

Title : Attitude of Undergraduated students in Siam University
Towards Yoghurt Consumption

By : Miss Udomlak Aiamsamang

Degree : Master of Business Administration

Major Field : Marketing

Thesis Advisor : W. Sgo.

(Associate Professor Wirat Sanguanwongwan)

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The purpose of this research was to study the attitude of undergraduate students at Siam University towards the consumption of yoghurt concerning product, price, place, promotion and the reason for consuming. The sample of the research included 210 undergraduate students at Siam University. A questionnaire developed by the researcher was used to collect data. Frequencies, percentages and Chi-square tests were used for data analysis. The results of the study were as follows:

The most preferable brand of yoghurt from the sample was Dutchmill. This was followed by Yo-most, Foremost, Meiji and Yoplait respectively. They preferred fruit-mixed Yoghurt with its smell and color rather than natural one. Orange was the most preferred as well as strawberry and fruit-salad. It was noted that there was very little amount of fruit in these Yoghurts. The quality of each brand was viewed to be different concerning its flavour and mixture. The sample viewed that the plastic package with cover, together with the small plastic spoon, was suitable and convenient enough to be kept in the refrigerator as well as to consume. The most colorful and attractive label was that of Dutchmill, followed by Foremost and Yoplait respectively.

The consumption of Yoghurt between male and female students was not significantly different at .05 level but the difference occurred significantly between the students who were 18-21 years and those who were 22 years and older at .01 level.

As for the price, it was viewed to be too expensive.

The sample reported that if the price was higher, they would consume less yoghurt. Some might stop consuming yoghurt and change to milk since it is cheaper and yields the same nutrient value.

Most of the sample bought yoghurt from general retail and neighbourhood shops. Advertisement on television influenced their choice most as well as the special offers giving another package as a premium for every package. The most crucial reason given for consuming yoghurt was its nutrient value, its delicious flavour and its convenience to consume, respectively.