FACTORS INFLUENCING PURCHASING DECISION TOWARDS
GELATO ICE CREAM

SUPAK JUNSRI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
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ACADEMIC YEAR 2014**

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Stamford International University
The Graduate School

Title: Factors Influencing Purchasing Decision towards Gelato Ice Cream

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Abstract

The objectives of this research study were to study the factors influencing purchasing decision towards Gelato ice cream due to there are still some the opportunity room to growth in Thai market of homemade ice cream in the Light food market segments with turnover increased approximately up 5 percent every year.

The Research Methodology in this study was the Quantitative research method by using the survey questionnaire to conduct as the research instrument by distributed the questionnaire to the sample population consisted of 400 respondents in Thanapoom Tower, New Petchaburi Rd.

From Research findings found that the majority respondents on this research study were female more than male, which female accounted for 65% of respondents or 260 persons; while male accounted for the rest 35% or 140 persons. They were between 21-50 years old. Most of them at 270 persons or 67.5% aged about 31-40 years old. In term of education level most of them at 209 persons or 52.2% whose education level was in Bachelor's degree. Classified by respondents' income, most of them at 153 persons or 38.2% earned over 50,000 baht per month, In summary, this group of samples represented highly educated people in the middle aged group with medium-high income. The different demographic data including Age and Monthly Income has an influencing on purchasing decision on this study while Gender and Education has no influencing. Product, Place and Promotion also has an influencing but Price has no impact on this study and last Social Factors included Friends and Family also has an influencing on purchasing decision on this study.

Keywords: Consumer Behavior, Purchasing Decision, Marketing Mix, Gelato Ice Cream

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CHAPTER 1

INTRODUCTION

This chapter presents the General Introduction, Statement of problems, Objectives of the study, Research questions, Significance of the study, Scope and limitation of the Study, Conceptual Framework, Research Hypothesis and Definition of terms in order to pursue and reach the propose of this research study.

1.1 General Introduction

The growing rapidly of the "Light Food" market segment business is very interesting to catch an eyes such as Coffee shop, Dinks and Beverages, Bakery and Ice-cream. Especially Homemade ice-cream are widespread to the new comer Small and Medium Enterprises (SME) because of the numbers of competitive in Coffee shop and Bakery is increasing while Ice cream shop especially Homemade ice-cream is just popular in demand and widespread in a couple years. So the Homemade ice-cream should be one of the best alternative for the new Entrepreneur who is interesting to have the own business in the Light Food segmentation.

According to Kasikorn Research Center, Ice cream is an interesting diary product which is expected to have the business growth. In the coming year, competition in the ice-cream market will become more intense as ice-cream producers will be adjusting their strategies to win a larger market share through the launch of innovative products, creating brand awareness and expanding their distribution channels. Thailand is one of the most attractive ice cream markets in Asia. In recent years, several international premium ice cream brands have opened outlets in Thailand, thus resulting in a fast growing market for this segment. Meanwhile, Thailand's own ice cream exports are also worth watching. Thailand would be as a regional hub for ice cream exports. These include the availability of raw materials – especially local fruit – for producing fruit-flavored ice cream, plus the fact that several international brand franchisees in Thailand have obtained rights to branch out into the region (Kasikorn Research Center, 2007).

There are three major groups of the ice cream market can be classified:

Premium Ice Cream Segment – The market turnover for premium ice cream is worth approximately 3 billion baht, with growth of some 10.0 percent per annum. Homemade ice cream is in this segment.

Medium-Priced Segment or Mass Market – In 2007, it is expected that the total market value will be around 7 billion baht and a growth of 3-5 percent

The Low-End Market – This segment's market value is expected to be around THB 1 billion. It is noteworthy that the value of the low-end ice cream segment will grow slightly, over- year.

In the past, the Homemade ice-cream producer only supply the ice-cream to a few restaurant and hotel but recently the increasingly of the Homemade ice-cream market is not less than 40% per year or market value about 1,635 million baht (Kasikorn Research Center, 2012) its figure is about 30% of total market on ice-cream premium. (approximately market value 5,450 million baht; Kasikorn Research Center, 1012)

Figure 1.1 Ice-cream market in Thailand
Source: Kasikorn Research Center, 2012

Considering the factors of Product, Process, Brand and Distribution Channel and the investment budget as well as the market share. Opening the Homemade ice-cream shop is very interesting and seeing the opportunity by the innovation and creativity of Product differentiation to reach over expectation. By this the Homemade ice cream business seeing an opportunity. We can define the SWOT analysis for the Homemade ice cream business as per following:

Table 1.1 SWOT analysis Homemade ice cream business

Strengths	Weakness
1. Varieties of raw material in Thailand such as Tropical fruits and Herbs could used and adapted to produce ice cream 2. The freedom of idea to create the product differential. 3. Be able to increase the advertising to communicate with the target customer especially to the new Generation.	1. Due to homemade ice cream used the high quality of raw material would lead the high cost of production and price of ice cream 2. More complexity of production than regular ice cream will need the experience and skill person. 3. Weak on brand and product acknowledgment .So the marketers should have more activities to promote the brand and product.
Opportunities	Threats
1. There are room for growth in ice cream market. 2. The differential product, price, place and promotion would lead the opportunity for new entrepreneur. 3. Able to expand the product to nich market such as to serve for the Healthy Food Trends. 4. Cooperate with other business partner such as Organizers of event, Catering etc…	1. The entrepreneur may face the problem with lack of raw material in some period of times or unstable of the cost of raw material 2. The increasing of living cost and energy may affect to the consumer less purchase the premium products.

Source: Kasikorn Research Center, 2012

Ice cream market in Thai has room to grow because domestic annual consumption of ice cream is estimated at just about 1.7 liters per person which relatively low compared to other nations. In addition, ice-cream producers apply the strategies to

win larger market shares, plus the sub-tropical climate in Thailand help support ice cream consumption here (Kasikorn Research Center, 2011).

By this, Kasikorn Research Center expected that ice cream market turnover in 2011 may reach 15 billion baht, up 15 percent over-year. The premium ice cream market should be the highest growth of 20 percent, which about 5 billion baht, because consumers recently would love the quality ice cream products made from wholesome ingredients. As this result lead the rising number of new ice cream branching into this segment . Most of products are positioned as premium ice cream products made from the finest natural ingredients (Kasikorn Research Center, 2011).

Nowadays ,We can see many numbers of Homemade ice-cream new brand, new shop as well as expand of franchise due to the Homemade ice-cream has the varieties of taste, the unique on ice-cream characteristic of each shop, reasonable price with good quality of raw material, creativity and the lower cost of investment if compare with the Ice-cream factory and return on investment would drive the new business entrepreneur are interesting to invest on opening the Homemade ice-cream shop as seeing the opportunity on this market segment.

As per above mentioned of the opportunity room for growth, the researcher is interesting to investigate and understand what is the factors influencing purchasing decision towards Homemade ice-cream especially Gelato ice cream Italian ice-cream homemade style.

1.2 Statement of Problems

Despite competition, the ice cream industry of domestic country has a lots of market potential with seeing the opportunity room for growth. Thailand still has low annual per capita consumption of ice cream, compared to another country. The average of Thai ice cream consumption only 1.5 liters a year, while Malaysia has average of 3 liters, 7 liters in Japan, 18 liters in Australia and 22 liters in the United States. The Ice cream business in domestic country has also room open to upcountry. During hot summer months the market turnover was at 9 billion baht would represented 5% increase over last year (Kasikorn Research Center, 2002). In 2003, the amount of exported ice cream was 13,848 tons worth 720.76 million baht, compared with 2002,

where only 10,473 tons were exported worth 491.83 million baht. Totally, the amounts and export values increased by 32.2 percent and 46.5 percent compared with the 50 million baht in export value during 1997-2000. There are many supportive factors that should help Thailand would become to regional manufacturing center for ice cream in the future, which include sufficient production capacity, variety of raw materials, low manufacturing cost, and higher demand for ice cream region. These mentioned factors have drawn interested to foreign investors invest in ice cream manufacturing and using Thailand as manufacturing base to export to other countries in this region. It is expected that the market value of ice cream in 2004 will be around 9.0 billion baht, growing by 10 percent over last year, and considered quite a high level. Since 1999 onwards, the growth rate of ice cream in Thailand has been about 5-7 percent, on average, with premium ice cream shaving a market value approx. 900 million baht, mid-priced ice creams earning about 7.2 billion baht, and low-end ice creams making approx. 900 million baht (Kasikorn Research Center, 2004).

According to the estimation, ice cream market turnover in 2006 should total 10 billion baht, an increase of some 5 percent over the year before (Kasikorn Research Center, 2006). The ice cream market turnover in 2007 may reach 11 billion baht, up 5 percent over-year (Kasikorn Research Center, 2007).

Amid heightened competition and higher production costs driven upward by rising prices for milk, sugar, energy and wages, ice cream producers may have to adjust by cutting unnecessary expenses and/or expanding distribution channels. In addition, the marketer or the new entrepreneur should launch marketing activities regularly to generate brand awareness with consumers. This can be achieved by selecting appropriate distribution channel and advertising to promote their products to the targeted consumers (Kasikorn Research Center, 2011).

1.3 Objectives of the Study

The Objectives of this study was to study the factors influencing purchasing decision towards Gelato ice cream.

1.4 Research Questions

What are the Factors influencing purchasing decision towards Gelato ice cream?

1.5 Significance of the Study

This study is expected to provide useful information and point of view to the entrepreneur who have or plan to have the Gelato ice cream shop to understand what the factors influencing purchasing decision towards Gelato ice cream as well as to provide the guideline for the entrepreneur in term of planning to have the right marketing strategy to communicate to their target customers. Another benefit is to provide the basic information for the entrepreneur if they will consider to expand the Gelato ice cream business into THANAPOOM TOWER Building.

"Give someone an ice cream and you'll make them happy all day"

"Give them an ice cream shop and you'll make them happy for life! "

(Williams, L. (2012)

1.6 Scope and limitation of the Study

1. The Target population on this study were the people in THANAPOOM TOWER Area, 1550 New Petchaburi Rd, Makkasan, Rajthevee, Bangkok, Thailand.

2. Using the Quantitative method by distributing the questionnaires in THANAPOOM TOWER Area, 1550 New Petchaburi Rd, Makkasan, Rajthevee, Bangkok, Thailand.

