



Consumer's Buying Behavior on Bottled Mineral Water in Bangkok

by

Ms. Kanyanat Vidyabanich

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

March 2005

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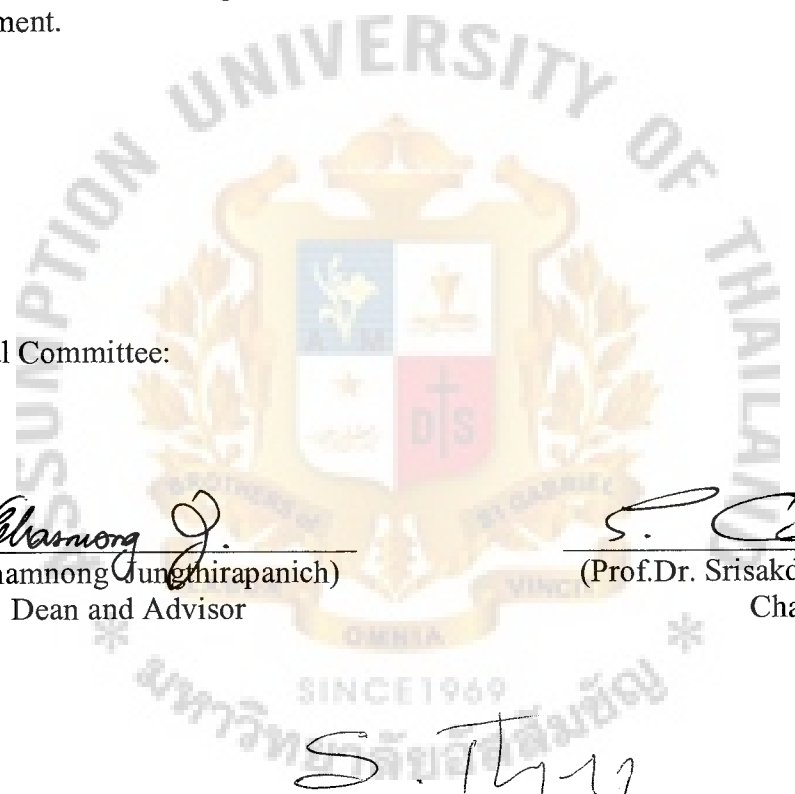
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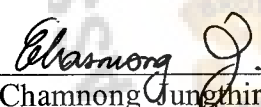
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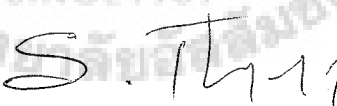
The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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ABSTRACT

Consumer buying behavior on bottled mineral water in Bangkok area has made significant contributions to the existing literature. For the researchers this project report primary objective is to find out the relationship between consumer buying behavior and gender pattern, and to find out the relationship between marketing factors and gender pattern. This study is limited to consumers who buy bottled mineral water in Bangkok and sample size of 400 respondents in Bangkok metropolitan area. U.S. Food and Drug Administration's definition has been used throughout this study.

Research framework is based on structure conceptual ideas from various researchers in marketing field. Gender as a independent factor and consumers behavior and marketing factors selected as dependent factors. According to the result of the survey 54% of female and 46% of male consumed. Especially, 25-34 age group consumed more bottled mineral water than other age groups. This research project has developed two main hypotheses. The first hypothesis is related to pattern of gender and consumer behavior. Under this hypothesis, 8 sub-hypothesis were developed. Three out of eight are not different from drinking bottled mineral water in gender factor. Five out of eight, there are differences. Second set of hypothesis was related to the pattern of marketing and gender factors. Under these hypothesis there are 4 sub-hypothesis created. All of these sub-hypotheses are not different in gender factor.

Finally, the project has contributed immense knowledge to the marketing of bottled mineral water in Bangkok area.

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I. INTRODUCTION

1.1 General Point of View

Water is the most abundant substance in human body. It makes up 60 percent of red blood cells and 75 percent of muscle cells. Water plays a role in many chemical reactions in the body and is necessary for the breakdown of foods in digestion. Water is an excellent solvent, and oxygen and nutrients from food could not enter your cells without water. Water absorbs and releases heat slowly. It is this characteristic that helps water regulates your body's temperature. A large amount of heat is needed to raise the temperature of water. Because the body contains so much water, this slow-to-heat property of water helps keep body temperature nearly constant. Human body loses about 2.5 L of water per day through exhalation during breathing, and through sweat, and urine. As a result water must be replaced constantly.

However, there is another kind of water in nature which is refreshing and clean, called under the name of mineral water. Most people have believed that mineral water is becoming a preferred method of balancing the electrolyte balance in human body naturally. Not only does mineral water replenish the necessary balance of minerals and water that the body loses naturally through every day activities it is also beneficial in cleansing the body of various toxins and breakdown waste materials and can even cure many chronic conditions and diseases. Moreover, mineral water has become an important role in today's drinking-water market as well.

Mineral water is water which has a high level of dissolved minerals (electrolytes), often described as TDS (total dissolved solids). These minerals are acquired naturally by the route the water takes to reach the aquifer where it is found. Mineral water is considered healthier for you than plain filtered or any water because it

provides the body with various electrolytes and the fluid necessary for proper bodily functions. The legal description by the FDA states that the water must come from a protected underground source and must contain at least 250 parts per million in total of dissolved solids, in addition to meeting the bottled water quality standards.

In Thailand, the bottled mineral water has been known more for more than 20 years, but there is not extensive consumption. A market value of the bottled mineral water was estimated to be 70 million baht since the first period of time and there is 100 percent of market share which is to be imported brands like Perrier and Volvic. Perrier is a market lead share of the mineral waters which are bottled and sold as carbonated or sparkling waters whereas Volvic is the market lead share of non-carbonated mineral water. For the first 10 years, the bottled mineral water sales growth in Thailand has gradually declined. For the reasons are that perceived tastes of mineral water may range from sweet to bitter or even slightly salty and the costs are expensive because they are imported brands. Moreover, there is a limited sales distribution channels and a restricted market. They can only be bought at particular markets.

Nowadays, most of the consumers are educated. Some are highly educated. In addition, they have health awareness and become health conscious. At the same time, the consumers have high potential of buying whereas the costs of bottled mineral water have decreased. it is the result of high competition in drinking mineral water market. Fortunately, in Thailand, there are producers who can produce the bottled mineral water themselves such as Aura and Rae Nong. The groups of consumer of bottled mineral water are extended to be B and C group accordingly. Furthermore, there are several sales distributors i.e. supermarket, department store, convenience store, and restaurants. From the above reasons, the market value of bottled mineral water has continuously been growing and has reached the amount of 500 million baht or 15-20

percent growth rate in year 1998. The marketers have estimated that the market value of bottled mineral water will be higher than 30 percent growth rate and the number of competitive producers will be increasing sharply in Thai market.

In this research, the hypothesis were proven to consumer's buying behavior for bottled mineral water, and it will be able to prove the Philip Kotler theory's of consumer behavior model. In addition, the researcher will try to further identify the Marketing Mix (4Ps) in order to be a leader of marketing development for bottled mineral water as well.

1.2 Objectives of the Study

The objectives of this research are as follows:

- (1) To find out the relationship between consumers buying behavior and gender pattern of bottled mineral water in Bangkok.
- (2) To find out the relationship between marketing factors and gender in Bangkok.
- (3) To find out the factors which are important in developing marketing plan.

1.3 Scope of the Study

This study is limited to the customers who buy bottled mineral water in Bangkok, and the sample size of 400 respondents in Bangkok metropolitan area.

II. LITERATURE REVIEW

2.1 Theoretical Model

A model of Consumer Behavior

At one time, marketers could understand consumers through the daily experience of selling to them, but growth of companies and markets has removed many marketing managers from direct contact with customers. Increasingly, managers have had to rely on the 7 O's framework for consumer research to answer the following key questions about any market:

Who constitutes the market?	Occupants
What does the market buy?	Objects
Why does the market buy?	Objectives
Who participates in the buying?	Organizations
How does the market buy?	Operations
When does the market buy?	Occasions
Where does the market buy?	Outlets

Consumers around the world vary tremendously in age, income, education level, and tastes. They also buy an incredible variety of goods and services. How do these diverse consumers make their choices among various products which embrace a fascinating array of factors. The consumers make many buying decisions every day. Most large companies research consumer buying decisions in great detail to discover what consumers buy, where they buy, how and how much they buy, and why they buy.

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their

needs and desires. Understanding consumer behavior and knowing customers are never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute.

Not understanding your customer's motivations needs, and preferences can hurt. That's why the researcher tries to study the consumers' behavior of drinking mineral water in Bangkok city which is the centre of education and employment. The study of customers provides clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements.

The starting point for understanding buyer behavior is the stimulus-response model shown in Figure 1. This figure shows that marketing and other stimuli enter the consumer's "black box" and produce certain responses.

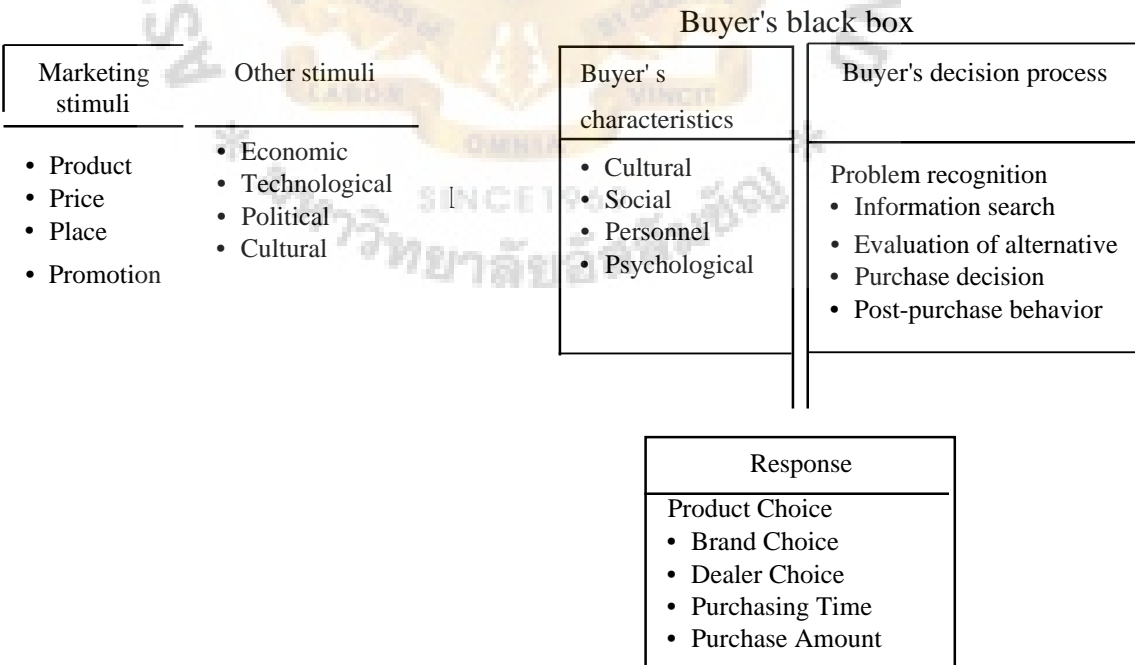


Figure 2.1. Stimulus-response Model.

Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decision.

2.1.1 Stimuli

Marketing Stimuli (Marketing Mix) consist of the following.

(1) The product concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

(2) The selling concept (Price) holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products. The organization must, therefore, undertake an aggressive selling and promotion effort.

(3) The place (Location) is the key to its ability to attract customers. The length and breadth of their product assortments such as department store, supermarket, convenience store, and specialty store also can classify the producer in order to reach customers.

(4) The promotion: the sellers use the normal promotion tools-advertising, personal selling, sales promotion, and public relation to reach customers.

Other Stimuli

There are many outside stimulus factors that are out of control such as economic, technological, political and cultural factor.

2.1.2 Buyer's Black Box:

It represents a consumer's buying behavior which is influenced by cultural, social, personal, and psychological factors.

(1) Buyer Characteristic

Cultural Factors:

Culture is the most fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences, and behaviors through his or her family and other key institutions. A child growing up in the United States is exposed to the following values: achievement and success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness.

Each *subculture* consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, regions, racial groups, and geographic regions.

