

ABSTRACT

This study on “Factors Influencing Consumer’s Decision on Purchasing Toothpaste in the Bangkok Area” was conducted during January 2009. The objective of this study was aimed to explore the factors affecting consumers’ decisions on purchasing toothpaste. The instruments used in this study were 120 questionnaires sent to people aged over 25 years in the Bangkok area since they are a working group who have buying power for toothpaste. The majority of subjects were females aged between 36 - 40 years old. Most of them were single and had a bachelor’s degree. Most of them were private company employees and had an average salary of 30,001 - 40,000 Baht. They often bought Colgate with Anti-cavities formula and most of them often bought toothpaste at supermarkets. Half of them usually compared brands of the same size and half did not. In addition, the majority of the respondents compared the prices of different brands in the same shop. Overall the product, price, place, and promotion moderately influenced their decisions on purchasing toothpaste. Among the 4P’s, the product factor influenced their decision the most followed by places, people, prices, promotion, and mass media (advertising), respectively. The influential factors on decision to purchase toothpaste were dentist’s suggestions, TV commercials, quality of products, promotions, discount, and place. Lastly, it was found that male and female respondents of different marital status did not have different opinions on the 4P’s, while customers with different ages, educational levels, occupations, amount of salary had different opinion on the 4P’s.