However according to limited of time to submission this study and sampling only in one Building area at THANAPOOM TOWER would limit the results of this study.

1.7 Conceptual Framework

To test the hypothesis by observation and finding to provide the confirmation on this study. The conceptual model of this research would set by dependent variable is "Purchasing decision towards Gelato ice cream" and independent variable are "Demographic factors, Marketing Mix factors and Social factors" as the following conceptual frame work:

Figure 1.2 Conceptual Framework

1.8 Research Hypothesis

As per the conceptual framework, a framework of the research hypotheses would conduct by:

Demographic Factors:

H1: The differences in Age has an influencing on purchasing decision towards Gelato ice cream.

H2: The differences in Gender has an influencing on purchasing decision towards Gelato ice cream.

H3: The differences in Education Level has an influencing on purchasing decision towards Gelato ice cream.

H4: The differences in Monthly Income has an influencing on purchasing decision towards Gelato ice cream.

Marketing Mix Factors:

*H*5: Product has an influencing on purchasing decision towards Gelato ice cream.

*H*6: Price has an influencing on purchasing decision towards Gelato ice cream.

*H*7: Place has an influencing on purchasing decision towards Gelato ice cream.

*H*8: Promotion has an influencing on purchasing decision towards Gelato ice cream.

Social Factors:

*H*9: Friends has an influencing on purchasing decision towards Gelato ice cream.

H10: Family has influencing on purchasing decision towards Gelato ice cream.

1.9 Definition of Terms

      Gelato ice cream: is refer to the Italian homemade ice-cream style which has less fat, less air added and provide rich creamier taste than regular ice cream. Gelato is made with milk, cream, various sugars, and flavoring such as fresh fruit and nut purees. Gelato is a type of soft ice cream containing a relatively small amount of air. (Bethany Mocel, 2012)

Figure 1.3 Gelato ice cream from Gelate ice cream shop
Source: http://don-jai.com/gelate/

Figure 1.4 Gelato ice cream from Gelate ice cream shop
Source: http://don-jai.com/gelate/

Figure 1.5 Gelato ice cream from Gelate ice cream shop
Source: http://don-jai.com/gelate/

Demographic Factors: is refer to the different demographic factors influencing purchasing decision towards Gelato ice cream which are included Age, Gender, Education level and Monthly income. Personal Factors or demographic factors is includes such as personal characteristics that influence a buyer's decision also include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values. (Kotler and Keller, 2012)

Marketing Factors: is refer to Marketing mix factors influencing purchasing decision towards Gelato ice cream are included 4Ps;Product, Price, Place and Promotion.

Product; is the first and most important component of the marketing mix. Product can be nondurable goods, durable goods, or services offered by the organization for sale. (Kotler and Keller, 2012) In this study the Product is the Gelato ice cream.

Price; is the amount of products or service were charged. (Kotler and Keller, 2012) In this study is the price of the Gelato ice cream

Place; as the product are produced to be sold to the consumers. So have to ensure that the product will available to the consumer at a place where the consumer convenience to buy. (Kotler and Keller, 2012) In this study is the place where to the have Gelato ice cream available to sell.

Promotion; is the communication process that contact to the consumer and persuades on target consumers to purchase the product or services. (Kotler and Keller, 2012) In this study is the special promotion such as discount or free sample and advertisement.

Social Factors: is refer to the Social factors influencing purchasing decision towards Gelato ice cream which are included Friends and Family.

Friend is one of the Reference groups are the groups that have a direct (we can defined as face-to-face) or indirect influence on their attitudes or behavior. We can separate into two group are a primary groups such as family, friends, neighbors, and coworkers and a secondary group such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction.

Family is the most important consumer buying organization in society, and family members constitute the most influential primary reference group (Kotler and Keller, 2012)

CHAPTER 2
LITERATURES REVIEW

This chapter presents an overview the Theoretical concept of Consumer behavior, Marketing Mix, Purchasing Decision Process as well as the previous studied and related research in which contribute to this research topic on hand the necessary background for the propose of this research study.

2.1 Concept of Consumer behavior

Kotler and Keller, (2012) explained that Consumer behavior is the study of how individuals, group, and organizations select, buy, use, and dispose of goods, services, ideas, or experience to satisfy their needs and want. While (Hawkins et al., 1998) stated that consumer behavior is the study of individuals, groups, or organizations and the processes the consumer use to select, secure, dispose and use of products, experience, service, or ideas to satisfy the needs and impacts that these processes have on the consumer and society. On other hand (Brown,2008) mentioned that the Buying behavior in the decision processes and acts of people involved in buying and using product. So the consumer buying behavior refers to the buying behavior of the ultimate on consumer. The consumer behavior also mean the actions a person takes in purchasing and using products and services (Kerin et al., 2009).

The term of consumer behavior is defined in many definition and scope. However they are most likely the same. Thus in this research, the researcher would follow the definition of Kotler and Keller, 2012 as the main source.

To get better understanding on consumer behavior the starting point is the stimulus-response model which shown in figure 2.1 with the Marketing and environmental stimuli enter the consumer's consciousness, and a set of psychological process combine with certain consumer characteristics to result in decision processes and purchase decisions.

Figure 2.1 Model of Consumer Behavior

Source: Kotler and Keller (2012)

In Kotler and Keller, 2012 defined that a consumer's buying behavior is influenced by three factors; (1) cultural factors, (2) social factors, and (3) personal factors as the following:

2.1.1 Cultural Factors

The Cultural factors includes culture, subculture, and social class which particularly important influences on consumer buying behavior. *Culture* is the fundamental determinant of a person's want and behavior. Each culture consists of smaller subculture that provide more specific identification and socialization for their members. *Subcultures* includes nationalities, religions, racial groups, and geographic regions. Virtually human societies exhibit social stratification, most often in the form of *Social classes*, relatively homogeneous and enduring divisions in a society, hierarchically ordered and with members who share similar values, interests, and behavior (Kotler and Keller, 2012).

2.1.2 Social Factors

The second factors is Social Factors such as reference groups, family, and social roles and statuses affect the buying behavior. *Reference groups* are the groups that have a direct (we can defined as face-to-face) or indirect influence on their attitudes or behavior. We can separate into two group are a primary groups such as family, friends, neighbors, and coworkers and a secondary group such as religious, professional, and

trade-union groups, which tend to be more formal and require less continuous interaction. *Family* is the most important consumer buying organization in society, and family members constitute the most influential primary reference group. *Role and Status*, a role consist of the activities a person is expected to perform. Each role in turn to a status. The consumer select the products which communicate to their roles and status in the society (Kotler and Keller, 2012). One more in the social factors is the *Personal Influence* as the consumer are often influenced by the views, opinions or behaviors of others. The two aspects on personal influence are the opinion leadership and word-of-mouth activity (Kerin, 2009).

This factors is interesting to conduct into this research as it would be one of the factors that influence the consumer on purchasing Gelato ice-cream.

2.1.3 Personal Factors

The third factors is the Personal Factors or demographic factors. This is includes such as personal characteristics that influence a buyer's decision also include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values (Kotler and Keller, 2012).

Age and stage in the life cycle; the buyer consume or purchase the different product or services over their lifetime.

Occupation; it is influences on the consumer consumption pattern. To identify the occupational groups is necessary to have the above averages interesting in their services and products in order to provide the products for certain the consumer occupational groups.

Economic circumstances; effect the buyer on choosing the brand choice or product if they can spend by the economic circumstances or income and the attitudes toward spending and saving.

Personal and self-concept; the person have their own personality and characteristics that influence their purchasing behavior. Most likely the consumer often use brands or products with a brand personality consistent with their actual self-concept.

Lifestyle and values; a lifestyle is a person's pattern of their living as expressed in interest, opinion and activities. Thus it is necessary to understand and match the relationship of the products to the lifestyle groups.

Figure 2.2 Model of the Factors influencing on Consumer Behavior

Source: Kotler and Keller (2012)

2.2 Concept of Marketing Mix

One of the tools on marketing used is the Marketing mix as the marketing involved the activities to decide on its target group of the consumer to be served. Once the target group is decided then the product is to be placed into the market by providing the proper products, price, place and promotional efforts.

From Kotler and Keller, (2012) classified the various marketing activities into marketing mix tools of four kinds which called the *Four Ps (4Ps)* of marketing; (1) Product, (2) Price, (3) Place, and (4) Promotion.

Product; is the first and most important component of the marketing mix. Product can be nondurable goods, durable goods, or services offered by the organization for sale. The product strategy calls for marketing coordinated decision on product mix, product lines, brands, packaging as well as the labelling. (Kotler and Keller, 2012).

Price; is the amount of products or service were charged. It is a second component in the marketing mix. To fixing the price is very trickily job as many of factors like the demand of the product, the cost involved , the ability of the consumer to pay, the price charged by the competitors for the same or similar products and the government restriction, etc. have to be considered when fixing the price. The pricing has its effect to demand for the product and also on the profitability of the company. (Kotler and Keller, 2012).

Place; as the product are produced to be sold to the consumers. So have to ensure that the product will available to the consumer at a place where the consumer convenience to buy. This is involve also a channel such as the distributors, wholesalers and retailers who constitute the company distribution network , we can calls a channel of distribution. The company should decide they way to sell whether sell directly to the retailer or through the distributors or wholesaler etc. It could even plan to sell the product directly to the consumers. (Kotler and Keller, 2012).

Promotion; is the communication process that contact to the consumer and persuades on target consumers to purchase the product or services. Many forms of the Promotion are used such as the personal selling, advertising, publicity, sales promotion and direct marketing. The promotion is also provide the information to the consumer about the availability, characteristics and used of the product. (Kotler and Keller, 2012).

2.3 Concept of Purchasing Decision Process

To Finding the ways to influence the consumer purchasing process from Kenneth E. Clow and Donald Baack, (2010) explained that two of the components are related to the consumer purchasing process are (1) information search, and (2) evaluation of alternatives.

