

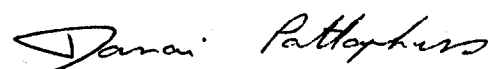
Title : A Comparative Case Study on Vegetable oil
Buying Decision of Housewives in Bangkok
Metroplitan Area and Buriram Province.

by : Atthakorn Chatukul

Degree : Marketing Management

Major Field : Master of Business Administration (M.B.A)

Chairman, Thesis Advisor :


(Dr. Danai Pattaphongs)

.....18/12...../2538

Vegetable oil is used by as one of the essential ingredients of food for our daily life. For this reason, the importance of vegetable oil to every family in our society is undeniable. In addition to that vegetable oil plays another important role in reducing cholesterol in bloodstreams of nerves, the principal cause of heart diseases. To get maximum benefit from consuming vegetable oil, consumers shoul think over the raw materials used to produce vegetable oil.

The purpose of this research (thesis) is to study the factors which act influentially in making buying decision and attitudes towards vegetable oil as well as market position and marketing mix including behavior of the consumers in bangkok metropolitan Area and buriram province. The research is aimed at analysing and answering the

1. Product : The quality of Vegetable oil should be developed and checked up before distributing it to documentary data has been collected from various concerns regarding vegetable oil for sale. The quality of raw materials for government agencies, documents, magazines and questionnaires production of vegetable oil must be of the same as it is to the consumers. described on the brand label.

The research study indicates that the major and minor factors of consumers, buying decision are based on quality of the product and its advantage in not raising the cholesterol level in the blood respectively. The research on attitude and behavior of consumers indicates that the most popular brand of vegetable oil brand is "Angoon" (grape brand) which is the market leader (or star) in the present market. In making buying decision, the majority of consumers are loyal to brands (or image). Regarding to sales-promotion, most of those consumers consider that advertising helps them making buying decision.

2. Promotion : The information about the product should be publicized and reached to the consumers through advertisement either on television or in the publications. After studying this case, the researcher would like to present some recommendations and suggestions to those companies or distributors who engage in selling vegetable oil that they should think about the needs and wants of consumers, especially the implementation of all marketing activities. Thus, the improvement of marketing-mix remunerations and attractions to the retailers through sales promotion. It may help to stimulates them in selling or distributing products efficiently. The following suggestions of the improvement of marketing strategies : (or 4p s) are as follows :

1. Product : The quality of vegetable oil should be developed and checked up before distributing it to various markets for sale. The quality of raw materials for production of vegetable oil must be of the same as it is described on the brand label.

2. Price : The product should be priced on the basis of rationality that is it must be charged according to its actual quality.

3. Place : The product should be placed in retail shops for sale regularly. In addition to that the management of inventory system should be improved in order to avoid the problem of shortage.

4. Promotion : The information about the product should be publicised and reached to the consumers through advertisement either on Television or in the publications. This aims to point out the differentiation of the product from those of other manufacturers. Consequently, the consumers can be confident of image and brand's name of the product. The distributing companies should provide more remuneration and attractions to the retailers through the sales promotion. It may help to stimulates them in selling or distributing products efficiently.