Social classes are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior. Social classes do not reflect income alone, but also other indicators such as occupation, education, and area of residence.

(2) Social Factors:

The consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses. In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses. A person's reference groups consist of all the groups that have a direct (face-to-face) or indirect influence in the person's attitudes or behavior. Groups having a direct influence on a person are called membership groups.

Some membership groups are primary groups, such as family, friends, neighbors and co-workers, with whom the person interacts fairly

continuously and informally. People also belong to secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction. People are significantly influenced by their reference groups in at least three ways. Reference groups expose an individual to new behaviors and lifestyles. They influence attitudes and self-concept and they create pressure for conformity that may affect actual product and brand choices.

Besides these, opinion leaders are found in all strata of society, and a person can be an opinion leader in certain product areas and an opinion follower in other areas. Marketers try to reach opinion leader by identifying demographic and psychographic characteristics associated with opinion leadership, identify the media read by opinion leaders, and directing messages at the opinion leaders.

Personal Factors:

A buyer's decisions are also influenced by personal characteristics. These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept.

Psychological Characteristics:

A person's buying choices are influenced by four major psychological factors-motivation, perception, learning, and beliefs and attitudes.

(2) Buyer Decision Making Process:

Figure 2. shows a stage model of the typical buying process. The consumer passes through five stages:

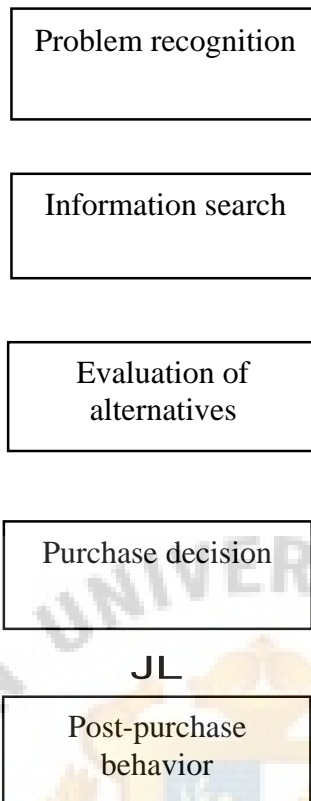


Figure 2.2. Model of typical buying process.

Problem Recognition (awareness of need)

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, companies can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

Information Search

An aroused consumer will be inclined to search for more information. We can distinguish between two levels of arousal. The milder search state is called *heightened attention*. At this level a person simply becomes more

receptive to information about a product. At the next level, the person may enter *active information search*: looking for reading materials, phoning friends, and visiting stores to learn about the product. The key interests to the marketers are the major information sources to which the consumer will turn and the relative influence each will have on the subsequent purchase decision. Each information source performs a different function in influencing the buying decision. Through gathering information, the consumer learns about competing brands and their features. As the person gathers more information, only a few will remain as strong contenders. The brands in the choice set might all be acceptable and the person makes a final choice from this set.

Evaluation of Alternatives

The evaluation of alternative need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search may decide that you want something. If not satisfied with your choice then return to the search phase. Information from different sources may be treated differently.

Purchase Decision

This stage means to choose buying alternative, including product, package, store, method of purchase etc.

Post Purchase Feeling

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. Marketers must monitor post purchase satisfaction, post purchase actions, and post purchase product uses.

2.1.3 Buyer Response or Buyer's Decision Process

- (1) Product Choice
- (2) Brand Choice
- (3) Dealer Choice
- (4) Purchasing Time
- (5) Purchase Amount

Pricing is the second of the four "Ps" of the marketing mix, first described by E. Jerome McCarthy in his 1960 book, *Basic Marketing*. Since then, much innovation and energy has been focused on the other three Ps - product, place or distribution and promotion. Yet marketers have neglected the innovative potential of pricing at their peril.

Price "captures value" for the company is the most direct way possible - a profitable return. The case is long proven - in 1992 a McKinsey survey of 2,500 companies calculated that 1 per cent increase in price improves operating profit by 11.1 per cent - greatly exceeding the impact of 1 per cent improvement in volume, variable costs or fixed costs. The art and science of pricing deserves closer attention.

Those in charge of pricing decisions have three elements to consider: internal tools and techniques such as price structures or price bundling; competitive value strategies; and customer insights. The elements should be balanced to create profits for the company and sustainable value for customers.

Pricing decision-makers first need to get to grip with the techniques for constructing and presenting prices, known as price structures. Consider a typical price structure. In the face of strong competition for travel across the English Channel, P&O Ferries charges a range of prices for different options. Its standard price for a midday

return crossing is £244 (\$409) - but it charges more for the privilege of, say, taking priority when loading and disembarking.

Alongside this tariff P&O offers promotional fares of £48 for a single crossing, tied to particular times. The promotional price is structured on the assumption that customers will generate additional income and benefits. For one thing, the fare acts as an advertisement for and an opportunity to sample the product, as the cost is low enough for some customers to treat it as an impulse purchase. Second, if travelers miss the specified crossing times, the price rises. And it factors in further profit opportunities on board, where travelers are likely to buy meals, beers, wines, spirits or souvenirs.

Price bundling - when customers are persuaded to buy a package of goods or services rather than a single item - is another popular technique for increasing value. Today, some companies are using bundling as a way of keeping their brand at the forefront of the customer's mind. For instance, children will hold on to the Disney toy long after they finish the McDonald's Happy Meal.

The car industry has used pricing structures and bundling for many years to raise the value of its sales. Consider the UK version of Mini One. It is advertised at £10,780, on top of which three option packs - branded Salt, Pepper or Chilli - tempt buyers to "spice up" their chosen vehicle. The packs include cosmetic features, as well as those known to be advantageous when reselling cars - seat height adjustment, for example. For some customers, the extras become an obligatory part of the purchase.

Managers need to develop a keen sense of the value of their products relative to those of competitors. Lower-priced competitors can severely damage customers' perceptions of value in an industry by encouraging customers to make lower prices the priority rather than any product or service benefits.

The emergence of discount airlines is a prime example of this: Southwest Airlines, the highly successful low-cost US airline, increased its share of domestic flight revenue from 3.2 per cent in 1990 to 12.9 per cent in 2002. Ryanair and EasyJet have seen similar success in Europe.

However, competitors can fight back. Jet Blue - launched in February 2000 in New York - does not offer the lowest fares on the market, yet succeeds via a benefit-led advertising message to consumers. It trades on such features as its in-flight comforts, 24 channels of DirecTV and industry-leading punctuality. In July 2004 Jet Blue delivered its 14th consecutive quarter of profit and a 14.1 per cent operating margin.

Bottled water brands have always faced low-priced competition - namely tap water - yet have seen remarkable growth in the past decade by differentiation and a focus on benefits. Own-label brands from supermarkets grew by 19 per cent in the UK market in 2003. Danone Waters launched Volvic Revive, a mineral water based sports drink, and grew by 29 per cent in 2003. Other big brands focused on different qualities. Evian's Nomad bottle, aimed at outdoor types, carries a belt loop, while Lakeland Willows' Spring Water contains salacin, a naturally occurring aspirin, which combats heart disease. If they offer genuine value to consumers, such benefits allow producers to sustain or raise prices.

Companies can try to defuse price competition by price and non-price responses. The former might include a stock-loading promotion to large customers, which tempts them to bring forward future orders and takes them out of the market until the price war is over. A non-price response might highlight the performance risks of lower-priced products in marketing promotions. Insurance companies often point to

their speedy claims service as a reminder to buyers that a lower priced policy may not respond as rapidly.

If it is impossible for a company to escape a price war, it should limit its responses to the channel, region or segment where competition is most threatening. Tesco, the UK retailer, focuses price cuts on products that tend to be bought primarily by price-sensitive shoppers. Instead of discounting bananas, which are bought by all shoppers, it may cut the price of its "value" brand margarine, bought by price-conscious shoppers and few others.

The third element is the gathering and interpretation of customer knowledge. Making unfounded assumptions about customer attitudes to price can easily lead to pricing errors.

Misperceptions are particularly common in product launches, where managers often set the price of new products too low. A 2003 study by Michael Marn, Eric Roegner and Craig Zawada found that managers frequently price new products by reference to existing products, even if they provide considerably greater value to the customer.

Take a historical example. In August 1959, the British Motor Corporation lost its nerve on the eve of the original launch of the Mini, reducing the planned list price to just below the £500 level - the level of perceived psychological importance. The car was an instant sales success and demand outstripped supply. However, profitability was so low over the early years that it was hard for the company to invest in the car's subsequent development.

Mercedes avoided the same error 40 years later. The planned price of its A-class model was DM29,500, just below the supposedly important DM30,000 barrier. But after detailed consumer research, Mercedes found that of those asked, the 25 per cent of who would be likely to buy the A-class valued its features strongly. The research supported a launch at DM31,000. Sales soon hit their targets in Germany - and Mercedes made an extra DM300m a year.

Customer research on prices is notoriously difficult to interpret and sometimes unreliable - customers may hope to encourage price cuts or simply be unable to admit to intangible reasons for paying more than a minimum. Yet well-founded research can provide vital insights for pricing. Retailers such as Tesco, for instance, research patterns of consumer behavior to identify the product lines where consumers respond best to price changes.

Consumers themselves may not always be logical in their pricing behavior and some companies have tried to exploit this. For example, shoppers assume that larger packs offer better value, yet sometimes retailers charge higher relative prices for jumbo sizes. An August 2002 article in the Wall Street Journal describes how Wal-Mart shoppers could save 30 cent and gain seven ounces by purchasing four small cans of Van Camps pork and beans rather than a single large one.

Pricing strategies can also influence patterns of consumption. Consider two people who pay the same fee to join a health club. In a 2002 study, John Gourville of Harvard Business School found that someone who pays \$50 per month is more likely to attend regularly (and renew their membership the following year) than a person making a single payment of \$600. Patterns of consumption differ according to the timing of the purchase and the payment method used - a cash buyer of a ticket for an event purchased

the day before will be statistically more likely to attend than a credit card buyer who bought ahead of time.

Because of its vital contribution, pricing needs time and attention. It integrates internal tools and techniques, competitive value and customer insight. Prices must stand the test of comparison and deliver value - particularly when companies are faced with aggressive, low-priced rivals. Ultimately, the right prices spring from a sound understanding of customer motivation, attitudes and emotions.

2.1.4 Establish the questionnaire

Determine our general and specific research question

With all types of structured data collection we have to set a clear idea of the objective for the interview and data needs of the study. The clear idea of the objective study is to know what kinds of information that consumers want to know in order to make decision to select the mineral water. The information that we need was the case with the construction of questionnaire.

Drafting the question in questionnaire

All questions are carefully drafted and worded so that ambiguity is minimized. It is useful in drafting the question for questionnaire. The researcher use three common questionnaire scale formats served in questionnaire model as below:

(1) Fill in the blanks

The research used fills in the blanks format. This common format asks questions and leaves a blank for the interviewee response.

The stem should be a complete sentence rather than just a phrase.

effective Likert scale used to observe the sentence, we applied the following rules to be adapted in the questionnaire construction as the statement should be short, the statement should cover the entire range of expected response, using single sentence, avoiding the use of words that may not be understood by the intended responses.

While Likert scale can have many response points, the five-point scale is the most practical for most common purposes. It is easy to respond, to analyze and sufficient for most needs. They are arranged in five levels which are as follows:

The factors which affect buying behavior towards mineral water

- | | |
|---|----------------------|
| 5 | Absolutely Important |
| 4 | Especially Important |
| 3 | Important |
| 2 | Not much Important |
| 1 | Not Important |

Designing the questionnaire

The questionnaire is prepared which the knowledge gained from the studies of books, texts, documents and information from the Internet regarding consumers' buying behavior in Bangkok.

The format of questionnaire is extremely important because it is a major factor in determining whether the questionnaire is complete. There are some important aspects in designing the questions for questionnaire. Clear questionnaire layouts can reduce confusion and contribute to valid responses. Open-ended questions are used to find out the customer opinions which affect their buying behavior. We are concerned and follow exactly the criteria above

while constructing the questionnaire. Open-ended questions are used to find out the customer opinions which affect their buying behavior.