The information search is the first step of the buying decision-making process occurs when the consumer notices a need or want. The information search can be conducted into two types : (1) Internal search and (2) External search; *Internal search*, when conducting a more complete internal search, the consumer thinks about the brands he or she is willing to consider. This group does not normally contain every possible brand the consumer has experienced. The consumer removed brands or products that were tried but that did not result in a positive experience. The consumer also eliminates brands he or she knows little about. This means that during the information search process, the consumer quickly reduces the number of brands or products to a more manageable group. *External search* is the following step of the internal search, the consumer makes a mental decision regarding an external search. If the consumer has sufficient internal information, he or she moves to the next step of the decision-making process: evaluating the alternatives. When the consumer remains uncertain about the

right brand to purchase, an external search takes place. External information might be gathered from a variety of sources, including friends, relatives, experts, books, magazines, newspapers, advertisements, exposure to public relations activities, in-store display, salespeople and the internet (Kenneth E. Clow and Donald Baack, 2010).

Evaluation of alternatives is the third step in the consumer buying decision-making process, three models can be utilized to portray the nature of the evaluation process: (1) the evoked set approach, (2) the multi-attribute approach, and (3) affect referral. *The evoked set method*; a person's evoked set consists of the brands he or she considers in a purchasing situation. An evoked set might be reviewed during both the information search and evaluation stages of the buying decision-making process.

The multi-attribute approach; it is useful to understanding high-involvement types of products. Consumers often examine sets of product attribute across an array of brands. The multi-attribute model suggests that a consumer's ultimate attitude toward a brand is determined by: (1) the brand's performance on product or brand attributes, and (2) the importance of each attribute to the consumer. *Affect referral*; it suggests that consumer choose brands they like the best or the ones with which they have developed emotional connections. This means the individual does not evaluate brands or think about product attribute. Instead, the consumers buys the brand he or she likes the best or the one that incites positive feeling (Kenneth E. Clow and Donald Baack, 2010).

Trends in the consumer buying environment is also considering. It is the environment in which purchases are made is always changing and evolving. Several trends in the consumer buying environment affect purchasing patterns such as ; Age Complexity, Gender Complexity, Individualism, Active, Busy Lifestyles, Cocooning , Change in Family Units, Pleasure Pursuits, and Health Emphasis.

There are additional elements which conduct of the buying decision, as mentioned of Stinnett, (2004) that before the consumer buy anything, there are at least four things the consumer have to consider which are Action (Do we have to buy it now?), Course (What should we buy?), Resources (Do we have the resource to buy?) and Source (Who should we buy from?).

The meaning of purchase decision process is a stages a buyer passes through in making choices about which products or services to buy (Kerin et al., 2009).

Kotler and Keller, (2012) mentioned on the stage model of buying decision process into the Five-stages which are (1) problem recognition, (2) information search, (3) evaluation of alternative , (4) purchase decision , and (5) post purchase behavior. However the consumer doesn't need always to pass through all of five stages, the consumer can skip or reverse some stages. To explain the clearly understanding of this process see below figure:

Figure 2.3 Five-Stage Model of consumer purchasing process
Source: Kotler and Keller (2012)

Problem Recognition: (Perceiving the need) is the initial stage that the buying process starts when they aware or recognizes of the problem which possible prompted by internal or external stimuli. It is also perceiving a difference between a person's ideal and actual situation big enough to a prompted decision (Kotler and Keller, 2012).

Information search: (Seeking value) is the next step from the finding of the need or the problem then the consumer starts to search for the information to full fill the need. The action on this stage defined into two type of action are internal search and external search. The major information source of the consumer would be (1) Personal ; Family, friends, neighbors , acquaintances, (2) Commercial ; advertising, Web sites, sale persons, dealers, packaging, displays , (3) Public; Mass media, consumer-rating organizations, (4) Experiential; Handling, examining, using the product for example (Kotler and Keller, 2012).

Alternative evaluation: (Assessing value) according to Kotler and Keller (2012) explained that there are some basic concepts will help to understand better on the consumer evaluation processes; First, the consumer will try to satisfy a want or need. Second, the consumer is seeking for certain benefits from the product situation and the Third, the consumer sees each product as a bundle of attribute with varying abilities to deliver the benefits (Kotler and Keller, 2012).

Purchase decision: (Buying value). In this stage after having examined the alternatives in consideration, the consumer are almost ready to make purchase decision. Deciding when to buy is determined by the number of factors, for example that they will buy sooner if one of their preferred brand or products are on sales or the store atmosphere pleasantness could affect whether a purchase decision will made or postponed (Kotler and Keller, 2012).

Post purchase behavior: (Value in consumption or use). After purchased the products or goods the buyer compares it with their experience and expectation if it is either satisfied or dissatisfied. It is necessary to monitor *Post purchase satisfaction*; if lower or short of consumer expectation, the customer is disappointed, if it meet the expectation then the customer is satisfied but if it exceeds than the expectation the consumer is most likely delighted. *Post purchase action* as mentioned earlier if the consumer is disappointed the post purchase could hardly to happened but if it is satisfied and more delighted, the consumer is most likely to buy that goods or products again. One more to consider is the *Post purchase use and disposal* of the products as the more quickly purchaser consume a product, the sooner they may be back in the market to re-buy it (Kotler and Keller, 2012).

The purchasing decision model , there are a lots of model can be used to explain on the purchasing decision process. We also can divided into two models; rational and emotional model. The rational decision model give the priority attention on the functional reason when eating while the emotional model , the sensory like taste, vision, smell influence the consumer to purchase (Dyna Herlina S, 2012,as cited of Borah, R. (2013).

2.4 Related Research

Gelato ice cream Versus Ice Cream

People may have question "What is The Difference Between Gelato ice cream and Regular ice cream?" There are many of writer on website try to explain about Gelato ice cream versus regular ice cream. After investigation, the researcher bring some of them to explain as the following:

The Gelato is an Italian style frozen dessert that always compared to ice cream. Both of them are dairy based desserts sweetened with sugar and flavored with ingredients like fruit or nuts. Unlike ice cream, gelato has a unique texture and is steeped in Italian history. Gelato is generally made with milk instead of cream and therefore more likely resembles iced milk. Gelato contains approximately 4-8% milk fat, which is lower than ice cream which has approximately 15% milk fat. Because it is lower in fat, gelato has a higher sugar content to help prevent large ice crystals from forming. Large ice crystals produce a rough, hard texture instead of the soft, creamy texture desired. The freezing process of gelato also different from ice cream. Less air is allowed to incorporate into the mixture as it chills, which creates a thick, dense, and creamy end product. Gelato has slightly higher temperatures than ice cream to prevent it from hardening into an unscoopable state (Bethany Mocel, 2012). The difference depends upon three factors: fat, air and temperature. While ice cream is made with cream and must have at least a 10% fat content, gelato is made by milk, so it's lower in fat. Ice cream also use egg yolks while gelato uses considerably fewer, that make we notice the different in texture. This is due to the churning process and the amount of air whipped in. Ice cream is churned fast to let in air and pump up the volume, lending it a light,

fluffy quality. Gelato is slow-churned, which causes it to be denser, milkier and slower to melt. Ice cream is served around 10 degrees F. But because gelato has less fat and air, it's served about 10-15 degrees F. (Food Republic, 2013).

From World of ice cream explained about the Gelato ice cream that it has less fat than regular ice cream. GELATO = less fat + no air added = rich creamier taste

Premium ice creams are made with fresh cream (not condensed or powdered milk), real eggs, and natural flavorings. Quality ingredients aside, lesser ice creams also have more air whipped in. As much as half the carton may be air, in fact. More air--or "overrun"--means softer ice cream that scoops more easily and melts more quickly. Premium ice creams have very little air added; gelato has no air added at all. (World of ice cream, n.d.).Gelato and some premium ice creams are so dense that they require a slightly higher serving temperature, a perfect point where the scoop is firm but not hard and not so soft that it melts immediately. Gelato recipes normally include more egg yolks, more milk and less cream. It actually has less fat than regular ice cream, but gelato's low overrun makes for an extremely dense, rich and creamy treat (World of ice cream, n.d.).

The only difference between Gelato and ice cream is in the processing; Gelato is churned at a slower speed so less air gets in, which results in a denser product. Gelato also contains more milk and less cream. Also, the fat content in gelato and ice cream varies from place to place, so it's difficult to say if one has less fat than the other (Janet Ho, 2014).

The Italian word "gelato" is derived from a similar Italian word "congelato" which literally translates to English as"frozen". In Italy, the word "gelato" is used to describe any type of sweet iced dessert. However, gelato as it is made and presented in gelaterias is what the Italians would refer to as "gelato artigianale" - artisan style gelato. Artisan style gelato (or simply, artisan gelato) differs from commercially produced ice cream in the following ways:

AIR CONTENT: Air content of ice-cream (referred to as "overrun") is normally much higher than that of good artisan gelato, which is around 20%. Whilst some air in the product is needed for structure and scoopability, too much air will leave it without flavor and body. (Gelatissimo, 2012).

FAT CONTENT: Generally fat content of ice-cream is much higher than artisan gelato. This is usually due to a much higher cream content. Gelato includes dairy flavor, with around 7-8% fat content, as well as non-dairy flavor (generally referred to as "sorbets"), with zero fat content (Gelatissimo, 2012).

TEXTURE: Texture of good artisan gelato will always be much softer and smoother than traditional ice-cream (Gelatissimo, 2012).

SERVING TEMPERATURE: The serving temperature of artisan gelato is generally around -15°C or +5°F whereas the serving temperature of traditional ice cream is generally around -20°C or -4°F. (Gelatissimo, 2012).

SERVING METHOD: Artisan gelato to take away is traditionally served with a spatula (one for each flavour), as opposed to a scooper which is the traditional take away ice-cream serving implement. This is to prevent cross-contamination of flavours as well as to prevent water droplets from forming in the gelato (a scooper needs to be washed between scoops) (Gelatissimo,2012).

PRODUCTION METHOD: Artisan gelato is made fresh on site in a small batch freezer whereas commercially produced ice cream is made in a central manufacturing facility in a large continuous freezer, stored and then shipped (Gelatissimo,2012).

In summary the main different would consider in three factors are Fat, Air and the Serve temperature.

Table 2.1 Gelato ice cream versus ice cream

	Fat	Air	Serve temperature
Gelato ice cream	approx. 4-8% milk fat	Less air	10-15 °F (-9.44 - 12.22 °C)
Regular ice cream	approx. 15% milk fat	More air	10 °F (12.22 °C)

Source: Self Illustration.

There are many of previous research studied on the factors influencing purchasing decision towards various of products such as Bakery, Cars, Cosmetic etc. as well as many research studied used the Factors which included Demographic Factors, Marketing Factors and Social Factors to test as the Marketers have to understand their target customer what would be the factors influencing them to decision purchasing the

product in order to serve them the right thing. The researcher bring some of previous studied that could contribute the information on this research study on hand.

