

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of science in Agricultural Economics

THE STUDY OF CONSUMERS' DECISION MAKING BEHAVIOR ON PURCHASING DRINKING WATER IN CLOSED CONTAINERS :

CASE STUDY AT MUANG DISTRICT

LAMPHUN PROVINCE

BY

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The purposes of this research were to study 1) consumers' general characteristics i.e. sex, age, education, occupation, monthly income, family monthly income, number of household members, and period of such water consumption; 2) consumers' drinking water purchasing behavior; 3) their level of consideration before buying i.e. labeling, quality, type of containers, sizes, prices and services; and 4) correlation between the consumers' general characteristics and their level of consideration before buying. The data were collected by means of questionnaires pretested for content validity from 100 samples of consumers in Muang district, Lamphun province, selected by multistage sampling, and analysed by using the SPSS program. The findings were as follows :

Most of the consumers were female, 26 - 40 years old, of diploma or equivalent level of education, working in private companies, having individual incomes of 3,001-9,000 baht per month, and family incomes of 9,001-15,000 baht. The number of household members was 1-5.

They have been drinking this kind of water for 1-10 years. They preferred this product both at home and outside due to its cleanliness and convenience. The most popular container was a clear plastic container of 20 liters available in grocery stores and some other shops. The problems mostly found were difficulties in opening and closing bottles due to the caps, cloudiness and sediment, and the smell of containers. Most consumers received knowledge and understanding of buying the standard products as certified by the Food and Medicine Controlling Organization through television. The majority of consumers never suffered from digestive tract diseases. Their reason for drinking more of this kind of water in the future was its convenience and that for drinking less was its high prices. Before buying, the consumers considered the food and medicine control sign and registration, clarity and no contamination, well sealed lid, large size and prices similar to other brands, availability and home delivery service.

The correlation test, at the significance level of .10, between the consumers' general characteristics and their level of consideration before buying the product revealed the correlation between the following : sex and type of container as well as services ; age and container quality and type ; educational level and all aspects of consideration ; occupation as well as income and label ; type of containers, prices, services as well as family incomes and labeling ; quality, prices, number of household members and type and size of the containers ; and period of such water consumption and labeling, quality as well as services.