III. RESEARCH METHODOLOGY

3.1 Research Overview

This research focused on the population in Bangkok. The population that is obtained in this survey is the current number of people in Bangkok. There were totally 6 million people who were the population of this survey.

3.2 Research Method

This research used both qualitative and quantitative models. Qualitative model was obtained from literatures, researches, term papers, thesis and the Internet. In part of quantitative model, that comes from questionnaire surveys and statistic processes for analysis and evaluation.

3.3 Conceptual Frame Work

Research frame work is as follows:



Figure 3.1. Model of Conceptual Frame Work.

3.4 Hypothesis

H₀ : The factor 'gender' does not influence consumer's buying behavior on bottled mineral water in Bangkok.

H_a : The factor 'gender' does not affect the consumer's buying behavior on bottled mineral water in Bangkok.

H_{2O} : The factor 'gender' does not affect (influence) the marketing factors in buying bottled mineral water in Bangkok.

H_{2a} : The factor 'gender' does not affect the marketing factors in buying bottled mineral water in Bangkok.

In this case the researcher will focus only on the gender factor concerned.

3.5 Populations

Populations in this research are

- (1) Both males and females.
- (2) Those who shop at discount stores located in Bangkok only.
- (3) Those who live in Bangkok.

3.6 Sampling

This research is concerned about the final consumers, so the researcher selects sampling method by using cluster sampling method. The researcher gets the sample area for example Big C, Top Supermarket, Lotus, Makro and Carrefour. A total of 400 copies questionnaires were to be distributed. The researcher will distribute the questionnaire to people who drink mineral water only. Those who never purchase the product will not be categorized as our sample group. The times to be selected for the interview are as follows:

Time to interview

Monday-Friday between 10.00 a.m. — 4.00 p.m. (10 copies per day)

Monday-Friday between 4.00 p.m. — 9.00 p.m. (10 copies per day)

Saturday-Sunday between 10.00 — 9.00 p.m. (20 copies per day)

3.7 Questionnaire

Researcher divides the questionnaire into three parts:

Part 1 Information about demographic data.

- (1) What is your gender?
- (2) How old are you?
- (3) What is your education level?
- (4) What is your occupation?
- (5) How much do you earn each month?

Part 2 Buying behavior on bottled mineral drinking water.

- (1) What kind of bottled mineral drinking water that you purchase?
- (2) Which type of mineral drinking water that you purchase?
- (3) Why do you purchase mineral drinking water?
- (4) How often do you consume bottled drinking mineral water?
- (5) What size of bottled mineral drinking water do you purchase?
- (6) Why do you select bottled mineral drinking water?

Brand Selecting.

- (7) Have you ever known and bought bottled mineral drinking water?
- (8) Which brand do you select?
- (9) What is your buying behavior on bottled mineral drinking water?
- (10) What do you think of the price of bottled mineral drinking water?

Place Selecting

- (11) Where do you purchase bottled mineral drinking water?
- (12) Which brand do you select the most?

- (13) What are the reasons that make people buy bottled mineral drinking water?
- (14) How do you recognize the brands of bottled mineral drinking water?

Time Selecting

- (15) How often do you purchase bottled mineral drinking water?

Quantity Selecting

- (16) What quality do you look for in bottled drinking mineral water when you purchase them?

Reason to purchase bottled mineral drinking water

- (17) What are the reasons that make you purchase the product?

Part 3 The factors that effect customer buying behavior

- (1) From the given factors, please mark the score that effect buying decision.

After designing the questionnaire, the researcher has to interview some consumers who drink mineral water to clarify any questions in the questionnaire about the study and inform the respondent that their answers(the data) will be kept confidential.

3.8 Questionnaire analysis

3.8.1 Population and Sample Size

The population in Bangkok city is 6 million (www.bma.go.th)

The sample size can be calculated by the formula

$$n = N/(1+Ne^2)$$

where n = the size of group to take samples from

e = tolerance of sampling error for this research not more than 5 percent

N = total population

$$\begin{aligned}\text{So } n &= 5,782,159 / (1 + 5,782,159 * 0.05^2) \\ &= 400\end{aligned}$$

The number '400' is the sample size for this research.

3.8.2 Research Instrument

In this project, the questionnaire will be used to analyze consumers' buying behavior on mineral water in Bangkok.

3.8.3 Collection of Data

The data will be collected from the questionnaire in which people who drink mineral water in Bangkok filled in. This data will present the buying behavior of consumer who drink mineral water in Bangkok and this data will be used as analysis in this project.

3.8.4 Statistical Measurement

The statistical program for computation in this study is the SPSS. The following statistical procedures were employed to solve the specific question raised in this study.

Part 1: Demographic Data

The researcher will analyze the data in the form table which is as follows:

The number of population by gender

The number of population by age

The number of population by education level

The number of population by employment

The number of population by income

Part 2: The consumer's buying behavior on drinking mineral water

This part is designed to measure the buying behavior on mineral water of consumers in Bangkok. There are 17 main questions in Part 2. These main questions are divided to measure product selection (question no.6-11), brand selection (question no. 12-15), location selection (question no,16-19), frequency of buying (question no. 20), quantity in buying each time (question no. 21), and the cause of decision making (question no.22). In the last question, there is a scale measure which is as follows:

- | | |
|---|----------------------|
| 1 | Absolutely Important |
| 2 | Especially Important |
| 3 | Important |
| 4 | Not Much Important |
| 5 | Not Important |

3.9 The Chi square test

The Chi square test enables the researcher to find out how likely it is that the two variables is associated with. In this research gender is compared with consumer behavior and marketing factors. It is based on a comparison of the observed values in the table with what might be expected if the two distributions were entirely independent. Therefore this research is assessing the likelihood of the data in the table, or more reliable data, occurring by chance alone by comparing it with what would expect if the two variables were independent of each other.

The test relies on:

- (1) The categories used in the contingency table are mutually exclusive, so that each observation falls into only one category or class interval.
- (2) No more than 20 per cent of the cells in the table have expected values of less than 5. For contingency tables of two rows and two columns no expected values of less than 10 are preferable (Hays, 1994)

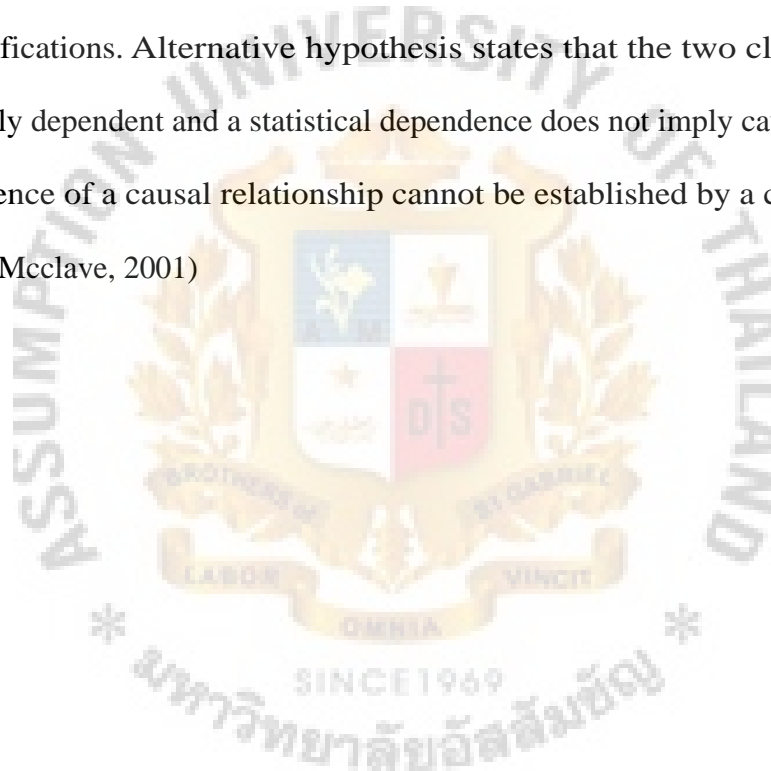
If the latter assumption is not met, the accepted solution is to combine rows and columns.

The chi square test calculates the probability that the data in given table, or more reliable, data could occur by chance alone. Statistical package for social science (SPSS) software is used for the analysis of data. SPSS provides probability in a critical value of chi square table using given calculated chi square value and the degrees of freedom. A probability of 0.05 means that there is only a 5 per cent chance of the data in given table occurring by chance alone, and is teimed statistically significant. Therefore a probability of 0.05 or smaller means can be at least 95 per cent certain that the relationship between gender and marketing factors variables could not have occurred by chance factors alone. When interpreting probabilities from SPSS package rounding of numbers a probability of 0.000 does not mean zero, but that it is less than 0.0005.

The use of χ^2 probability distribution as an approximation to the sampling distribution for χ^2 should be avoided when the expected counts are very small. The approximation can become very poor when these expected counts are small, and thus the true α level may be quite different from the tabled value. As a rule of thumb, an expected cell count of at least 5 means that the χ^2 probability distribution can be used to determine an approximate critical value.

error is unknown. The usual alternative hypothesis is that the classifications are dependent. Because the number of ways in which two classifications can be dependent is virtually infinite, it is difficult to calculate one of even several values of f_i to represent such a broad alternative hypothesis. Therefore, researcher avoid concluding that two classifications are independent, even when χ^2 is small

Finally, if a contingency table χ^2 value does exceed the critical value, researcher must be careful to avoid inferring that a causal relationship exists between the classifications. Alternative hypothesis states that the two classifications are statistically dependent and a statistical dependence does not imply causality. Therefore, the existence of a causal relationship cannot be established by a contingency table analysis (Mcclave, 2001)



IV. RESULTS AND DISCUSSION

In this chapter, the data from the survey are analyzed based on the conceptual framework developed in chapter 3. The results show the Consumer's buying behavior for bottled mineral drinking water.

After we distributed the questionnaire to people who buy bottled mineral drinking water from 4 modern retail outlets. The result can be described as follows:

4.1 Personal Data

Frequency Table

Table 4.1. Descriptive data of buying behavior in gender.

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	216	54.0	54.0	54.0
Male	184	46.0	46.0	100.0
Total	400	100.0	100.0	

From the study, it is found that 54% of the interviewees are females and 46% are males respectively.

Table 4.2. Descriptive data of buying behavior in terms of age.

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 15 years	35	8.8	8.8	8.8
15-24 years	94	23.5	23.5	32.3
25-34 years	226	56.5	56.5	88.8
35-44 years	39	9.8	9.8	98.5
Over 45 years	6	1.5	1.5	100.0
Total	400	100.0	100.0	

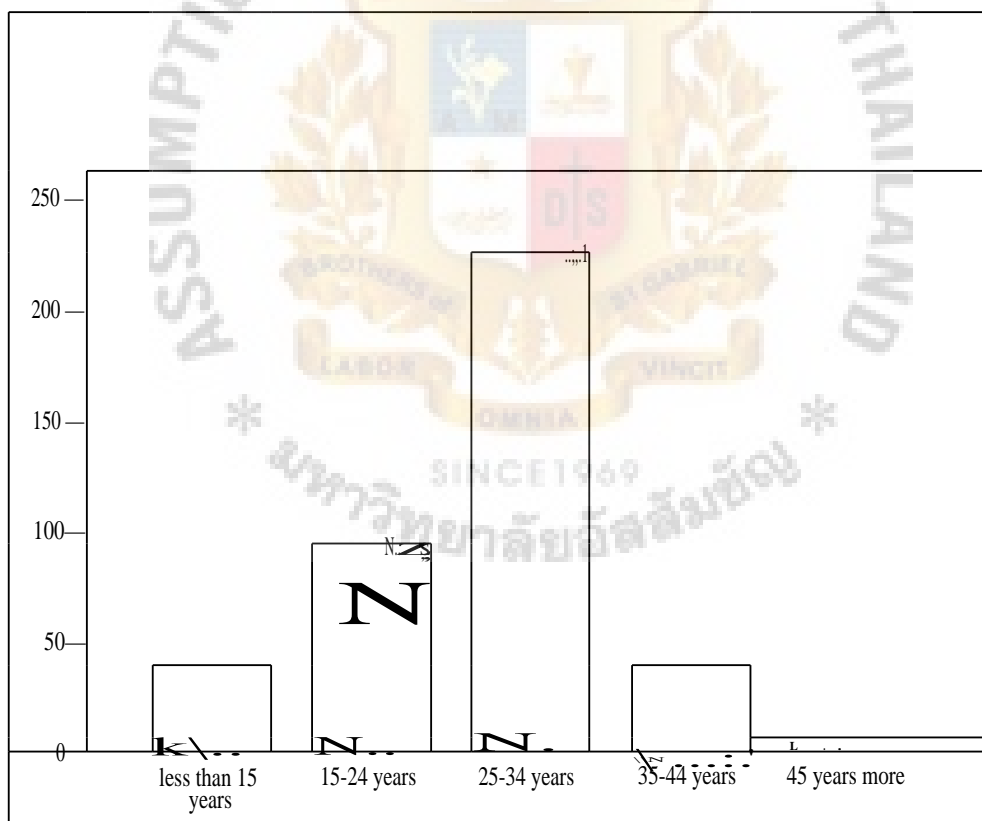


Figure 4.1. Buying behavior in terms of Age.