Different Demographic Factors:

The different Demographic data of the consumer also is interesting on how the consumer behavior influence them on their decision making (Pongsa Tanessriyanont, 2013). Gender, Age, Income, and Occupation to test the influencing on purchasing decision found out that the result are significant difference between gender, age, income and occupation on purchase decision. So they recommended that the marketers should aggressive focus into the branding, sale promotion and others in order to catch the target consumers (Shamsher and Chowdhury,2013). Demographic data and Marketing mix also in the conceptual framework and found that the Factors affecting consumer's purchasing decision is the place, then promotion, product and price. Demographic, consumer behavior and marketing mix are significant relationship on smartphone and paid mobile app usage while the purchasing decision is affected by demographic and consumer behavior but not by the marketing mix (Chutima Wongsiriviroj, 2013). Demographic, Marketing mix and Social Responsibility found that Gender does not influence online decision-making while Country, Age, Occupation and Income does influence online purchasing decision. Marketing mix also influence online purchasing decision but the Social responsibility does not influence online purchasing decision (Eva Ferrandi,2013). The different of demographic are gender, age, educational, occupation and income have affect to purchasing decision process, the marketing mix also have positive relationship to purchasing decision process as same as the Service quality (Prumsub Wetsukum,2013)

Marketing Mix Factors:

The marketing factors will effect to decision making of purchasing readymade clothes Thai brand in Bangkok and found that the consumer made decision on the readymade clothes Thai brand base on the reliable of Marketing factors; product factor, price factor and promotion factor. And also the different of gender, age, occupation and income made the buying decision on the readymade clothes Thai brand to be different from marketing factors however all marketing factors on this research as well as the psychology are positive outcome to the buying decision readymade clothes Thai brand (Jongrak Jaito, 2013). In Bakery, the marketing factors also affected and its highest

important factor was the price then product, process of service, physical characteristic, ways of selling, personal aspect and promotion that influenced to the consumer buying behavior (Jiranya Wattanasasiroj, 2013). The decision base by the marketing factors; product, price, and place and promotion respectively and external factors are social factors, economic factors and as well as government factors. (Pongsa Tanessriyanont, 2013).

Social Factors:

The culture, social, personal, psychological, product affected significantly positively influencing to the buying decision of the formula milk while the price did not influence on the buying decision and the most factor influencing on purchase formula milk was the culture (Suroto et al., 2012). Social statue; affect of friend , family and customs to studied and found that there is the positive impact of social statue to young customer on purchase decision toward impulse ice cream (Nguyen Minh Duy,2013)

The purchasing decision process was influenced base on two factors are controllable and uncontrollable that important such as cultural factors, social group and individual psychological factors, situational factors they are all work together with the marketing mix to understand well on consumer behavior (Haghshenas et al., 2013).

All above mentioned factors was used to many kind of products research that could distribute this research on hand in order to test the hypothesis and confirmed the studied.

CHAPTER 3
RESEARCH METHODOLOGY

This chapter is to explain the methodology that the researcher used in order to collecting data and analysis for the study of Factors influencing purchasing decision towards Gelato ice cream which are included the sample and population, research instrument, questionnaire testing, data collection procedure, and data analysis.

3.1 Sample and population

The Population of this study were the people in THANAPOOM TOWER Area, 1550 New Petchaburi Rd, Makkasan, Rajthevee, Bangkok. The people in this Building is the office people who is the targets for the researcher aimed to study the factors influencing purchasing decision towards Gelato ice cream and expected them to be the potential customer.

The size of sample group in this study was referred by using Taro Yamane which provided a formula to calculate the sample sizes with a 95% confidence level and e (significant level) = 0.05 , the exactly size of population in THANAPOOM TOWER are infinite population due to there are many peoples come in and out. However the sample size was determined by the below table of Confidence level acceptable sampling error:

Table 3.1 Sample size for +/- 3%, +/- 5%, +/- 7% and +/- 10% Precision Levels where Confidence Level is 95% and P=0.05

Size of population	Sample Size (n) for Precision (e) of:			
	+/- 3%	+/-5%	+/-7%	+/-10%
500	-	222	145	83
600	-	240	152	86
700	-	255	158	88
800	-	267	163	89
900	-	277	166	90

Source: Yamane, 1967.

Table 3.1 Sample size for +/- 3%, +/- 5%, +/- 7% and +/- 10% Precision Levels where Confidence Level is 95% and P=0.95 (Cont.)

Size of population	Sample Size (n) for Precision (e) of:			
	+/- 3%	+/-5%	+/-7%	+/-10%
1,000	-	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1000	385	200	99
15,000	1034	390	201	99
20,000	1053	392	204	100
25,000	1064	394	204	100
50,000	1087	397	204	100
100,000	1099	398	204	100
> 100,000	1111	400	204	100

Source: Yamane, 1967.

Therefore even the researcher could not identify the exactly population but the researcher would like to refer from above mentioned table and decided to round up and used a sample size of 400 samples in order to prevent any errors may occur. In mostly forms of research, it would be ideal to test the entire population, but in the most cases, the population is too large that it is impossible to include every individual. This is the reason why this research use the sampling techniques rely on the convenience sampling by the researcher's connection because it is fast, inexpensive, easy. Then distributed the questionnaires in THANAPOOM TOWER Area, 1550 New Petchaburi Rd, Makkasan, Rajthevee, Bangkok, Thailand during 20-28 October 2014.

3.2 Research instrument

Due to this research study of Factors influencing purchasing decision towards Gelato ice cream used the Quantitative method. Quantitative analysis is the scientific approach to managerial decision making (Render et el., 2012). The questionnaire was used to conduct as the research instrument. This questionnaire was included four parts and two type of question measurement are closed-end multiple choice with single answer question to have specific answer from respondents and Likert scale because it is easy to draw conclusion, reports, results and graphs from the response and also the respondents are not forced to express, they are allow to be neutral, furthermore it is very quick and easy to run this research survey. However the weak point of using scale is that they are uni-dimensional , it would have some space between each scale and also it is not true in real life and may have the result is not actually measured the true attitude.

Part 1: Different Demographic data influencing purchasing decision towards Gelato ice cream

To obtain the different demographic information by using the closed-end, multiple choice and single answer questions. The question asked about Age, Gender, Education level as well as the personal monthly income to determine if the Different of demographic factors influencing purchasing decision towards Gelato ice cream.

Part 2: Marketing mix influencing purchasing decision towards Gelato ice cream

This part used the evaluation scores to measure the various questions on marketing mix would influencing purchasing decision towards Gelato ice cream. The questionnaire designed based on the Rating scale according to the Likert scaling technique. A Likert item is simply of a statement, which was asked to evaluate according to any kind of subjective or objective such as generally, the levels based on "Strongly Agree or Strongly disagree" which was measured. Normally five ordered response levels are used (University of Northern Iowa,2013, as cited of Borah, R. (2013) In term of variation about the mean *(X),* the evaluation scheme is shown by the below formula:

Highest Score – Lowest Score	= 5-1
Level of Scale	= 5
Interval	= (5-1)/5 = 0.80

Table 3.2 The formats of the five-point numerical scale of Marketing mix factors.

Marketing mix factors (4Ps) influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree

Source: Self Illustration.

From above formats, the explanation are as follows:

Score between 1.00-1.80 = (1) Strongly Disagree

Score between 1.81-2.60 = (2) Disagree

Score between 2.61-3.40 = (3) Neutral

Score between 3.41-4.20 = (4) Agree

Score between 4.21-5.00 = (5) Strongly Agree

Part 3: Social factors influencing purchasing decision towards Gelato ice cream

This part used the evaluation scores to measure the various questions on Social Factors influencing purchasing decision towards Gelato ice cream. The questionnaire designed based on the Rating scale according to the Likert scaling technique.

Table 3.3 The formats of the five-point numerical scale of Social factors.

Social factors influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree

Source: Self Illustration.

From above formats, the explanation are as follows:

Score between 1.00-1.80 = (1) Strongly Disagree

Score between 1.81-2.60 = (2) Disagree

Score between 2.61-3.40 = (3) Neutral

Score between 3.41-4.20 = (4) Agree

Score between 4.21-5.00 = (5) Strongly Agree

Part 4: Decision Making towards Gelato ice cream

This part used the evaluation scores to measure the questions on the buying decision making towards Gelato ice cream. The questionnaire designed based on the Rating scale according to the Likert scaling technique.

Table 3.4 The formats of the five-point numerical scale of Decision making.

Decision Making towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree

Source: Self Illustration.

From above formats, the explanation are as follows:

Score between 1.00-1.80 = (1) Strongly Disagree

Score between 1.81-2.60 = (2) Disagree

Score between 2.61-3.40 = (3) Neutral

Score between 3.41-4.20 = (4) Agree

Score between 4.21-5.00 = (5) Strongly Agree

3.3 Questionnaire Testing

Before distribute the questionnaire to target population, the questionnaire was conducted pre- test by using the Cronbach's Alpha to measure the reliability of the questionnaire

The procedure of the validity and reliability instruments test explain as follows:

1. Designed the questionnaire format which would measure the factors influencing purchasing decision towards Gelato ice cream as aimed to study.

2. Presented the proposal questionnaire to the advisor for the first review in case of any revision to have an appropriate questionnaire in order to study the factors influencing purchasing decision towards Gelato ice cream.

3. Doing the Item Objective Congruence Index (IOC) by summited the questionnaire to the committee of judges who is an expert on Marketing Management area as well as good in English and Thai language. There are three of experts were

invited to consider and evaluate. One is an external expert on Marketing Management area from Private Company and another two persons from Stamford International University. The evaluation after collected from three committee of judges calculate by using the Internal Consistency (IC) by the range between -1 (Disagree), 0 (Neutral) and 1 (Agree) as following:

Table 3.5 The formats of Item Objective Congruence Index (IOC)

IOC		
-1	0	1

Source: Self Illustration.

The formula of IC calculation as follows:

$$IC = \frac{\sum R}{N}$$

IC = Internal Consistency

∑R = Number of items evaluated by committee of judge

N = Total of judges

The rule of Internal Consistency (IC) accepted as follows:

Value between 0.90 – 1.00 = Excellent

Value between 0.70 – 0.89 = Good

Value between 0.50 – 0.69 = Fair

Value between 0.00 – 0.49 = Poor

The accepted score from the Committee of Judges evaluation was provided the result "Excellent" then the Pilot test was conducted as the further step.

