

Title : CONSUMERS' ATTITUDE IN BANGKOK METROPOLITAN  
AREA TOWARDS HOUSEHOLD AIR CONDITIONER  
PRODUCT

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This research was to study the attitude of the residents of Bangkok metropolitan, regarding purchasing decision, purchasing activities, use behavior and perception on household air conditioners. The sample of 408 residents of Bangkok Metropolitan were employed to respond to the questionnaire developed by the author.

Frequency and percentage were employed for data analysis

The results of the study showed that more than 60 percent of the respondents possess air-conditioners. The preferable brands were Central Air, Mitsubishi, Daikin National, Sanyo and York, respectively. Most of the air-conditioners they possessed were partial floor-stand with higher than 15,000 BTU per hour. They were mostly

purchased from department stores and were paid in cash. Those who purchased air-conditioners in instalments paid down 4,000 bath or less with 6 months or more instalments. Factors influenced to decision making to purchase an air-conditioner were its quality, after sales services and the length of guarantee.

The respondents who wanted to purchase air-conditioners in the future reported that they would purchase the partial floor-stand type with higher than 15,000 BTU. per hour and would pay in cash. The most preferable brand was Mitsubishi, followed by Carrier and National.

Most of the respondents installed their air-conditioners in bed-rooms and ture them on for more than 14 hours a day. They sent them to general air-conditioner repair shop when they were out of order.

Air-conditioner was exposed to the respondents mostly through newspaper. The most familiar brands were Mitsubishi, Hitashi, Carrier, York and Sanyo, respectively. The respondents of the questionnaire viewed that the most suitable type of household air-conditioner was the partial floor-stand one. The viewed that each brand was different in quality, concerning endurance, consuming less electricity, quietness when in operating, evenly cool and automatical timing, respectively. Illustration of quality, long standing familiar name, products from foreign countries influenced mostly to decision making to purchase an air-conditioner as well as the participation in products

exhibition and quality guarantee. One year guarantee was viewed to be suitable. The brands with highest quality in the respondents' view were National, Mitsubishi, Carrier, Daikin and Central Air, respectively.