From the study, it is found that most of the respondents are the age, group of 25-34 years, accounting for 56.5%, 23.5% of the respondents are the age group of 15-24 years old, 9.8% are the group of 35-44 years old, 8.8% are the group of under 15 years, and 1.5% are the group of over 45 years old respectively.

Table 4.3. Descriptive data of buying behavior in terms of education.

	Frequency	Percent	Valid Percent	Cumulative Percent
Grade 7	29	7.3	7.3	7.3
High school	34	8.5	8.5	15.8
Pre-University	161	40.3	40.3	56.0
Bachelor Degree	158	39.5	39.5	95.5
Higher than Bachelor degree	18	4.5	4.5	100.0
Total	400	100.0	100.0	

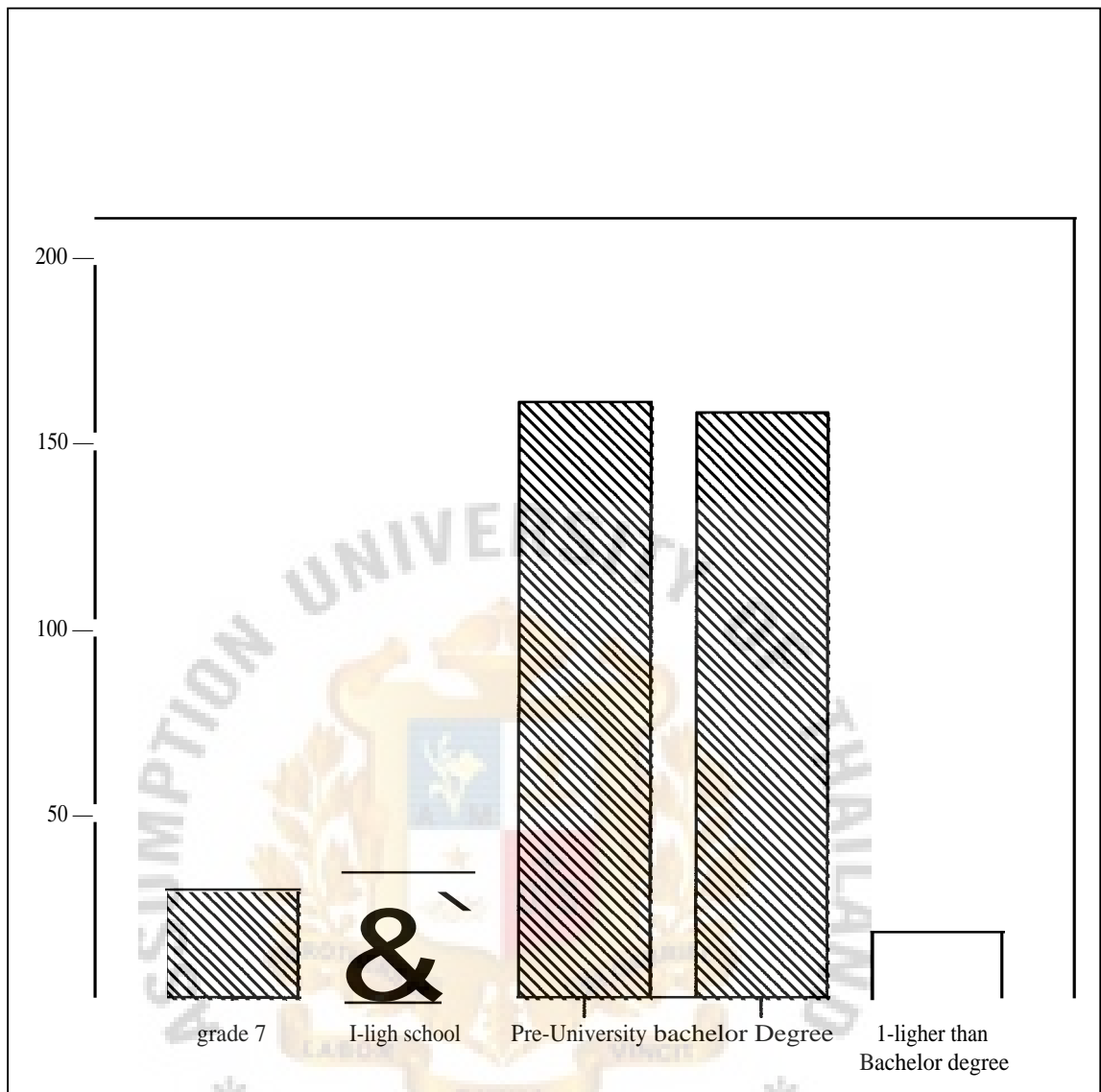


Figure 4.2. Buying behavior in terms of Educations.

The majority, 40.3% of the respondents are pre-university level, and 39.5% have bachelor degree's, 8.5% are high school students, and 7.3% are in grade7. 4.5% of the respondents, the smallest group hold bachelor's degree.

4.2 Buying behavior for bottled mineral drinking water

Table 4.4. Descriptive data of buying behavior in terms of occupation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	46	11.5	11.5	11.5
Private sector	143	35.8	35.8	47.3
State enterprise	99	24.8	24.8	72.0
Government sector	81	20.3	20.3	92.3
Business owner	31	7.8	7.8	100.0
Total	400	100.0	100.0	

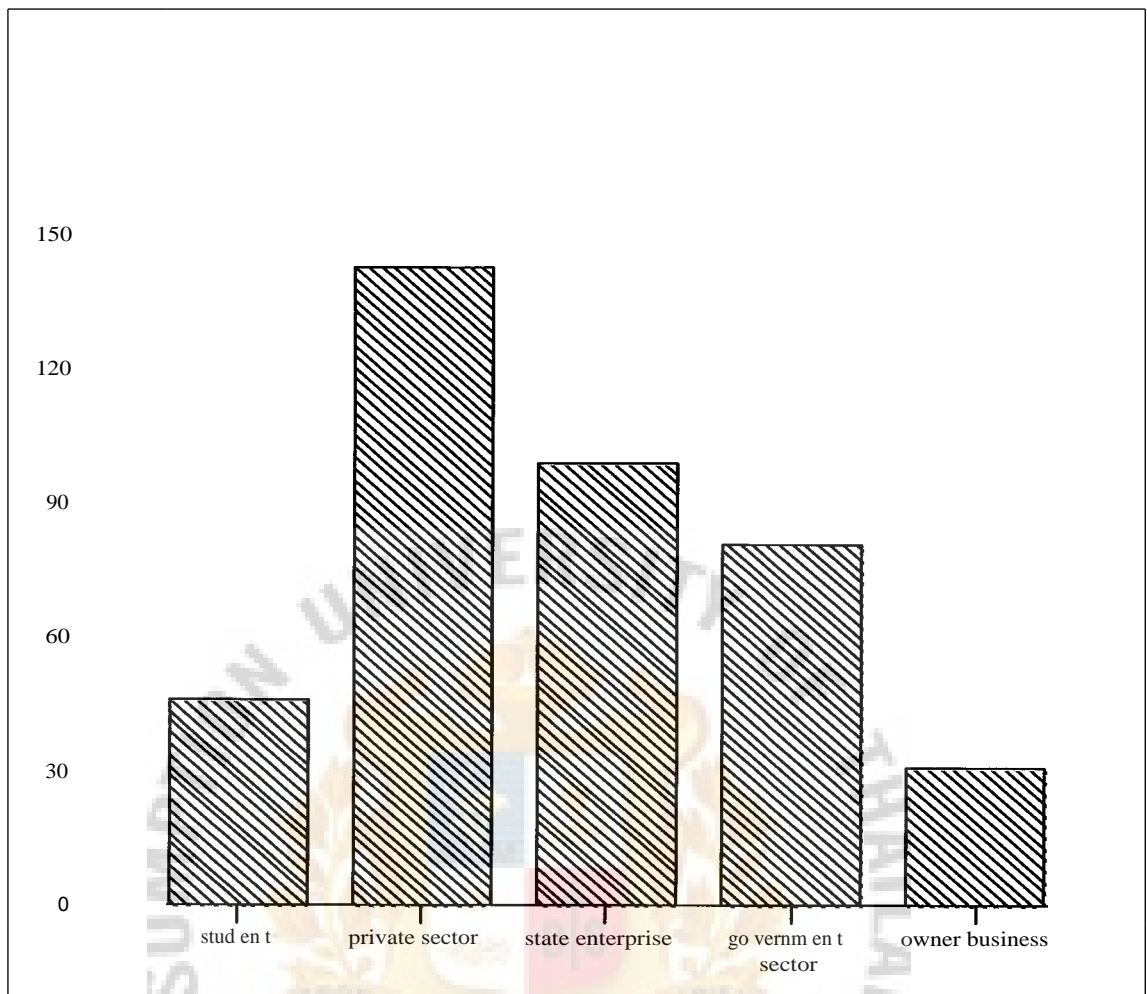


Figure 4.3. Buying Behavior in terms of Occupation.

From the study, it is found that 35.8% of the respondents are from private sectors, 24.8% work in State enterprises, 20.3% work in Government sectors, 11.5% are students, and 7.8% are business owners respectively.

Table 4.5. Descriptive data of buying behavior in terms of income.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 6000 baht	50	12.5	12.5	12.5
6,001-12,000 baht	113	28.3	28.3	40.8
12,000-18,000 baht	111	27.8	27.8	68.5
18,001-24,000 baht	75	18.8	18.8	87.3
24,001-30,000 baht	40	10.0	10.0	97.3
More than 30,000 baht	11	2.8	2.8	100.0
Total	400	100.0	100.0	

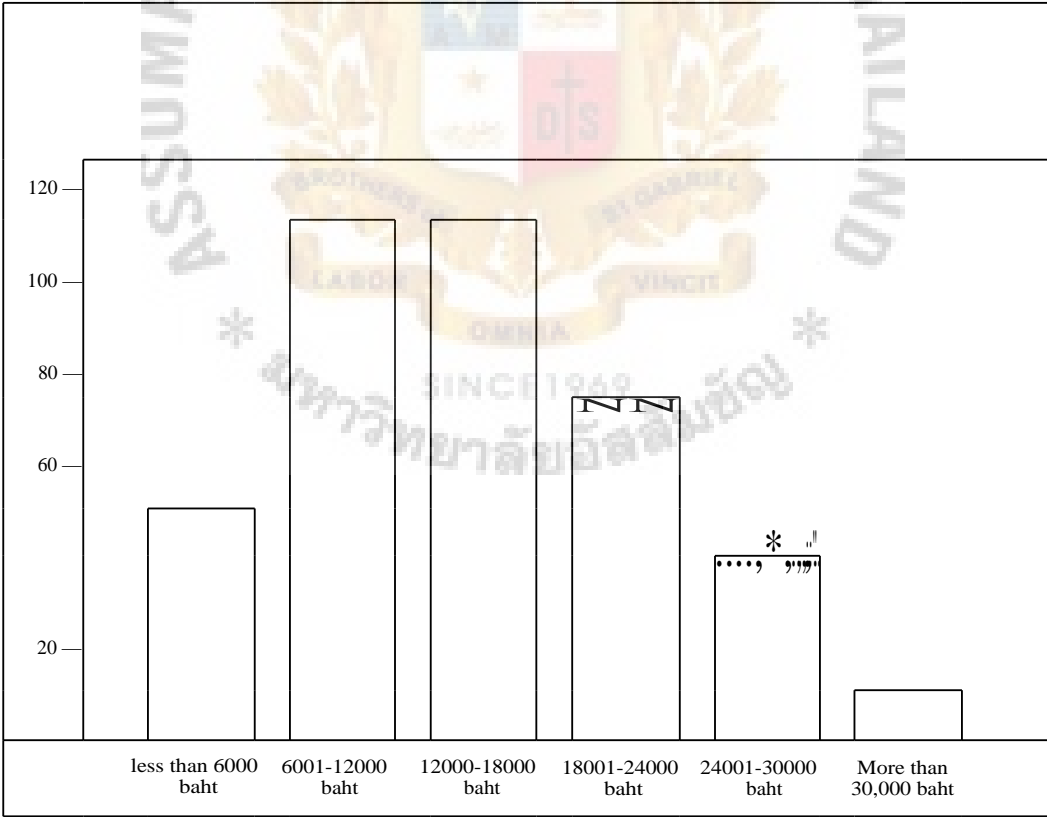


Figure 4.4. Buying Behavior in terms of Income.

