

ABSTRACT

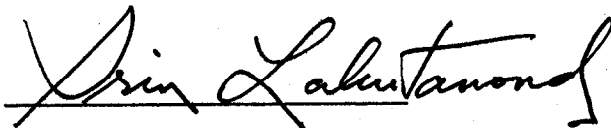
Title : Attitudes of Consumer concerning beverage
for building up Vital ; A case Study in
Nakhonpathom province

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Sep. 1 9 1993

The purpose of this research was to study the attitudes of consumers in Nakhon Pathom towards beverages for building up vital energies. An interview was conducted in order to obtain the information. The interviewees were mostly men with twenty to twenty-five of age. They were from different careers including government officials, state enterprise officials and agriculturers. Their salary or monthely earnings ranged from 3,001 to 6,000 baht. Senior high school level was their highest education. Different aspects concerning the consumers such as reasons for drinking, and other details regarding the beverages were investigated. The information obtained was expected to be

beneficial to beverage producers so that their marketing strategies could be improved and the beverages would therefore be satisfactory to the consumers.

The results are as follows:

1. Reasons for drinking

The consumers drink the beverage in order to build up their vital energies after their hard day's work. Some drink out of their own curiosity to know how it tastes.

2. Brand name

The consumers tend to drink the beverage of Krathing Daeng most. They are satisfied with its taste and its capacity to build up energies.

3. Drinking behavior

The consumers tend to stick to one brand of the beverage. The small and middle sizes are popularly drunk. Usually, it is drunk without being mixed with any other beverage.

4. Where to buy

The consumers are likely to buy the beverage from any grocer's or from any retailer's. The matter of buying what brand relies heavily on their convenience in buying.

5. Advertisements

The majority of the consumers admit that advertisements have a great impact on their decisions. They reveal that they are more or less convinced by TV commercials.

6. Those who have never drunk this kind of beverage simply see no reason for trying it.

From this study, the following suggestions are made. The beverage producers should pay more attention to the quality and the taste of the beverage. In addition to this, the producers should arrange for more selling channels so that the buyers' convenience in purchasing can be enhanced. Domestic sale promotion will be most successful if it is carried out through TV commercials, together with the sale promotion in the aspects of increasing selling channels and of increasing consumers. This can be done by various ways such as giving away free gifts, drawing lots, and competition among sellers. As for the sale promotion in foreign markets, the permission from countries which will act like middlemen should be obtained first. In so doing, the products can be delivered to the European Economic Countries (EEC) through "middlemen countries". In the meantime, joint ventures with countries of other regions should be initiated.

Due to the fact that the beverages for building up vital energies are restricted beverages, the governmental units concerned should be more active in making the public aware of both good and bad points of this kind of beverage. Moreover, advertisements of this product should be well supervised to make sure that the consumers are safe.