4. Pilot test was conducted by distribute the questionnaire to 30 sampling respondents at The TCIF Tower, Bangna Trad Road., to test if the sampling population understand all the questions on the questionnaire or any problem on reading and answering the questionnaire in order to improve the quality of the questionnaire. According to Cronbach's Alpha coefficient technique the result of pilot test of the questionnaire was .748 which was more than .7 and nearly to 1.0.

Therefore this questionnaire has enough the reliability and be able to distribute to the target population in this research study.

Table 3.6 Reliability Testing: Item-Total Statistics.

	Cronbach's Alpha if Item Deleted
How old are you ?	.765
What is your Gender ?	.755
What is your Education Level ?	.762
What is your personal income per month ?	.810
I buy Gelato ice cream because of Its varieties of Flavor and Taste.	.748
I buy Gelato ice cream because of Its Color.	.730
I buy Gelato ice cream because of Its Variety of Topping (cookies, fruits).	.732
I buy Gelato ice cream because I think it has reasonable price compare with Quality.	.728
I buy Gelato ice cream because I think it has reasonable price compare with Quantity.	.714
I buy Gelato ice cream because I think It has cheaper price than other kind of premium ice cream.	.720
I buy Gelato ice cream because it available at Shopping Mall	.740
I buy Gelato ice cream because it available nearby my house or my office.	.716
I buy Gelato ice cream because it has delivery service.	.718
I buy Gelato ice cream because it has the special promotion (Discount / Get 1 free)	.717
I buy Gelato ice cream because I saw attractive advertising by famous actor or actress.	.722
I buy Gelato ice cream because It has reward card to collect point for special gift.	.727
I buy Gelato ice cream because of my friends strongly influence me.	.727
I buy Gelato ice cream because of my Family member strongly influence me.	.731
I will continuous to buy Gelato ice cream in future.	.732
I will recommend my Friend and family to buy Gelato ice cream.	.734

Table 3.7 Reliability Statistics: Conbach's alpha scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded	0	.0
Total	30	100.0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Reliability Statistics	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.741	20

3.4 Data Collecting Procedure

In this research study of Factors influencing purchasing decision towards Gelato ice cream, collecting the data by the procedure as follows:

3.4.1 Collecting the Secondary Data as much as possible information from text book, Journal of Article, Previously research studied, Internet information to contribute the information to this research on hand.

3.4.2 Collecting Primary Data by conducted and distributed the questionnaire which distribute to the 400 respondents during 20-28 October 2014 by Hard copies in THANAPOOM TOWER Area, 1550 New Petchaburi Rd, Makkasan, Rajthevee, Bangkok.

3.4.3 Analyzing the data which collecting from both source and doing hypothesis testing.

3.4.4 Summarizing the result, conclusion and recommendation for further researcher.

3.5 Data Analysis

Using Data Analysis program as a tool to analyzes the data variables and compute for the results after collecting the filled up questionnaire. The outputs of the program have been presented following in chapter four (Research findings).

3.5.1 Descriptive Statistics

The Descriptive statistics was used to conduct and describe the demographic variables such as age, gender, education level, and monthly income.

Frequency was used to arrangement of the data showing the frequency of occurrence of different values of variables. It was utilized to describe the profile of the respondents which were different in age, gender, education level and monthly income.

Percentage was used as the ratio of a part to the whole multiple by 100.

Mean is the sum of the observations divided by the number of the observations.

Standard Deviation is the square root of the average of the squared distances of the observations from the mean.

3.5.2 Inferential Analysis

T-test is an appropriate for the researcher when need to compare means for a variable grouped into two categories based on some less-than interval variable (Zikmund and Badin, 2007).

Anova is an appropriate statistical tool for the means when has more than two groups or populations are to be compared (Zikmund and Badin, 2007).

Correlation Analysis is the most popular technique for indicating the relationship of one variable to another is simple correlation analysis (Zikmund and Badin, 2007).

Multiple Regression Analysis is an extension of simple regression analysis allowing a metric dependent variable to be predicted by multiple independent variables (Zikmund and Badin, 2007).

The above mentioned statistics was used to conduct the testing of the hypothesis in this study for confirming and provided the result of this research study in to Chapter4.

CHAPTER 4
RESEARCH FINDINGS

This chapter presents the hypotheses finding from descriptive analysis by using the data of respondents' demographic data which was included age, gender, education level and personal monthly income, and main variables of the Marketing mix and Social factors. The results of the hypothesis testing are also presented in the last section of this chapter as following:

4.1 Hypotheses Findings

The Demographic data which collected from the questionnaire was analyzed and presented as per the following tables:

4.1.1 Descriptive Statistics of Respondents' Demographic Profile

The Demographic data which collected from the questionnaire was analyzed and presented as per the following tables:

Table 4.1 Age groups distribution

Demographic Factors	Frequency	Percent
AGE:		
21-30 years old	92	23
31-40 years old	270	67.5
41-50 years old	38	9.5
Total	**400**	**100**

From table 4.1 shown that from 400 respondents, they were between 21-50 years old. Most of them at 270 persons or 67.5% aged about 31-40 years old. There were 92 persons or 23% aged about 21-30 years old; and another 38 persons or 9.5% aged about 41-50 years old.

Table 4.2 Respondent gender

Demographic Factors	Frequency	Percent
GENDER:		
Male	140	35
Female	260	65
Total	**400**	**100**

From table 4.2 shown that from 400 respondents, There were female more than male respondents, which female accounted for 65% of respondents or 260 persons; while male accounted for the rest 35% or 140 persons.

Table 4.3 Education Distribution

Demographic Factors	Frequency	Percent
EDUCATION:		
High school/college	8	2
Bachelor's degree	209	52.2
Higher than Bachelor's degree	183	45.8
Total	**400**	**100**

From table 4.3 shown that from 400 respondents, In term of education, respondents' education level seemed to vary ranging from high school to higher than Bachelor's degree. It comprised of 209 persons or 52.2% whose education level was in Bachelor's degree, 183 persons or 45.8% whose education level was higher than Bachelor's degree, and only 8 persons or 2% whose education level was lower than Bachelor's degree.

Table 4.4　Monthly Income

Demographic Factors	Frequency	Percent
INCOME (MONTHLY):		
10,000 - 20,000 baht	21	5.3
20,001 - 30,000 baht	94	23.5
30,001 - 40,000 baht	88	22
40,001 - 50,000 baht	44	11
Over 50,000 baht	153	38.2
Total	**400**	**100**

From table 4.4 shown that from 400 respondents, the respondents' personal monthly income, most of them at 153 persons or 38.2% earned over 50,000 baht per month, followed by a group of those with earnings between 20,001-30,000 baht per month (23.5%), 30,001-40,000 baht per month (22%), 40,001-50,000 baht per month (11%), and 10,000-20,000 baht per month (5.3%), respectively. None of them earned lower than 10,000 baht per month.

In summary, the group of samples population on this research study represented highly educated people in the middle aged group with medium-high income.

4.1.2 Descriptive Results of Variables

There are seven variables in this study, including four marketing mix factors comprising of product, price, place, and promotion, two social factors comprising of friend influence and family influence, and one dependent variable which is the purchase decision. The descriptive results and the interpretation of mean for each variable are presented in the tables as following tables.

Table 4.5 Marketing Mix

	Mean	S.D.	Level
Marketing Mix:			
Product			
I buy Gelato ice cream because of Its varieties of Flavor and Taste. (P1.1)	4.29	0.596	Very High
I buy Gelato ice cream because of Its Color. (P1.2)	3.92	0.728	High
I buy Gelato ice cream because of Its Variety of Topping (cookies, fruits). (P1.3)	3.98	0.805	High
Groped Product	**4.06**	**0.575**	**High**
Price			
I buy Gelato ice cream because I think it has reasonable price compare with Quality. (P2.1)	3.64	0.641	High
I buy Gelato ice cream because I think it has reasonable price compare with Quantity.(P2.2)	3.58	0.679	High
I buy Gelato ice cream because I think It has cheaper price than other kind of premium ice cream.(P2.3)	3.75	0.892	High
Grouped Price	**3.65**	**0.624**	**High**
Place			
I buy Gelato ice cream because it available at Shopping Mall. (P3.1)	4.27	0.717	Very High

Table 4.5 Marketing Mix (Cont.)

	Mean	S.D.	Level
I buy Gelato ice cream because it available nearby my house or my office. (P3.2)	4.19	0.811	High
I buy Gelato ice cream because it has delivery service. (P3.3)	4.06	0.975	High
Grouped Place	**4.18**	**0.743**	**High**
Promotion	4.4	0.873	Very High
I buy Gelato ice cream because it has the special promotion (Discount / Get 1 free) (P4.1)			
I buy Gelato ice cream because I saw attractive advertising by famous actor or actress. (P4.2)	3.95	0.973	High
I buy Gelato ice cream because It has reward card to collect point for special gift. (P4.3)	4.22	0.977	Very High
Grouped Promotion	**4.19**	**0.863**	**High**

From table 4.5 found that in overall of the important level Marketing mix influencing purchasing decision toward Gelato ice cream is high. Considering on each group of Marketing mix found that the highest average mean score is 4.19 from Promotion, then 4.18 from Place, 4.06 of Product and last 3.65 of Price.

Table 4.6 Social Factors

	Mean	S.D.	Level
Social Factors:			
Friend Influence			
I buy Gelato ice cream because of my friends strongly influence me. (So1)	3.84	0.906	High
Family Influence			
I buy Gelato ice cream because of my Family member strongly influence me. (So2)	3.76	0.725	High

From table 4.6 found that in overall of the important level of Social Factors influencing purchasing decision toward Gelato ice cream is high. Considering on each group of Social Factors found that the highest mean score is 3.84 of Friend Influence and 3.76 of Family Influence.

Table 4.7 Purchasing Decisions

	Mean	S.D.	Level
Purchase Decision:			
I will continuous to buy Gelato ice cream in future. (De1)	3.89	0.617	High
I will recommend my Friend and family to buy Gelato ice cream. (De2)	3.9	0.591	High
Grouped Decision	**3.9**	**0.563**	**High**

From table 4.7 found that in overall of the important level of the Purchase Decision toward Gelato ice cream is also high with the highest mean score is 3.9.

