

TITLE : A study of thai men's attitude and behavior
towards beer in bangkok metropolis

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The thesis is concerned on consumer behavior and attitude towards beer's drinkers. The objective of this study are :-

- To find factors that have influenced on beer's drinker.

- To see the attitude of beer's drinkers towards choosing the brands.

- To observed whether there are any factors or causes that would increase consumer consumption in the near future.

Three hundred thai men in bangkok area were chosen as samples in this study. They were asked to answer questionnaire which contained personal data and also attitude towards beer's drinking.

The result of the study showed that society has much influenced toward beer's drinking follows by desiring for pleasure.

Brand choosing depends on consumer's taste and, and singha beer has the most popularity following by closter.

The hypothesis being tested in this study are :-

1) The number of beers' drinkers caused by society equals to the number of drinkers caused by other factors.

It has been rejected by using chi-square at 5% significant level.

This is due to the fact that the number of drinkers influenced by society was lower than the number of drinkers influenced by other factors, but higher than the number of drinkers for other factors.

2) Ages, marital status, income, education, occupation and working position have no relation on the selecting of brand. The result of the study showed that the only factor that has no relationship is marital status. The remains factors indicate strong relationship towards choosing the beer's brand.