บทคดีอื่น

บทคัดย่อ

บทคัดย่อปัญหาที่สนใจ คุณค่าความสัมพันธ์ระหว่างรูปแบบการบริหารธุรกิจและผลิตภัณฑ์ ตามการวิเคราะห์ ด้วยวิธีการวิเคราะห์การสำรวจแบบหลายขั้นตอน (Multiple Stage Sampling) จำนวน 200 คู่ ที่ได้จากการสุ่มตัวอย่างแบบหลายขั้นตอน ซึ่งได้จากการประมวลผลโดยโปรแกรมคอมพิวเตอร์ (SPSS/PC+) ผลการวิจัยถึงสิ่งที่ได้แก่การวิเคราะห์ข้อมูล ด้วยสถิติเบื้องต้น เพื่อความõรรถวิเคราะห์ทางกลยุทธศาสตร์ (SS/P/C) ผลการวิจัยนี้ดังนี้
ABSTRACT

Abstract of special problem submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration

THE CONSUMPTION BEHAVIOR OF CANNED FRUIT JUICE IN CHIANGMAI MUNICIPALITY

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October 1998

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The purposes of this research were to study the consumption behavior, the marketing-mix factors affecting canned fruit juice consumption behavior in Chiangmai municipality, the consumers' problems in consuming canned fruit juice, and to find out the producers' resolutions to satisfy the target market. The research hypotheses were 1) the personal factors including gender, age, occupation, and income affected the consumption behavior of the consumer and, 2) the consumers had experienced different problems in consuming canned fruit juice.

The data were collected from 200 multi-stage sampled consumers by pretested questionnaires, and analyzed by SPSS/PC program. The research finding were as follows.

Most of the respondents were single females, aged between 16-30 years, worked as the private sector employees, bachelor degree graduated with income less than 9,000 Baht per month.
Most of the respondents used to drink canned fruit juice bought from the supermarket within the department store for self-consumption. They preferred a casual consumption of 100 percent of orange juice for their thirst. The statistical correlation between the personal factors and the consumption behavior were significant.

The marketing-mix factors highly affected the consumption behavior of canned fruit juice. Cleanliness and product quality were extremely important factors for consumption behavior. The other factors including price, place, and promotion were ranged between very important and somewhat important.

The consumers' problems in consuming canned fruit juice in Chiangmai municipality were 1) not satisfied with taste, 2) the difference of each producers' price, 3) the amount of product line in the outlets, and 4) insufficient public relations from the producers. Males and females have experienced different views of problems from the location of the outlets but experienced similar problems in other aspects.

The researcher recommended the entrepreneurs that they put more attention on selection of clean and fresh fruit to build image and create differentiation of the brand name, selection of a well-known distributor, and more activities to motivate the perception and create more needs of product were also recommended.