In summary, the group of samples population on this research study represented that the variables in this study, including four marketing mix factors comprising of product, price, place, and promotion, two social factors comprising of friend influence and family influence has high important level which the highest score is the Promotion.

4.2 Results of the Hypothesis Testing

The research hypotheses in this study conducted by:

Demographic Factors:

H1: The differences in Age has an influencing on purchasing decision towards Gelato ice cream.

H2: The differences in Gender has an influencing on purchasing decision towards Gelato ice cream.

H3: The differences in Education Level has an influencing on purchasing decision towards Gelato ice cream.

H4: The differences in Monthly Income has an influencing on purchasing decision towards Gelato ice cream.

Marketing Mix Factors:

*H*5: Product has an influencing on purchasing decision towards Gelato ice cream.

H6: Price has an influencing on purchasing decision towards Gelato ice cream.

H7: Place has an influencing on purchasing decision towards Gelato ice cream.

H8: Promotion has an influencing on purchasing decision towards Gelato ice cream.

Social Factors:

*H*9:   Friends has an influencing on purchasing decision towards Gelato ice cream.

H10: Family has influencing on purchasing decision towards Gelato ice cream.

4.2.1 Testing of Hypothesis; Demographic Factors:

H1: **The differences in Age has an influencing on purchasing decision towards Gelato ice cream.**

a) Age – The researcher applied one-way ANOVA to investigate the mean difference between different age groups. The results of analysis are presented in the table 4.8.

Table 4.8 ANOVA Table of Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.005	2	2.002	6.485	0.002
Within Groups	122.585	397	0.309		
Total	**126.59**	**399**			

* Significance at or below 0.05 level

From table 4.8, the sig. value is .002 which is not greater than 0.05 indicating that there is a significant difference in the purchase decision among different age groups in this research study.

H2: **The differences in Gender has an influencing on purchasing decision towards Gelato ice cream.**

b) Gender - The researcher applied independent sample t-test to investigate the mean difference between male and female. The results of analysis are presented in the table 4.9.

Table 4.9 Independent Sample Test of Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Decision	Equal variances assumed	14.19	.000	-1.266	398	.206	-.07473	.05900	-.19072	.04127
	Equal variances not assumed			-1.205	247.35	.229	-.07473	.06200	-.19683	.04738

* Significance at or below 0.05 level

From table 4.9, the sig. value is 0.229 which is greater than 0.05 indicating that there is no difference in the purchase decision between males and females in this study.

H3: **The differences in Education Level has an influencing on purchasing decision towards Gelato ice cream.**

c) Education - The researcher applied one-way ANOVA to investigate the mean difference between different groups of education level. The results of analysis are presented in the table 4.10.

Table 4.10 ANOVA Table of Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.022	2	0.011	0.035	0.966
Within Groups	126.568	397	0.319		
Total	**126.59**	**399**			

* Significance at or below 0.05 level

From table 4.10, the sig. value is .966 which is greater than 0.05 indicating that there is no difference in the purchase decision among different groups of education in this study.

H4: **The differences in Monthly Income has an influencing on purchasing decision towards Gelato ice cream.**

d) Monthly Income - The researcher applied one-way ANOVA to investigate the mean difference between different groups of income level. The results of analysis are presented in the table 4.11.

Table 4.11 ANOVA Table of Monthly Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.384	4	.846	2.713	.030
Within Groups	123.206	395	.312		
Total	**126.590**	**399**			

* Significance at or below 0.05 level

From table 4.11, the sig. value is .030 which is not greater than 0.05 indicating that there is a significant difference in the purchase decision among different groups of monthly income in this study.

4.2.2 Testing of Hypothesis; Marketing Mix Factors:

*H*5: **Product has an influencing on purchasing decision towards Gelato ice cream.**
H6: **Price has an influencing on purchasing decision towards Gelato ice cream.**
H7: **Place has an influencing on purchasing decision towards Gelato ice cream.**
H8: **Promotion has an influencing on purchasing decision towards Gelato ice cream.**

The researcher applied multiple linear regression to investigate the impact of each marketing mix strategy comprising of product, price, place, and promotion toward the purchase decision. The results of analysis are presented in the table 4.12 – 4.14 as below:

Table 4.12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607[a]	.368	.361	.45009

a. Predictors: (Constant), Promotion, Price, Product, Place

From table 4.12 shown that in summary of marketing mix comprising of product, price, place and promotion can be used to predict .361% the purchasing decision in this study.

Table 4.13 ANOVA Table of Marketing Mix

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	46.570	4	11.643	57.471	.000[b]
1	Residual	80.020	395	.203		
	Total	**126.590**	**399**			

a. Dependent Variable: Decision
b. Predictors: (Constant), Promotion, Price, Product, Place

From table 4.13, the sig. value is .000 which is not greater than 0.05 indicating that marketing mix can be used to predict the purchasing decision in this study.

Table 4.14 Coefficients Table of Marketing Mix

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.584	.182		8.716	.000
	Product	.114	.047	.116	2.418	.016
1	Price	.045	.042	.049	1.064	.288
	Place	.250	.047	.330	5.377	.000
	Promotion	.153	.038	.234	4.027	.000

a. Dependent Variable: Decision

From table 4.14, the sig. value for the F-test is 0.00 indicating that marketing mix can be used to explain the purchase decision in this study. The elements of marketing mix that significantly affected the purchase decision in this study were product, place, and promotion, given the sig. value for the t-test of less than 0.05. Meanwhile, there is no impact from price strategy toward the purchase decision under this model, given the sig. value of greater than 0.05.

4.2.3 Testing of Hypothesis; Social Factors:

There are two sub variables of social factors including friends influence and family influence.

H9: Friends has an influencing on purchasing decision towards Gelato ice cream.

a) Friend Influence – The researcher applied Pearson correlation to investigate the relationship between friend influence and the purchase decision. The results of analysis are presented in the table 4.15 as following table.

Table 4.15 Pearson Correlation between Friend Influence and Purchase Decision

		I buy Gelato ice cream because of my friends strongly influence me. (So1)	Decision
I buy Gelato ice cream because of my friends strongly influence me. (So1)	Pearson Correlation	1	.593**
	Sig. (2-tailed)		.000
Decision	Pearson Correlation	.593**	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

From table 4.15, it shows the sig. value of 0.00 with the Pearson Correlation of 0.593. It can be concluding that there is a moderate positive impact from friend influence towards the purchase decision in this study.

H10: **Family has influencing on purchasing decision towards Gelato ice cream.**

b) Family Influence – The researcher applied Pearson correlation to investigate the relationship between family influence and the purchase decision. The results of analysis are presented in the table 4.16 as following table.

Table 4.16 Pearson Correlation between Family Influence and Purchase Decision

		I buy Gelato ice cream because of my Family member strongly influence me. (So2)	Decision
I buy Gelato ice cream because of my Family member strongly influence me. (So2)	Pearson Correlation	1	$.466^{**}$
	Sig. (2-tailed)		.000
Decision	Pearson Correlation	$.466^{**}$	1
	Sig. (2-tailed)	.000	

$**$. Correlation is significant at the 0.01 level (2-tailed).

From table 4.16, it shows the sig. value of 0.00 with the Pearson Correlation of 0.466. It can be concluding that there is a moderate positive impact from family influence towards the purchase decision in this study.

The conclusion after the result of hypothesis testing will presents in the next Chapter 5.

CHAPTER 5
CONCLUSION, DISCUSSIONS & RECOMMENDATION

This final chapter presents the summary and conclusion of finding, discussions and recommendation for further research as the following:

5.1 Summary & Conclusion of findings

From 400 sample respondents, they were between 21-50 years old. Most of them at 270 persons or 67.5% aged about 31-40 years old. There were 92 persons or 23% aged about 21-30 years old; and another 38 persons or 9.5% aged about 41-50 years old. There were female more than male respondents, which female accounted for 65% of respondents or 260 persons; while male accounted for the rest 35% or 140 persons. In term of education, respondents' education level seemed to vary ranging from high school to higher than Bachelor's degree. It comprised of 209 persons or 52.2% whose education level was in Bachelor's degree, 183 persons or 45.8% whose education level was higher than Bachelor's degree, and only 8 persons or 2% whose education level was lower than Bachelor's degree. Classified by respondents' income, most of them at 153 persons or 38.2% earned over 50,000 baht per month, followed by a group of those with earnings between 20,001-30,000 baht per month (23.5%), 30,001-40,000 baht per month (22%), 40,001-50,000 baht per month (11%), and 10,000-20,000 baht per month (5.3%), respectively. None of them earned lower than 10,000 baht per month. In summary, this group of samples represented highly educated people in the middle aged group with medium-high income and the summary of hypothesis conclusion as per below:

1. Accepted Hypothesis H1

H1: The differences in Age has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .002 which is not greater than 0.05 indicating that there is a significant difference in the purchase decision among different age groups.

2. Rejected Hypothesis H2

H2: The differences in Gender has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is 0.229 which is greater than 0.05 indicating that there is no significant difference in the purchase decision between males and females.

3. Reject Hypothesis H3

H3: The differences in Education Level has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .966 which is greater than 0.05 indicating that there is no significant difference in the purchase decision among different groups of education level.

4. Accepted Hypothesis H4

H4: The differences in Monthly Income has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .030 which is not greater than 0.05 indicating that there is a significant difference in the purchase decision among different groups of monthly income.

5. Accepted Hypothesis H5

H5: Product has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .016 which is not greater than 0.05 indicating that there is a significant of Product in the purchase decision.

6. Rejected Hypothesis H6

H6: Price has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .288 which is greater than 0.05 indicating that there is no significant of Price in the purchase decision.

7. Accepted Hypothesis H7

H7: Place has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .000 which is not greater than 0.05 indicating that there is a significant of Place in the purchase decision.

8. Accepted Hypothesis H8

H8: Promotion has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value is .000 which is not greater than 0.05 indicating that there is a significant of Promotion in the purchase decision.

9. Accepted Hypothesis H9

H9: Friends has an influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value of 0.00 with the Pearson Correlation of 0.593. It can be concluding that there is a moderate positive impact from friend influence towards the purchase decision.

10. Accepted Hypothesis H10

H10: Family has influencing on purchasing decision towards Gelato ice cream: The result of testing the sig. value of 0.00 with the Pearson Correlation of 0.466. It can be concluding that there is a moderate positive impact from family influence towards the purchase decision.