From the study, it is found that 28.3% earn approximately 6,001-12,000 Baht, 27.8% earn approximately 12,000-18,000 Baht, 18.8% earn approximately 18,001-24,000 Baht, 12.5% earn less than 6,000 Baht, 10% earn approximately 24,001-30,000 Baht, and 2.8% earn approximately more than 30,000 Baht respectively.

Table 4.6. Descriptive data of buying behavior in terms of the types of mineral drinking water.

	Frequency	Percent	Valid Percent	Cumulative Percent
Non-carbonated mineral water	257	64.3	64.3	64.3
Carbonated mineral water	67	16.8	16.8	81.0
Both of them	76	19.0	19.0	100.0
Total	400	100.0	100.0	

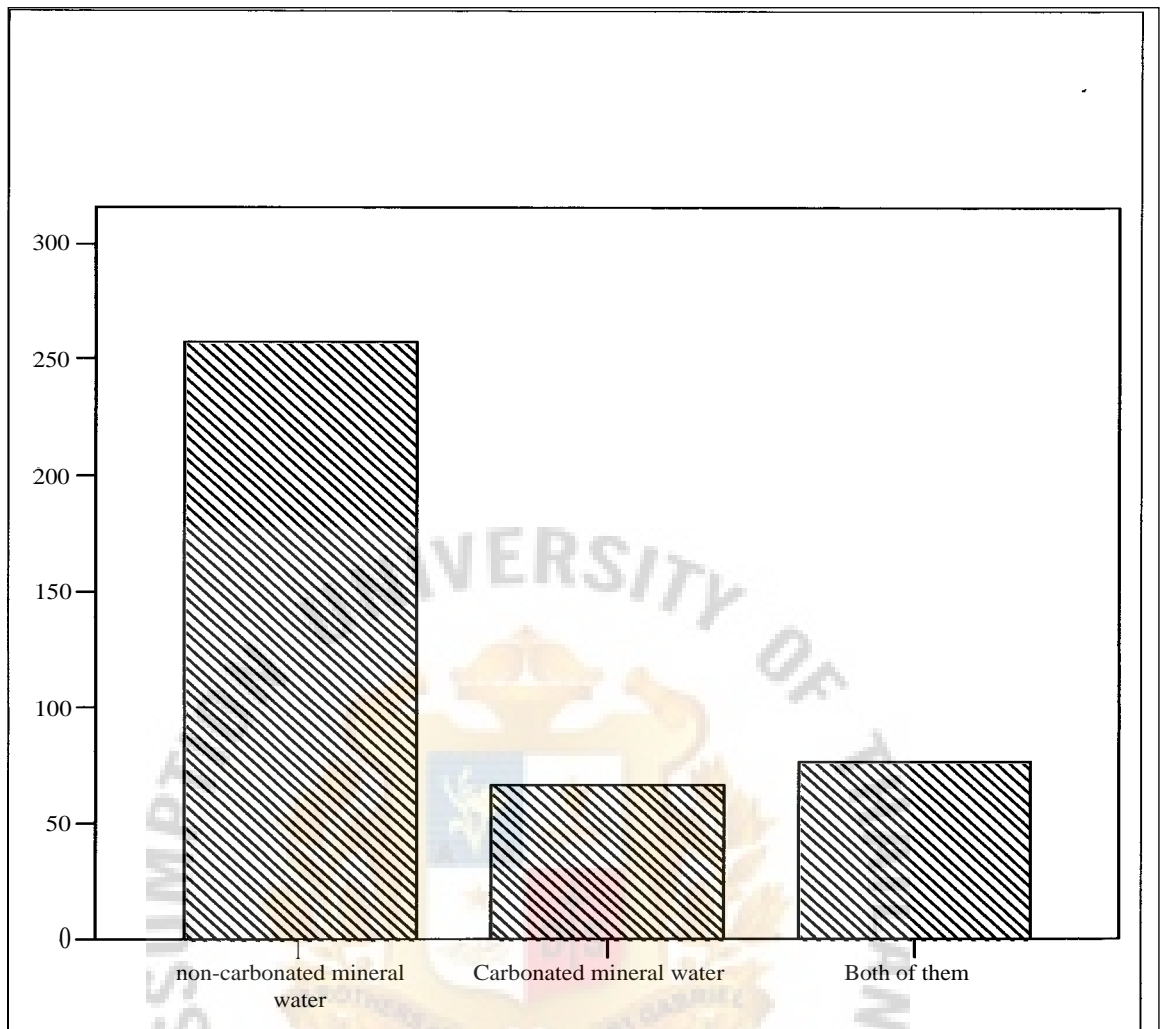


Figure 4.5. Buying behavior — kind of mineral drinking water.

From the table it is found that the majority of the respondents which is 64.3% bought non-carbonated mineral water, 16.8% bought carbonated mineral water (sparkling water) and 19% of the respondents bought both respectively.

Table 4.7. Descriptive data of buying behavior in terms of types of brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Local brands	332	83.0	83.0	83.0
Imported brands	20	5.0	5.0	88.0
Both of them	48	12.0	12.0	100.0
Total	400	100.0	100.0	

From the table it is found that 83% of the consumers buy local brands and 12% buy both of them, while 5% buy imported brands.

Table 4.8. Descriptive data of buying behavior in terms of reasons to purchase.

	Frequency	Percent	Valid Percent	Cumulative Percent
Quality of Cleanliness	286	71.5	71.5	71.5
Tastes of mineral water	14	3.5	3.5	75.0
Packaging	9	2.3	2.3	77.3
source of mineral water	4	1.0	1.0	78.3
reasonable prices	55	13.8	13.8	92.0
convenience in purchasing the bottled drinking water	18	4.5	4.5	96.5
Realization in benefits of mineral water from magazines, brochure	3	.8	.8	97.3
sawing advertisements on television and or radio	5	1.3	1.3	98.5
product sampling	6	1.5	1.5	100.0
Total	400	100.0	100.0	

From this study it is found that, generally, the first reason of purchase is confidence in cleanliness which is 71.5%, the second reason is reasonable prices which is 13.8%, and the third reason is convenience in purchase which is 4.5% respectively.

Table 4.9. Descriptive data of buying behavior in terms of frequency in buying products.

	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	264	66.0	66.0	66.0
Sometimes	88	22.0	22.0	88.0
Occasionally	48	12.0	12.0	100.0
Total	400	100.0	100.0	

It is found that 66% of the respondents drink everyday, 22% sometimes, and 12% drink occasionally respectively.

Table 4.10. Data of buying behavior in terms of the size of the purchase products.

	Frequency	Percent	Valid Percent	Cumulative Percent
500ml	260	65.0	65.0	65.0
750ml	134	33.5	33.5	98.5
Others	6	1.5	1.5	100.0
Total	400	100.0	100.0	

From study it is found that the majority of the respondents that is 65%, of the consumers drink 500 ml. bottles, and 33.5% 750 ml., 1.5% others respectively.

Table 4.11. Data of buying behavior in terms of reasons to purchase products.

	Frequency	Percent	Valid Percent	Cumulative Percent
There is a normal size in the market	255	63.8	63.8	63.8
Right amount to consume for one time	139	34.8	34.8	98.5
save time	6	1.5	1.5	100.0
Total	400	100.0	100.0	

From the table it is found that the major reason of selecting products is the availability of the normal size in the market which is 63.8%, the right amount for one time drinking is 34.8% and 1.5% for save time respectively.

Table 4.12. Data of buying behavior in terms of brand selection-Aura Brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	260	65.0	65.0	65.0
Don't know	16	4.0	4.0	69.0
Buy	124	31.0	31.0	100.0
Total	400	100.0	100.0	

Table 4.13. Data of buying behavior in terms of brand selection-Minere brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	230	57.5	57.5	57.5
Don't know	65	16.25	16.25	73.75
Buy	105	26.25	26.25	100.0
Total	400	100.0	100.0	

Table 4.14. Data of buying behavior in terms of brand selection-Spring brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	124	31.0	31.0	31.0
Don't know	276	69.0	69.0	100.0
Total	400	100.0	100.0	

Table 4.15. Data of buying behavior in terms of brand selection-Rae Nong brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	30	7.5	7.5	7.5
Don't know	370	92.5	92.5	100.0
Total	400	100.0	100.0	

Table 4.16. Descriptive data of buying behavior in terms of brand selection-Perrier brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	78	19.5	19.5	19.5
Don't know	322	80.5	80.5	100.0
Total	400	100.0	100.0	

Table 4.17. Data of buying behavior in terms of brand selection-Mont fleur brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	276	69.0	69.0	69.0
Don't know	24	6.0	6.0	75.0
Buy	100	25.0	25.0	100.0
Total	400	100.0	100.0	

Table 4.18. Data of buying behavior in terms of brand selection-Evian brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	150	37.5	37.5	37.5
Don't know	250	62.5	62.5	100.0
Total	400	100.0	100.0	

Table 4.19. Deata of buying behavior in terms of brand selection-Volvic brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	12	3.0	3.0	3.0
Don't know	388	97.0	97.0	100.0
Total	400	100.0	100.0	

Table 4.20. Data of buying behavior in terms of brand selection-Vittel brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	400	100.0	100.0	100.0

Table 4.21. Data of buying behavior in terms of brand selection-Spa brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	6	1.5	1.5	1.5
Don't know	394	98.5	98.5	100.0
Total	400	100.0	100.0	

Table 4.22. Data of buying behavior in terms of brand selection-Vichy brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	255	63.8	63.8	63.8
Don't know	97	24.3	24.3	88.0
Buy	48	12.0	12.0	100.0
Total	400	100.0	100.0	

Table 4.23. Data of buying behavior in terms of brand selection-Contrexville.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	30	7.5	7.5	7.5
Don't Know	370	92.5	92.5	100.0
Total	400	100.0	100.0	

Table 4.24. Data of buying behavior in terms of brand selection -Vovet brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	127	31.8	31.8	31.8
Don't know	273	68.3	68.3	100.0
Total	400	100.0	100.0	

Table 4.25. Data of buying behavior in terms of brand selection- San pellecrino..

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	272	68.0	68.0	68.0
Don't know	128	32.0	32.0	100.0
Total	400	100.0	100.0	

Table 4.26. Data of buying behavior in terms of brand selection- Clearly Canadian.

	Frequency	Percent	Valid Percent	Cumulative Percent
Know	128	32.0	32.0	32.0
Don't know	272	68.0	68.0	100.0
Total	400	100.0	100.0	

Table 4.27. Descriptive data of buying behavior in terms of brand purchasing.

	Frequency	Percent	Valid Percent	Cumulative Percent
Aura	349	87.3	87.3	87.3
Minere	45	11.3	11.3	98.5
Perrier	6	1.5	1.5	100.0
Total	400	100.0	100.0	

From table 4.12-4.27 it is found that 87.3% of the consumers are familiar with Aura, followed by Minere at 11.3%, and Perrier at 1.5% respectively. As for Vichy, Evian, San pellecrino, Clearly Canadian, and Volvert it is found that the consumers are familiar with those brands but never buy them. Out of these brands Spa and Volvic are the brands that consumer are not familiar with and never buy before.

Table 4.28. Data of buying behavior on bottled mineral water.

