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PURCHASE INTENTION

WANWISA HUBLEE : EFFECT OF NUTRIENT FUNCTION CLAIMS LABELING
ON CONSUMERS ' PURCHASE INTENTION FOR FUNCTIONAL DRINK. INDEPENDENT
STUDY ADVISOR'S : ASST. PROF. PRASONG SIRIWONGWILAICHAT, Ph.D. 128 pp.

The objective of this study was to investigate the influence of nutrient function claims and other factors on consumer's purchase intention and their attitudes for functional drinks. Data were collected using close-ended questionnaires distributed to 465 samples living in metropolitan area of Bangkok. Data were analyzed by SPSS program version 11 and reported as descriptive statistics. In addition, the correlation between independent and dependent variables was analyzed by cross tabulation and chi-square test. Most of participating sample in this study were female (67.1%), aged between 21-30 years old. (50.3%). Most of them graduated with Bachelor degree (60.2%), worked as company's employee (45%) and had income at least 5,000 bath. The surveyed results indicated that nutrient function claims on label influencing consumer's purchase intention included "low fat" (92.6%) and "no cholesterol" (90.4%), respectively. Other influential factors on consumer's purchase intention were taste (99.7%), nutrition fact (98.8%) and FDA logo and nutrient function claim" (97.5%), respectively. Most consumers made their own buying decision (99.1%). Persons influencing consumer's purchase intention was mostly their friends (98.8%). Most consumers trusted on nutrient function claims on drink labels approved by FDA. Approved nutrient function claims that most consumers trusted included "low fat" (95.4%) and "no cholesterol" (91.3%). Nevertheless, it was found that most consumers (more than 60%) still agreed with health claims that were not approved by FDA, especially the label specifying "Product containing vitamin A is eye nourishing" (81.9%).

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Student's signature.....
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