5.2 Discussions

According to the research finding as mentioned on Chapter 4, Gelato ice cream should have varieties of flavor, available at shopping mall and has special promotion. The price of Gelato ice cream can be a bit higher. Furthermore the researcher aimed to recommend the entrepreneur who have or plan to have the ice cream shop that the Marketing Strategy seems very important to influence on purchasing decision to ward Gelato ice cream.

One of the most important strategy for homemade ice cream is the differentiation especially for the new entrepreneur should make the differentiation in the product, price, place and promotion.

1. Product Differentiation; the new variety taste of homemade from various of raw material in Thailand such as tropical fruits like Mango or others could bring the differentiation in product and make the Gelato ice cream in Asia taste and also the healthy ice cream to serve the customers who is interesting on diet or organic ice cream and if the taste of ice cream can reach the customer satisfaction, the re-purchase would be possible.

2. Price Differentiation; the averages price per scoop of Gelato ice cream would around 35-50 baht. The price can be a bit higher than regular ice cream due to the special process with good quality of raw material would possible to drive the price higher. However even using the good quality of raw material but the entrepreneur should have

the fair price suitable for quality and quantity and economic factors as well as affordable of the customers.

3. Place Differentiation; the new entrepreneur may consider to relocation from the Shopping mall to the office building, school , university or hospital and also use the catering channel to expand the business.

4. Promotion Differentiation; from research finding found that Friends and Family are influence on purchasing decision. So the promotion could convince the customers in term of couple free gift, birthday gift or buy one get one, or buy four free one to encourages the customers who is in group people can enjoy the Gelato ice cream together.

5.3 Recommendation for further research

In this research study only survey the sampling in one office building is Thanapoom Tower and specific the product is Gelato ice cream. So the further research could possible to do the next research try to cover the new sampling target to wider area to understand more the consumers on the factors which has an influencing on purchasing decision on other Homemade ice cream. The further researcher could also possible to do the research in term of the business plan on how to open the homemade ice cream shop.

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APPENDIX A

SURVEY QUESTIONAIRE (ENGLISH VERSION)

" The study of Factors influencing purchasing decision towards Gelato ice cream"

This questionnaire has been developed by Stamford International University's MBA international student. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only.

Part 1: Different Demographic data influencing purchasing decision towards Gelato ice cream

Please complete all questions truthfully by marking "√" in the ( ) or filling in the space below:

1. How old are you ?

( ) Less than 20 years old   ( ) 21-30 years old

( ) 31- 40 years old   ( ) 41- 50 years old

( ) 51- 60 years old   ( ) Above 60 years old

2. What is your Gender ?

( ) Male   ( ) Female

3. What is your Education Level ?

( ) Less than High School / College   ( ) High School / College

( ) Bachelors Degree   ( ) Higher than Bachelors Degree

4. What is your personal income per month ?

( ) Less than 10,000 Baht   ( ) 10,001 – 20,000 Baht

( ) 20,001 – 30,000 Baht   ( ) 30,001 – 40,000 Baht

( ) 40,001 – 50,000 Baht   ( ) Over 50,000 Baht

Part 2: Marketing mix influencing purchasing decision towards Gelato ice cream

Please complete all questions truthfully by marking "√" in the ( ) or filling in the space below:

Marketing mix factors (4Ps) influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Product					
5. I buy Gelato ice cream because of Its varieties of Flavor and Taste.					
6. I buy Gelato ice cream because of Its Color.					
7. I buy Gelato ice cream because of Its Variety of Topping (cookies, fruits).					

Marketing mix factors (4Ps) influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Price					
8. I buy Gelato ice cream because I think it has reasonable price compare with Quality.					
9. I buy Gelato ice cream because I think it has reasonable price compare with Quantity.					
10. I buy Gelato ice cream because I think It has cheaper price than other kind of premium ice cream.					
Place					
11. I buy Gelato ice cream because it available at Shopping Mall					
12. I buy Gelato ice cream because it available nearby my house or my office.					
13. I buy Gelato ice cream because it has delivery.					

Marketing mix factors (4Ps) influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Promotion					
14. I buy Gelato ice cream because it has the special promotion (Discount / Get 1 free)					
15. I buy Gelato ice cream because I saw attractive advertising by famous actor or actress.					
16. I buy Gelato ice cream because It has reward card to collect point for special gift.					

Part 3: Social factors influencing purchasing decision towards Gelato ice cream

Please complete all questions truthfully by marking "√" in the ( ) or filling in the space below:

Social factors influencing purchasing decision towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
Friends					
17. I buy Gelato ice cream because of my friends strongly influence me.					
Family					
18. I buy Gelato ice cream because of my Family member strongly influence me.					

Part 4: Decision Making towards Gelato ice cream

Please complete all questions truthfully by marking "√" in the ( ) or filling in the space below:

Decision Making towards Gelato ice cream	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
19. I will continuous to buy Gelato ice cream in future.					
20. I will recommend my Friend and family to buy Gelato ice cream.					

Thank you very much for your Participation !

APPENDIX B

SURVEY QUESTIONAIRE (THAI VERSION)

"การศึกษาปัจจัยที่มีอิทธิพลในการตัดสินใจซื้อไอศครีมเจลาโต้"

แบบสอบถามนี้ได้รับการพัฒนาโดยนักศึกษา MBA ของมหาวิทยาลัยStamford International University

ข้อมูลทั้งหมดที่ได้รับจากผู้ตอบแบบสอบถามจะได้รับการรักษาด้วยการรักษาความลับสูงและข้อมูลที่ได้รับจะนำไปใช้เพื่อ
จุดประสงค์ในการศึกษาเท่านั้น

ส่วนที่ 1: ความแตกต่างของปัจจัยส่วนบุคคลที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้

กรุณากรอกคำถามที่ตอบตามความเป็นจริงโดยการทำเครื่องหมาย "√" ใน ( ) หรือกรอกในช่องว่างข้างล่างนี้

1. **อายุ**

   ( ) ต่ำกว่า 20 ปี   ( ) 21-30 ปี

   ( ) 31- 40 ปี   ( ) 41- 50 ปี

   ( )51- 60 ปี   ( ) สูงกว่า 60 ปี

2. **เพศ**

   ( ) ชาย   ( ) หญิง

3. **ระดับการศึกษา**

   ( ) ต่ำกว่ามัธยมปลาย / ปวช.   ( ) มัธยมปลาย / ปวช.

   ( ) ปริญญาตรี   ( ) สูงกว่าปริญญาตรี

4. **รายได้ส่วนตัวโดยเฉลี่ยต่อเดือน**

( ) น้อยกว่า 10,000 บาท   ( ) 10,001 – 20,000 บาท

( ) 20,001 – 30,000 บาท   ( ) 30,001 – 40,000 บาท

( ) 40,001 – 50,000 บาท   ( ) มากกว่า 50,000 บาท

ส่วนที่ 2: ปัจจัยทางการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้

กรุณากรอกคำถามที่ตอบตามความเป็นจริงโดยการทำเครื่องหมาย "√" ใน ( ) หรือกรอกในช่องว่างข้างล่างนี้

ปัจจัยทางการตลาด(4Ps) ที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้	**(1)** ไม่เห็นด้วยอย่างยิ่ง	**(2)** ไม่เห็นด้วย	**(3)** เป็นกลาง	**(4)** เห็นด้วย	**(5)** เห็นด้วยอย่างยิ่ง
ผลิตภัณฑ์					
5. ฉันซื้อไอศครีมเจลาโต้เพราะมีรสชาติที่อร่อยและหลากหลาย					
6. ฉันซื้อไอศครีมเจลาโต้เพราะมีสีสันสวยงาม					
7. ฉันซื้อไอศครีมเจลาโต้เพราะมีท็อปปิ้งที่หลากหลาย (ผลไม้/คุกกี้)					
ราคา					
8. ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่เหมาะสมเมื่อเทียบกับคุณภาพ					
9. ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่เหมาะสมเมื่อเทียบกับปริมาณ					
10. ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่ถูกกว่าไอศครีมพรีเมี่ยมประเภทอื่น ๆ					

ปัจจัยทางการตลาด(4Ps) ที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้	**(1)** ไม่เห็นด้วยอย่างยิ่ง	**(2)** ไม่เห็นด้วย	**(3)** เป็นกลาง	**(4)** เห็นด้วย	**(5)** เห็นด้วยอย่างยิ่ง
ช่องทางการจัดจำหน่าย					
11. ฉันซื้อไอศครีมเจลาโต้เพราะมีร้านจำหน่ายในห้างสรรพสินค้า					
12. ฉันซื้อไอศครีมเจลาโต้เพราะมีร้านจำหน่ายใกล้บ้านหรือที่ทำงานของฉัน					
13. ฉันซื้อไอศครีมเจลาโต้เพราะมีบริการจัดส่งถึงบ้าน หรือ ที่ทำงาน					
การส่งเสริมการตลาด					
14. ฉันซื้อไอศครีมเจลาโต้เพราะมีโปรโมชั่นส่งเสริมการขาย เช่น มีส่วนลดพิเศษ หรือ มีของแถม					
15. ฉันซื้อไอศครีมเจลาโต้เพราะเห็นโฆษณาที่น่าสนใจโดยใช้นักแสดงที่มีชื่อเสียง					
16. ฉันซื้อไอศครีมเจลาโต้เพราะมีบัตรสะสมแต้มแลกของรางวัล					

ส่วนที่ 3: ปัจจัยทางสังคมที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้

กรุณากรอกคำถามที่ตอบตามความเป็นจริงโดยการทำเครื่องหมาย "√" ใน ( ) หรือกรอกในช่องว่างข้างล่างนี้

ปัจจัยทางสังคมที่มีอิทธิพลต่อการตัดสินใจซื้อไอศครีมเจลาโต้	**(1)** ไม่เห็นด้วยอย่างยิ่ง	**(2)** ไม่เห็นด้วย	**(3)** เป็นกลาง	**(4)** เห็นด้วย	**(5)** เห็นด้วยอย่างยิ่ง
เพื่อน					
17. ฉันซื้อไอศครีมเจลาโต้เพราะเพื่อนของฉันมีอิทธิพลอย่างยิ่งต่อฉันในการตัดสินใจซื้อ					
ครอบครัว					
18. ฉันซื้อไอศครีมเจลาโต้เพราะสมาชิกในครอบครัวของฉันมีอิทธิพลอย่างยิ่งต่อฉันในการตัดสินใจซื้อ					

ส่วนที่ 4: การตัดสินใจที่มีต่อไอศครีมเจลาโต้

กรุณากรอกคำถามที่ตอบตามความเป็นจริงโดยการทำเครื่องหมาย "√" ใน ( ) หรือกรอกในช่องว่างข้างล่างนี้

การตัดสินใจที่มีต่อไอศครีมเจลาโต้	**(1)** ไม่เห็นด้วยอย่างยิ่ง	**(2)** ไม่เห็นด้วย	**(3)** เป็นกลาง	**(4)** เห็นด้วย	**(5)** เห็นด้วยอย่างยิ่ง
19. ฉันจะซื้อไอศครีมเจลาโต้เป็นประจำในอนาคต					
20. ฉันจะแนะนำเพื่อนและครอบครัวของฉันให้ซื้อไอศครีมเจลาโต้					

ขอบคุณมากสำหรับการมีส่วนร่วมของคุณ!