	Frequency	Percent	Valid Percent	Cumulative Percent
Purchase the same brand	145	36.3	36.3	36.3
Purchase the brands depends on which one is convenience	237	59.3	59.3	95.5
Purchase 2 or 3 brands depends on which one is Convenience	18	4.5	4.5	100.0
Total	400	100.0	100.0	

From table 4.28 it is found that the majority, 59.3% of the consumers buy for their convenience without brand awareness, and 36.3% buy the same brand and the rest 4.5% purchase 2 or 3 brands depending on which one is convenient to buy.

Table 4.29. Descriptive data of buying behavior in terms of price of bottled mineral water.

	Frequency	Percent	Valid Percent	Cumulative Percent
Too expensive	149	37.3	37.3	37.3
Reasonable price	251	62.8	62.8	100.0
Total	400	100.0	100.0	

From the study it is found that the majority that is 62.8% of the consumers think that the price is reasonable, and 37.3% think that the price is too high.

Table 4.30. Descriptive data of buying behavior in terms of place-supermarket.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	310	77.5	77.5	77.5
No	90	22.5	22.5	100.0
Total	400	100.0	100.0	

Table 4.31. Descriptive data of buying behavior in term of place-restaurant.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	135	33.8	33.8	33.8
No	265	66.3	66.3	100.0
Total	400	100.0	100.0	

Table 4.32. Descriptive data of buying behavior in term of place-retail store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	355	88.8	88.8	88.8
No	45	11.3	11.3	100.0
Total	400	100.0	100.0	

Table 4.33. Descriptive data of buying behavior in term of place-whole sale store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	161	40.3	40.3	40.3
No	239	59.8	59.8	100.0
Total	400	100.0	100.0	

Table 4.34. Descriptive data of buying behavior in other places.

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	221	55.2	55.2	55.2
No	179	44.8	44.8	100.0
Total	400	100.0	100.0	

According to table 4.30-4.347, it is found that the majority of the consumers, that is 55.2% buy the products from other places such as roadsides, small shops, open windows shops in street and convenience shop (seven eleven) but 44.8% said that they did not purchase from other shops mentioned above.

Table 4.35. Consumer's purchasing place.

	Frequency	Percent	Valid Percent	Cumulative Percent
Supermarkets	238	59.5	59.5	59.5
Restaurant	103	25.8	25.8	85.3
Whole store	59	14.8	14.8	100.0
Total	400	100.0	100.0	

The table 4.35 it is found that the places where the consumers often buy the bottled mineral drinking water are supermarkets which accounted for 59.5%, restaurant, 25.8%, and 14.8%, whole store respectively.

Table 4.36. Descriptive data of buying behavior in terms of reasons to buy.

	Frequency	Percent	Valid Percent	Cumulative Percent
Cheaper than other places	220	55.0	55.0	55.0
Convenient to buy due to location	90	22.5	22.5	77.5
Others	90	22.5	22.5	100.0
Total	400	100.0	100.0	

Table 4.36 it is found that the main reason in buying the products from such places is the price which is cheaper than other places accounting for 55% and convenience in buying (easy to park, close to the house, there're other products to buy) 22.5% respectively.

Table 4.37. Descriptive data of buying behavior for brand-selection-recognition.

	Frequency	Percent	Valid Percent	Cumulative Percent
Television	102	25.5	25.5	25.5
Magazine	150	37.5	37.5	63.0
newspaper	47	11.8	11.8	74.8
Premium	51	12.8	12.8	87.5
others	50	12.5	12.5	100.0
Total	400	100.0	100.0	

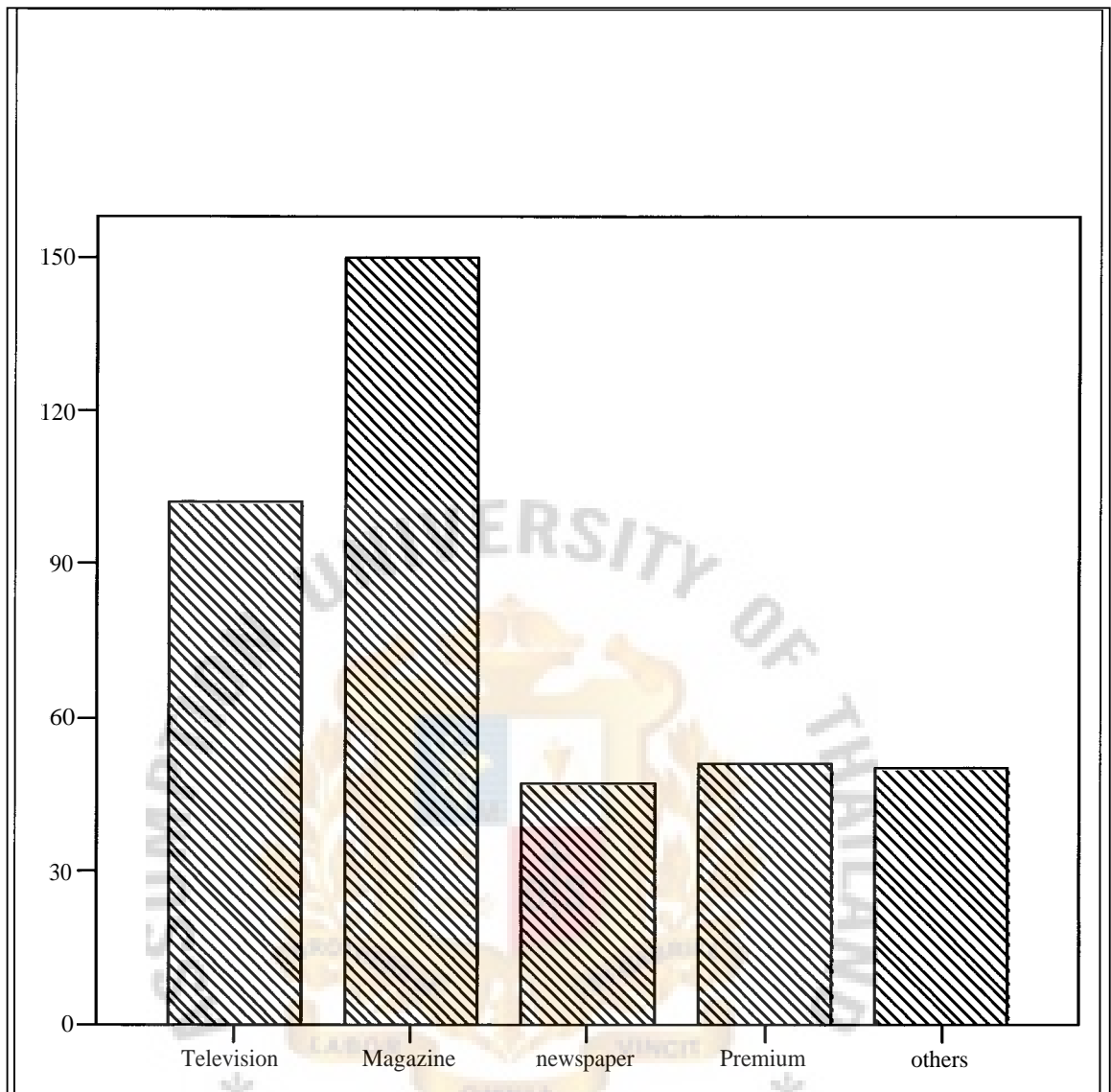


Figure 4.6. Buying behavior for Brand selection — recognition.

From the table it is found that the respondents gained brand awareness which the media created. 37.5% from magazines, 25.5% from television, premium and others.

Table 4.38. Descriptive data of buying behavior for time selection.

	Frequency	Percent	Valid Percent	Cumulative Percent
every day	248	62.0	62.0	62.0
2-3 days/time	152	38.0	38.0	100.0
Total	400	100.0	100.0	

Table 4.38, it is found that 62% of the consumers buy the products everyday and 38% buy 2-3 times respectively.

Table 4.39. Descriptive data of buying behavior for quantity selection.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 bottle	250	62.5	62.5	62.5
2-6 bottles	100	25.0	25.0	87.5
More than 6 bottles	50	12.5	12.5	100.0
Total	400	100.0	100.0	

From the study it is found that 62.5% of the respondents buy 1 bottle per one time, 25% buy 2-6 bottles, 12.5% buy more than 6 bottles.

4.3 The factors effecting the consumer's buying decision on bottled mineral drinking water

Table 4.40. Reasons of buying products.

	Absolutely Important	Important	Normal	Less Important	Not Important
Being thirsty	98	151	151		
Being clean and safe	102	47	201		50
Recommended by family	98	101	-	201	-
Tastes	2	50		151	197
Packaging	50	53	50	147	100.0
Advertising	198	-		50	152
Test-product	103		50	100	147
Discount campaign	52	148	-	100	100
Product-healthy	48	101	-	150	100
Modernity- fashionable	48	-	101	150	101
Others	52	97	151	50	50
Total	400	100.0		100.0	

Table 4.41. Percentage of reasons of buying products.

	Absolutely Important	Important	Normal	Less Important	Not Important
Being thirsty	24.5	37.7	37.7	-	
Being clean and safe	25.5	11.7	50.25		12.5
Recommended by family	24.5	25.25			
Tastes	0.01	12.5	-	37.7	49.2
Packaging	12.5	13.25	12.5	36.7	25
Advertising	49.5		-	12.5	38
Test-product	25.7	-	12.5	25	36.75
Discount campaign	12.5	37.0		25	25
Product-healthy	12.5	25	-	37.5	25
Modernity- fashionable	12	-	25	37.5	25
Others	13	25.25	37.7	12.5	12.5

Table 4.40 - 4.41 shows that advertisement is the most important and it accounted for 49.5%, the second most important is taste and being product clean and safe, and followed by family recommendation and being modern and fashionable by 12%.

37% of the respondents say that discount campaign is important, 25% of the

consumers also say family recommendation is also important.

50.25% of the consumer say being clean and safe is normal for the products

Taste, packaging product, and modernity, are equally less important.

49% of the consumers said that taste is not important in a particular product.

Table 4.42. Factors that affect consumer buying behavior in terms of -product-quality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Normal	50	12.5	12.5	12.5
Important	202	50.5	50.5	63.0
Absolutely Important	148	37.0	37.0	100.0
Total	400	100.0	100.0	

From table 4.42, it is found that 50.5% of the respondents believed that the quality of products is important, followed by 'absolutely important' by 37%, and the rest 'normal' by 12.5% respectively.

Table 4.43. Factors that affect toward consumer buying behavior in terms of product-Taste.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	51	12.8	12.8	12.8
Normal	47	11.8	11.8	24.5
Important	102	25.5	25.5	50.0
Absolutely Important	200	50.0	50.0	100.0
Total	400	100.0	100.0	

Table 4.43 shows that 50% of the respondents believed that the taste of products affect toward consumer buying behavior. It means it is absolutely important, followed by 'important' by 25.5% and the rest 'less important' and 'normal' by 12.8% and 11.8% respectively.

Table 4.44. Factors that affect toward consumer buying behavior in terms of -product-FDA.

	Frequency	Percent	Valid Percent	Cumulative Percent
Normal	101	25.3	25.3	25.3
Absolutely Important	249	62.3	62.3	87.5
Important	50	12.5	12.5	100.0
Total	400	100.0	100.0	

From table 4.44, it is found that 62.3% of the respondents said that the FDA from the government is absolutely important, 25.3% of the respondents said normal, and 12.5% said it was important.

Table 4.45. Factors that effect toward consumer buying behavior in terms of -product-Creditable.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	1	.3	.3	.3
less important	50	12.5	12.5	12.8
Normal	100	25.0	25.0	37.8
Important	101	25.3	25.3	63.0
Absolutely Important	148	37.0	37.0	100.0
Total	400	100.0	100.0	

From table 4.45, it is found that 37% of the respondents said product credibility is absolutely important, and another 25% said it was normal, 25% of the respondents said it was important.

Table 4.46. Factors that effect toward consumer buying behavior in terms of -product-Packaging.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	102	25.5	25.5	25.5
Normal	101	25.3	25.3	50.8
Absolutely Important	197	49.3	49.3	100.0
Total	400	100.0	100.0	

From table 4.46, it can be seen that 49.3% of the respondents said packing of products is absolutely important which is the most influential factor toward consumer buying behavior. 25% said it was 'normal' and the other 25% said it was 'less important'.

