers expect to buy from drink dispensers in convenience stores.