APPENDIX C

INDEX OF CONGRESS (IOC)

STAMFORD INTERNATIONAL UNIVERSITY

Item Objective Congruence Index (IOC)

" The study of Factors influencing purchasing decision on Gelato ice cream"

Question No.	Question	Judge 1			Judge 2			Judge 3			ΣR	$\bar{X} = \frac{\Sigma R}{N}$	Result
		-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)			
1	How old are you ?			√			√			√	3	1.0	Excellent
2	What is your Gender ?			√			√			√	3	1.0	Excellent
3	What is your Education Level ?			√			√			√	3	1.0	Excellent
4	What is your personal income per month ?			√			√			√	3	1.0	Excellent
5	I buy Gelato ice cream because of Its varieties of Flavor and Taste.			√			√			√	3	1.0	Excellent
6	I buy Gelato ice cream because of Its Color.			√			√			√	3	1.0	Excellent
7	I buy Gelato ice cream because of Its Variety of Topping (cookies, fruits).			√			√			√	3	1.0	Excellent
8	I buy Gelato ice cream because I think it has reasonable price compare with Quality.			√			√			√	3	1.0	Excellent
9	I buy Gelato ice cream because I think it has reasonable price compare with Quantity.			√			√			√	3	1.0	Excellent
10	I buy Gelato ice cream because I think It has cheaper price than other kind of premium ice cream.			√			√			√	3	1.0	Excellent
11	I buy Gelato ice cream because it available at Shopping Mall			√			√			√	3	1.0	Excellent
12	I buy Gelato ice cream because it available nearby my house or my office.			√			√			√	3	1.0	Excellent
13	I buy Gelato ice cream because it has delivery service.			√			√			√	3	1.0	Excellent
14	I buy Gelato ice cream because it has the special promotion (Discount / Get 1 free)			√			√			√	3	1.0	Excellent
15	I buy Gelato ice cream because I saw attractive advertising by famous actor or actress.			√			√			√	3	1.0	Excellent

Question No.	Question	Judge 1			Judge 2			Judge 3			∑R	$\bar{x} = \frac{\sum R}{N}$	Result
		-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)			
16	I buy Gelato ice cream because It has reward card to collect point for special gift.			√			√			√	3	1.0	Excellent
17	I buy Gelato ice cream because of my friends strongly influence me.			√			√			√	3	1.0	Excellent
18	I buy Gelato ice cream because of my Family member strongly influence me.			√			√			√	3	1.0	Excellent
19	I will continuous to buy Gelato ice cream in future.			√			√			√	3	1.0	Excellent
20	I will recommend my Friend and family to buy Gelato ice cream.			√			√			√	3	1.0	Excellent

STAMFORD INTERNATIONAL UNIVERSITY

Item Objective Congruence Index (IOC)

" The study of Factors influencing purchasing decision on Gelato ice cream"

Question No.	Question	Judge 1			Judge 2			Judge 3			∑R	$\bar{X} = \frac{\sum R}{N}$	Result
		-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)			
1	อายุ			√			√			√	3	1.0	Excellent
2	เพศ			√			√			√	3	1.0	Excellent
3	ระดับการศึกษา			√			√			√	3	1.0	Excellent
4	รายได้ส่วนตัวโดยเฉลี่ยต่อเดือน			√			√			√	3	1.0	Excellent
5	ฉันซื้อไอศครีมเจลาโต้เพราะมีรสชาติที่อร่อยและหลากหลาย			√			√			√	3	1.0	Excellent
6	ฉันซื้อไอศครีมเจลาโต้เพราะมีสีสันสวยงาม			√			√			√	3	1.0	Excellent
7	ฉันซื้อไอศครีมเจลาโต้เพราะมีท็อปปิ้งที่หลากหลาย(คุกกี้/ผลไม้)			√			√			√	3	1.0	Excellent
8	ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่เหมาะสมเมื่อเทียบกับคุณภาพ			√			√			√	3	1.0	Excellent
9	ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่เหมาะสมเมื่อเทียบกับปริมาณ			√			√			√	3	1.0	Excellent
10	ฉันซื้อไอศครีมเจลาโต้เพราะฉันคิดว่ามันมีราคาที่ถูกกว่าไอศครีมพรีเมี่ยมประเภทอื่น ๆ			√			√			√	3	1.0	Excellent
11	ฉันซื้อไอศครีมเจลาโต้เพราะมีร้านจำหน่ายในห้างสรรพสินค้า			√			√			√	3	1.0	Excellent
12	ฉันซื้อไอศครีมเจลาโต้เพราะมีร้านจำหน่ายใกล้บ้านหรือที่ทำงานของฉัน			√			√			√	3	1.0	Excellent

Question No.	Question	Judge 1			Judge 2			Judge 3			∑R	$\overline{x} = \frac{\sum R}{N}$	Result
		-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)	-1 (Disagree)	0 (Neutral)	1 (Agree)			
13	ฉันซื้อไอศครีมเจลาได้ เพราะมีบริการจัดส่ง ถึงบ้าน หรือ ที่ทำงาน			√			√			√	3	1.0	Excellent
14	ฉันซื้อไอศครีมเจลาได้ เพราะมีโปรโมชั่น ส่งเสริมการขาย เช่น มีส่วนลดพิเศษ หรือ มีของแถม			√			√			√	3	1.0	Excellent
15	ฉันซื้อไอศครีมเจลาได้ เพราะเห็นโฆษณาที่ น่าสนใจโดยใช้ นักแสดงที่มีชื่อเสียง			√			√			√	3	1.0	Excellent
16	ฉันซื้อไอศครีมเจลาได้ เพราะมีบัตรสะสม แต้มแลกของรางวัล			√			√			√	3	1.0	Excellent
17	ฉันซื้อไอศครีมเจลาได้ เพราะเพื่อนของฉันมี อิทธิพลอย่างยิ่งต่อฉัน ในการตัดสินใจซื้อ			√			√			√	3	1.0	Excellent
18	ฉันซื้อไอศครีมเจลาได้ เพราะสมาชิกใน ครอบครัวของฉันมี อิทธิพลอย่างยิ่งต่อฉัน ในการตัดสินใจซื้อ			√			√			√	3	1.0	Excellent
19	ฉันจะซื้อไอศครีมเจ ลาได้เป็นประจำใน อนาคต			√			√			√	3	1.0	Excellent
20	ฉันจะแนะนำเพื่อน และครอบครัวของฉัน ให้ซื้อไอศครีมเจลาได้			√			√			√	3	1.0	Excellent

APPENDIX D

LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Dr. Ake Choonhachatrachai	Assist. Dean of Graduate School
	Stamford International University
2. Dr. Puttithorn Jirayus	Lecturer
	Stamford International University
3. Ms. Rata Dulyapat	Marketing Manager
	Private Company

APPENDIX E

THANAPOOM TOWER

Thanapoom Tower Building

Categories: Offices > Office buildings

Address: 1550, New Phetchaburi Rd., Makkasan, Ratchathewi, Bangkok 10400 Thailand

See map:

Transportation:

By Bus : No. 11, 23, 38, 58, 60, 72, 93, 113
By Air Bus : No. 60, 72, 93, 113
By Boat : Nana North
By Subway : Petchburi Station
By Sky train : Nana Station
By Airport Rail Link : Makkasan Station

Information:

Discover the Thanapoom Tower is the strategically located on New Petchburi Road, providing rental space of 41,000 square meters on more than 4 rai (6,400 square meter) site. Thanapoom Tower has convenient access to all of Bangkok's business districts. Easy to access expressway exits and entrances: New Petchburi Road, Sukhumvit Road and Ratchadaphisek Road, MRT Station on New Petchburi Road, BTS Skytrain Station at Nana, Suvarnabhumi Airport Rail Link, soon to open just opposite the Tower. Perfect spaces for any size of business Thanapoom Tower has been specially designed and constructed, provides a grand welcome for both tenants and visitors with its impressive main lobby . Office units are available for rent, from 100 to 500 square meters and whole floors of 1,300 square meters. Retail outlets on the second floor provided is convenient services to tenants : Acoustic ceilings for the office premises. Easy car parking, with capacity for more than 800 vehicles, Standard meeting and seminar rooms, 12 high speed passenger lifts in two lift zones to serve the office floors together with two service lifts, ISDN lines installed throughout for high speed internet connectivity 24-hour security and CCTV system .

Open days

Monday, Tuesday, Wednesday, Thursday, Friday

Service hours

07:30 to 17:30

Photos:

Source: http://www.westernproperty.co.th/project/thanapoom-tower

BIOGRAPHY

NAME   Miss Supak Junsri

DATE OF BIRHT   10 December 1978

EDUCATION

    2014   Master of Business Administration,
Stamford International University
Bangkok, Thailand

    2000   Bachelor of Business Administration,
Chiang Mai University
Chiang Mai, Thailand

NATIONALITY   Thai

HOME ADDRESS   8/198 Indy Bangna, Bangna-Trad Km. 26,
Bangbor, Bangbor, Samutprakarn 10560
Thailand

EMPLOYMENT ADDRESS   Sidel South Asia-Pacific Ltd. Thanapoom
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Makkasan, Rajthevee, Bangkok 10400 Thailand

POSITION   Project Manager

EMAIL ADDRESS   supak.junsri@gmail.com