Table 4.47. Factors that effect toward consumer buying behavior in terms of -product-size.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	1	.3	.3	.3
Less Important	1	.3	.3	.5
Normal	151	37.8	37.8	38.3
Absolutely Important	197	49.3	49.3	87.5
Especially Important	50	12.5	12.5	100.0
Total	400	100.0	100.0	

The results from table 4.47 shows that 49.3% of the respondents believed that

the size of product is an absolutely important factor toward consumer buying behavior, which affected the respondents most.

Table 4.48. Factors that effect toward consumer buying behavior in terms of other products.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	102	25.5	25.5	25.5
Normal	50	12.5	12.5	38.0
Important	50	12.5	12.5	50.5
Absolutely Important	198	49.5	49.5	100.0
Total	400	100.0	100.0	

From table 4.48 it is found that other factors are absolutely important which affect the respondents by 49.5%, less important by 25.5%, all the rest by 12.5% each respectively.

Table 4.49. Factors that effect toward consumer buying behavior in terms of cheaper price.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	51	12.8	12.8	12.8
Normal	99	24.8	24.8	37.5
Important	50	12.5	12.5	50.0
Absolutely Important	150	37.5	37.5	87.5
Not Important	50	12.5	12.5	100.0
Total	400	100.0	100.0	

From table 4.49 it is found 37.5% of the respondents said that cheaper price of products is absolutely important , 24.8% said it was 'normal'..

Table 4.50. Factors that effect toward consumer buying behavior in terms of price-quality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	50	12.5	12.5	12.5
Normal	148	37.0	37.0	49.5
Important	51	12.8	12.8	62.3
Absolutely Important	151	37.8	37.8	100.0
Total	400	100.0	100.0	

From table 4.50, it is found that 37.8% of the respondents said that the quality of products was absolutely important and 37% said 'normal'.

Table 4.51. Factors that effect toward consumer buying behavior in terms of other prices.

	Frequency	Percent	Valid Percent	Cumulative Percent
Normal	102	25.5	25.5	25.5
Important	1	.3	.3	25.8
Absolutely Important	297	74.3	74.3	100.0
Total	400	100.0	100.0	

From table 4.51 it is found that 74.3% of the respondents said others factors in terms of price is absolutely important and 25.5% said it was normal.

Table 4.52. Factors that effect toward consumer buying behavior in terms of place-convenience.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less	50	12.5	12.5	12.5
Important	97	24.3	24.3	36.8
Normal	151	37.8	37.8	74.5
Important	102	25.5	25.5	100.0
Absolutely				
Important				
Total	400	100.0	100.0	

From table 4.52, it is found that 37.8% of the respondents said that the factor convenience of places was important, and 24.3% said it was normal.

Table 4.53. Factors that affect toward consumer buying behavior in terms of other places.

	Frequency	Percent	Valid Percent	Cumulative Percent
Normal	248	62.0	62.0	62.0
Important	51	12.8	12.8	74.8
Absolutely Important	101	25.3	25.3	100.0
Total	400	100.0	100.0	

From 4.53 table it is found that only 25.3% of the respondents said other factor is absolutely important and the majority that is 62% said it is normal.

Table 4.54. Factors that effect toward consumer buying behavior in terms of promotion-advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	50	12.5	12.5	12.5
Normal	149	37.3	37.3	49.8
Important	50	12.5	12.5	62.3
Absolutely Important	151	37.8	37.8	100.0
Total	400	100.0	100.0	

From table 4.54 it is found that 37.8% of the respondents said advertisement is absolutely important the same as normal in buying behavior of consumers.

Table 4.55. Factors that effect toward consumer buying behavior in terms of promotion-contribute.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	97	24.3	24.3	24.3
Normal	152	38.0	38.0	62.3
Important	50	12.5	12.5	74.8
Absolutely Important	101	25.3	25.3	100.0
Total	400	100.0	100.0	

From table 4.55 it is found that the biggest number of respondents said promotion is normal and 25.3% of the respondents said it is absolutely important.

Table 4.56. Factors that effect toward consumer buying behavior in terms of promotion-leaflet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	50	12.5	12.5	12.5
less important	98	24.5	24.5	37.0
Normal	100	25.0	25.0	62.0
Important	51	12.8	12.8	74.8
Absolutely Important	101	25.3	25.3	100.0
Total	400	100.0	100.0	

From table 4.56 it is found that distribution of leaflet is considered normal and absolutely important in the consumer behavior.

Table 4.57. Factors that effect toward consumer buying behavior in terms of promotion-recommended by itself.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less important	50	12.5	12.5	12.5
Normal	203	50.8	50.8	63.3
Absolutely Important	147	36.8	36.8	100.0
Total	400	100.0	100.0	

From the table 4.57, it is found that a self-recommendation was considered normal rather than absolutely important.

Table 4.58. Factors that effect toward consumer buying behavior in terms of promotion-discount.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	98	24.5	24.5	24.5
less important	100	25.0	25.0	49.5
Normal	102	25.5	25.5	75.0
Absolutely Important	100	25.0	25.0	100.0
Total	400	100.0	100.0	

From table 4.58, it is found that promotion discount was considered 'important' rather than 'absolutely important'.

Table 4.59. Factors that affect toward consumer buying behavior in terms of promotion-others.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	51	12.8	12.8	12.8
less important	100	25.0	25.0	37.8
Normal	51	12.8	12.8	50.5
Important	47	11.8	11.8	62.3
Absolutely Important	151	37.8	37.8	100.0
Total	400	100.0	100.0	

From the result it is found that other factors which effect consumers buying behavior is considered 'absolutely important', and 25% says 'item promotion' is less important.

4.5 The test of hypothesis,

This study is based on the following hypothesis:

H₁ : The consumer buying behavior toward bottled mineral water in Bangkok is not influenced by gender factor.

According to the above hypothesis following 8 sub-hypothesis has been developed

H1.1 : The consumer buying behavior toward types of mineral drinking water in Bangkok is not influenced by gender factor.

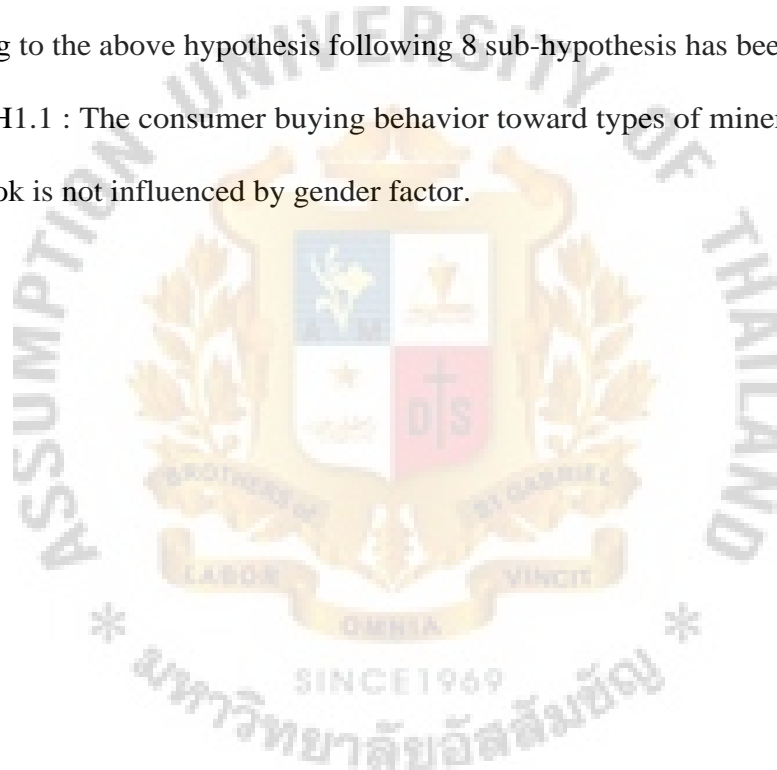


Table 4.60. Buying behavior-kind of mineral drinking water * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying behavior-kinds of mineral drinking water	Non-carbonated mineral water	Count	132	125	257
		Expected Count	138.8	118.2	257.0
		% within Buying behavior-kind of mineral drinking water	51.4%	48.6%	100.0%
		% within Gender	61.1%	67.9%	64.3%
		% of Total	33.0%	31.3%	64.3%
	Carbonated mineral water	Count	39	28	67
		Expected Count	36.2	30.8	67.0
		% within Buying behavior-kind of mineral drinking water	58.2%	41.8%	100.0%
		% within Gender	18.1%	15.2%	16.8%
		% of Total	9.8%	7.0%	16.8%
	Both of them	Count	45	31	76
		Expected Count	41.0	35.0	76.0
		% within Buying behavior-kind of mineral drinking water	59.2%	40.8%	100.0%
		% within Gender	20.8%	16.8%	19.0%
		% of Total	11.3%	7.8%	19.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior-kind of mineral drinking water	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.61. Chi-Square Tests (kinds of mineral drinking water * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.029(a)	2	.363
Likelihood Ratio	2.036	2	.361
Linear-by-Linear Association	1.845	1	.174
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.82

Table 4.60 and table 4.61 show that the Chi-Square tests is not significant under 95% confidence level. It provides 0.363, less than 0.05, therefore, we assume that kinds of mineral drinking water in Bangkok is not influenced by gender factor.

H1.2 : The consumer buying behavior towards types of brands in Bangkok is not influenced by gender factor.

Table 4.62. Buying behavior-types of brand * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying Behavior-type of brand	Local Brands	Count	186	146	332
		Expected Count	179.3	152.7	332.0
		% within Buying behavior- type of brand	56.0%	44.0%	100.0%
		% within Gender	86.1%	79.3%	83.0%
		% of Total	46.5%	36.5%	83.0%
	Imported Brands	Count	4	16	20
		Expected Count	10.8	9.2	20.0
		% within Buying behavior- type of brand	20.0%	80.0%	100.0%
		% within Gender	1.9%	8.7%	5.0%
		% of Total	1.0%	4.0%	5.0%
	Both of them	Count	26	22	48
		Expected Count	25.9	22.1	48.0
		% within Buying behavior- type of brand	54.2%	45.8%	100.0%
		% within Gender	12.0%	12.0%	12.0%
		% of Total	6.5%	5.5%	12.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior- type of brand	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.63. Chi-Square Tests (type of brand * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.856(a)	2	.007
Likelihood Ratio	10.312	2	.006
Linear-by-Linear Association	.993	1	.319
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.20.

Table 4.62 and table 4.63 show that the Chi-Square tests is significant under 95% confidence level. It provides 0.007, less than 0.05, therefore, we assume that buying behavior toward types of brands in Bangkok is not influenced by gender factor.

H1.3 : The consumer buying behavior of reasons to purchase in Bangkok is not influenced by gender factor.

Table 4.64. Buying behavior-reasons to purchase * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying behavior- why do you purchase	Quality of Cleanliness	Count	154	132	286
		Expected Count	154.4	131.6	286.0
		% within Buying behavior-why do you purchase	53.8%	46.2%	100.0%
		% within Gender	71.3%	71.7%	71.5%
		% of Total	38.5%	33.0%	71.5%
	Tastes of Mineral water	Count	8	6	14
		Expected Count	7.6	6.4	14.0
		% within Buying behavior-why do you purchase	57.1%	42.9%	100.0%
		% within Gender	3.7%	3.3%	3.5%
		% of Total	2.0%	1.5%	3.5%
	Packaging	Count	8	1	9
		Expected Count	4.9	4.1	9.0
		% within Buying behavior-why do you purchase	88.9%	11.1%	100.0%
		% within Gender	3.7%	.5%	2.3%
		% of Total	2.0%	.3%	2.3%
	Source of mineral water	Count	4	0	4
		Expected Count	2.2	1.8	4.0
		% within Buying behavior-why do you purchase	100.0%	.0%	100.0%
		% within Gender	1.9%	.0%	1.0%
		% of Total	1.0%	.0%	1.0%
	Prices are reasonable	Count	29	26	55
		Expected Count	29.7	25.3	55.0
		% within Buying behavior-why do you purchase	52.7%	47.3%	100.0%
		% within Gender	13.4%	14.1%	13.8%
		% of Total	7.3%	6.5%	13.8%

Table 4.64. Buying behavior-reasons to purchase * Gender Cross tabulation
(Continue).

