

Title : A Comparative Study of Consumers' Attitude Towards Sterilized U.H.T. Milk Between Metropolitan Bangkok and Greater Bangkok

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The main purpose of this investigation is to compare the views and purchase patterns of consumers of UHT milk in Metropolitan Bangkok and Greater Bangkok and to study the marketing factors which affect the consumption of UHT milk in these areas.

My thesis was based on information collected from surveys. Our survey results showed a marked preference for the Thai-Denmark brand. Most consumers in Metropolitan Bangkok preferred the natural taste while those in the Greater Bangkok opted for the chocolate-flavored version. The packaging was well liked and the price was perceived to be reasonable. Most UHT milk was purchased from supermarkets. While television proved to be the most effective media for advertising, occasional promotional campaigns, such as discounts, free samples, and free promotional gimmicks, were also effective. However, the deciding factor in the choice of brand was the taste, which was perceived to vary from brand to brand. Nevertheless, if the preferred brand was not available, a different brand would be purchased without hesitation. Most of the consumers bought for their own personal use.