

Title : "Consumers' Attitudes Towards Bottled Drinking Water
In Nakorn Pathom Province"

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The thesis has two main objectives, the first one is to study customers' viewpoints in Nakorn pathom province about drinking water in bottle for their buying decision. The second objective is concerning the producers and distributors to find out about the ideas and needs of consumers which affect the production and sales.

The information from this study can therefore be utilized to develop marketing strategies for this business, as well as to enhance interested people to practise and expand their knowledge of marketing.

From the result of the study, there were 260 people in urban areas who drank water from the bottle, which accounted for 64% of the total 400 consumers. This figure shows that urban consumers were 52.5% more than rural consumers. The main reason for drinking water from bottle was the parity and quality of drinking water in bottle which was up to the standard of the Ministry of Health. Some problems that consumers usually found were odour, taste and precipitate. We can conclude that the most important factor for buying decision is the purity of water.

The interesting findings from hypothesis testing in order to analyse the relationships between the demographics of the consumers and their behavior are as follows.

1. Consumers' age affected waterdrinking habbit, i.e. The majority of the group of 20-50 years of age drank the bootled drinking water while only few of the group of over 50 did. Similarly, consumers' age affected the frequency of buting. The influence of age was in the same pattern.

2. There was different drinking behavior according to occupation. Businessmen, executive and intermediate level staff tended to drink more than farmers.

3. Consumers living in town tended to drink bottled drinking water more than those living in the country because rain-water in town was polluted and not suitable for drinking.