

Montonn Pariwat 2009: Perception and Decision in Consuming Mangosteen Juice  
of People in Bangkok Master of Arts (Agribusiness), Major Field: Agribusiness,  
Department of Agricultural and Resource Economics. Thesis Advisor:  
Mr. Charuk Singhaprecha, Ph.D. 186 pages.

This study aims to describe general conditions related to mangosteen-juice sold in Bangkok. To understand and realize the benefits of mangosteen-juice and consumer behavior in Bangkok as well as studies to analyze factors influencing the buying decisions of mangosteen-juice consumer by interviewing 400 samples in Bangkok in 2009.

The study recognized the benefits of mangosteen-juice samples found that consumers know the products of mangosteen-juice little-known Xanthone and realize the benefits very little. The benefits to help move food through the excretory system is the most recognized. The results of hypothesis testing with statistical Chi Square at 95% confidence level found that realize the collective benefits of mangosteen-juice relate to status, education and monthly income. At The Same Time of The behavior found that mangosteen-juice product known consumer, almost never consume mangosteen-juice product and reasoning do not know benefit. Most consumers who previously consumed but not current consumption, reasoning that no distinctive flavors (delicious) and consumer who previously consumed and still consume aimed to help maintain a healthy and prevent health. By buying mangosteen-juice product by themselves with contained box 1,000 ml in department store, supermarket/hypermarket. The results of hypothesis testing with statistical Chi Square at 95% confidence level found that mangosteen-juice consumption has on relationship with personal factors.

On The Other Hand, The of the factors that influence purchasing decisions. The Likert criteria used to measure attitudes found that consumers focus on benefit most. The factors that influence purchasing decisions of mangosteen-juice consumer. Using Logit model found that 100% concentration mangosteen-juice, awareness information from the show for the fair or product introductions, anxiety and fear level in cancer and advertising media affect the probability is positive.

Recommendations, From This Study samples found that the consumer's attention on natural of mangosteen-juice products, so manufacturers and marketers should improve the quality of products, to meet the actual needs of consumers. Should also create awareness about mangosteen-juice products. Especially beneficial in helping to inhibit growth of cancer cells. Communication through effective marketing to advertising and PR to consumers widely and activities should be the show. This can provide information products to be as well, and encourages experimentation and buy more efficiently.

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