			Gender		Total
			Female	Male	
	Convenience to purchase the bottled drinking water	Count	7	11	18
		Expected Count	9.7	8.3	18.0
		% within Buying behavior-why do you purchase	38.9%	61.1%	100.0%
		% within Gender	3.2%	6.0%	4.5%
		% of Total	1.8%	2.8%	4.5%
	Realized in benefits of mineral water from magazines, brochure	Count	3	0	3
		Expected Count	1.6	1.4	3.0
		% within Buying behavior-why do you purchase	100.0%	.0%	100.0%
		% within Gender	1.4%	.0%	.8%
		% of Total	.8%	.0%	.8%
Buying behavior-why do you purchase	Saw advertising in television and or radio	Count	3	2	5
		Expected Count	2.7	2.3	5.0
		% within Buying behavior-why do you purchase	60.0%	40.0%	100.0%
		% within Gender	1.4%	1.1%	1.3%
		% of Total	.8%	.5%	1.3%
	Product sampling	Count	0	6	6
		Expected Count	3.2	2.8	6.0
		% within Buying behavior-why do you purchase	.0%	100.0%	100.0%
		% within Gender	.0%	3.3%	1.5%
		% of Total	.0%	1.5%	1.5%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior-why do you purchase	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.65. Chi-Square Tests (reasons to purchase * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.238(a)	8	.014
Likelihood Ratio	24.899	8	.002
Linear-by-Linear Association	.953	1	.329
N of Valid Cases	400		

a 10 cells (55.6%) have expected count less than 5. The minimum expected count is 1.38.

Table 4.64 and table 4.65 show that the Chi-Square tests is significant under 95% confidence level. It provides 0.014, less than 0.05, therefore, we assume that reasons to purchase products in Bangkok is not influenced by gender factor.

H1A : The consumer buying behavior of frequency in purchase products in Bangkok is not influenced by gender factor.

Table 4.66. Buying behavior-frequency of buying products * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying Behavior-how often	Every day	Count	158	106	264
		Expected Count	142.6	121.4	264.0
		% within Buying behavior-how often	59.8%	40.2%	100.0%
		% within Gender	73.1%	57.6%	66.0%
		% of Total	39.5%	26.5%	66.0%
	Some times	Count	53	35	88
		Expected Count	47.5	40.5	88.0
		% within Buying behavior-how often	60.2%	39.8%	100.0%
		% within Gender	24.5%	19.0%	22.0%
		% of Total	13.3%	8.8%	22.0%
	Occasionally	Count	5	43	48
		Expected Count	25.9	22.1	48.0
		% within Buying behavior-how often	10.4%	89.6%	100.0%
		% within Gender	2.3%	23.4%	12.0%
		% of Total	1.3%	10.8%	12.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior-how often	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.67. Chi-Square Tests (frequency of buying products * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.715(a)	2	.000
Likelihood Ratio	45.919	2	.000
Linear-by-Linear Association	27.175	1	.000
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.08.

Table 4.66 and table 4.67 show that the Chi-Square tests is significant under 95% confidence level. It is less than 0.05, therefore, we assume that frequency in purchase products in Bangkok is not influenced by gender factor.

H1.5 : The consumer buying behavior towards the size of products in Bangkok is not influenced by gender factor.

Table 4.68. Buying behavior-what size * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying Behavior-what size	500ml	Count	137	123	260
		Expected Count	140.4	119.6	260.0
		% within Buying behavior-what size	52.7%	47.3%	100.0%
		% within Gender	63.4%	66.8%	65.0%
		% of Total	34.3%	30.8%	65.0%
	750ml	Count	78	56	134
		Expected Count	72.4	61.6	134.0
		% within Buying behavior-what size	58.2%	41.8%	100.0%
		% within Gender	36.1%	30.4%	33.5%
		% of Total	19.5%	14.0%	33.5%
	others	Count	1	5	6
		Expected Count	3.2	2.8	6.0
		% within Buying behavior-what size	16.7%	83.3%	100.0%
		% within Gender	.5%	2.7%	1.5%
		% of Total	.3%	1.3%	1.5%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior-what size	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.69. Chi-Square Tests (size * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.501(a)	2	.105
Likelihood Ratio	4.731	2	.094
Linear-by-Linear Association	.036	1	.850
N of Valid Cases	400		

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.76.

Table 4.68 and table 4.69 represent that the Chi-Square tests is not significant under 95% confidence level. It is more than 0.05, therefore, we assume that the size of products in Bangkok is not influenced by gender factor.

H1.6 : The consumer buying behavior of selection of products in Bangkok is not influenced by gender factor.

Table 4.70. Buying behavior-why do you select * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Buying behavior-why do you select	There are a normal size in the market	Count	138	117	255
		Expected Count	137.7	117.3	255.0
		% within Buying behavior-why do you select	54.1%	45.9%	100.0%
		% within Gender	63.9%	63.6%	63.8%
		% of Total	34.5%	29.3%	63.8%
	There are a fit sizes to consume in one time	Count	78	61	139
		Expected Count	75.1	63.9	139.0
		% within Buying behavior-why do you select	56.1%	43.9%	100.0%
		% within Gender	36.1%	33.2%	34.8%
		% of Total	19.5%	15.3%	34.8%
	Save time	Count	0	6	6
		Expected Count	3.2	2.8	6.0
		% within Buying behavior-why do you select	.0%	100.0%	100.0%
		% within Gender	.0%	3.3%	1.5%
		% of Total	.0%	1.5%	1.5%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Buying behavior-why do you select	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.71. Chi-Square Tests (reasons to select * gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.295(a)	2	.026
Likelihood Ratio	9.571	2	.008
Linear-by-Linear Association	1.405	1	.236
N of Valid Cases	400		

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.76.

Table 4.70 and table 4.71 show that the Chi-Square tests is significant under 95% confidence level. It is less than 0.026, therefore, we assume that selection of products in Bangkok is not influenced by gender factor.

H1.7 : The consumer buying behavior of products in Bangkok is not influenced by gender factor.

Table 4.72. Buying Behavior of bottled product * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Behavior of Bottled mineral water	Purchase the same brand	Count	85	60	145
		Expected Count	78.3	66.7	145.0
		% within behavior of bottled mineral water	58.6%	41.4%	100.0%
		% within Gender	39.4%	32.6%	36.3%
		% of Total	21.3%	15.0%	36.3%
	Purchase and brands depends on which one is convenient	Count	128	109	237
		Expected Count	128.0	109.0	237.0
		% within behavior of bottled mineral water	54.0%	46.0%	100.0%
		% within Gender	59.3%	59.2%	59.3%
		% of Total	32.0%	27.3%	59.3%
	Purchase 2 or 3 brands depends on which one is convenient	Count	3	15	18
		Expected Count	9.7	8.3	18.0
		% within behavior of bottled mineral water	16.7%	83.3%	100.0%
		% within Gender	1.4%	8.2%	4.5%
		% of Total	.8%	3.8%	4.5%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within behavior of bottled mineral water	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.73. Chi-Square Tests (Buying Behavior of bottled product * Gender).

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.346(a)	2	.003
Likelihood Ratio	12.027	2	.002
Linear-by-Linear Association	5.895	1	.015
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5 The minimum expected count is 8.28.

Table 4.72 and table 4.73 show that the Chi-Square tests is significant under 95% confidence level. It is less than 0.05, therefore, we assume that buying behavior of products in Bangkok not influenced by gender factor.

H1.8 : The consumer buying behavior of time selection in Bangkok is not influenced by gender factor.

Table 4.74. Buying behavior -Time selecting * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Time selection	Every day	Count	133	115	248
		Expected Count	133.9	114.1	248.0
		% within Time selecting	53.6%	46.4%	100.0%
		% within Gender	61.6%	62.5%	62.0%
		% of Total	33.3%	28.8%	62.0%
	2-3 days/time	Count	83	69	152
		Expected Count	82.1	69.9	152.0
		% within Time selecting	54.6%	45.4%	100.0%
		% within Gender	38.4%	37.5%	38.0%
		% of Total	20.8%	17.3%	38.0%
Total	Count	216	184	400	
	Expected Count	216.0	184.0	400.0	
	% within Time selecting	54.0%	46.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	54.0%	46.0%	100.0%	

Table 4.75. Chi-Square Tests (Buying behavior - time selection * gender).

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.036(b)	1	.849		
Continuity Correction(a)	.008	1	.931		
Likelihood Ratio	.036	1	.849		
Fisher's Exact Test				.918	.466
Linear-by-Linear Association	.036	1	.849		
N of Valid Cases	400				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 69.92.

Table 4.74 and table 4.75 show that the Chi-Square tests is not significant under 95% confidence level. It is more than 0.05, therefore, we assume that time selection in Bangkok is not influenced by gender factor.

H2 : The marketing factor in buying bottled mineral water in Bangkok are not different according to gender factor.

According to the above hypothesis the following 4 sub-hypothesis have been developed.

H2.1 : The marketing factor of product in Bangkok is not influenced by gender factor.

Table 4.76. Product * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Product	3.00	Count	28	23	51
		Expected Count	27.5	23.5	51.0
		% within product	54.9%	45.1%	100.0%
		% within Gender	13.0%	12.5%	12.8%
		% of Total	7.0%	5.8%	12.8%
	3.14	Count	28	23	51
		Expected Count	27.5	23.5	51.0
		% within product	54.9%	45.1%	100.0%
		% within Gender	13.0%	12.5%	12.8%
		% of Total	7.0%	5.8%	12.8%
	3.57	Count	27	24	51
		Expected Count	27.5	23.5	51.0
		% within product	52.9%	47.1%	100.0%
		% within Gender	12.5%	13.0%	12.8%
		% of Total	6.8%	6.0%	12.8%
	3.86	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within product	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	4.71	Count	26	21	47
		Expected Count	25.4	21.6	47.0
		% within product	55.3%	44.7%	100.0%
		% within Gender	12.0%	11.4%	11.8%
		% of Total	6.5%	5.3%	11.8%
	4.86	Count	53	47	100
		Expected Count	54.0	46.0	100.0
		% within product	53.0%	47.0%	100.0%
		% within Gender	24.5%	25.5%	25.0%
		% of Total	13.3%	11.8%	25.0%
5.00	Count	27	23	50	
	Expected Count	27.0	23.0	50.0	
	% within product	54.0%	46.0%	100.0%	
	% within Gender	12.5%	12.5%	12.5%	
	% of Total	6.8%	5.8%	12.5%	
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within product	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.77. Chi-Square Tests (product * gender).

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	.130(a)	6	1.000
Likelihood Ratio	.130	6	1.000
Linear-by-Linear Association	.018	1	.894
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.62.

Table 4.77 and table 4.78 show that the Chi-Square tests is not significant under 95% confidence level. It provides 1.00, more than 0.05, therefore, we assume that marketing factor of product in Bangkok is not influenced by gender factor.

H22 : The marketing factor of prices in Bangkok is not influenced by gender factor.

Table 4.78. Prices * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Prices	2.67	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within prices	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	3.00	Count	27	24	51
		Expected Count	27.5	23.5	51.0
		% within prices	52.9%	47.1%	100.0%
		% within Gender	12.5%	13.0%	12.8%
		% of Total	6.8%	6.0%	12.8%
	3.33	Count	1	0	1
		Expected Count	.5	.5	1.0
		% within prices	100.0%	.0%	100.0%
		% within Gender	.5%	.0%	.3%
		% of Total	.3%	.0%	.3%
	3.67	Count	27	21	48
		Expected Count	25.9	22.1	48.0
		% within prices	56.3%	43.8%	100.0%
		% within Gender	12.5%	11.4%	12.0%
		% of Total	6.8%	5.3%	12.0%
	4.00	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within prices	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	4.33	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within prices	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	5.00	Count	80	70	150
		Expected Count	81.0	69.0	150.0
		% within prices	53.3%	46.7%	100.0%
		% within Gender	37.0%	38.0%	37.5%
		% of Total	20.0%	17.5%	37.5%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within prices	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.79. Chi-Square Tests (Prices * Gender).

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.000(a)	6	.986
Likelihood Ratio	1.380	6	.967
Linear-by-Linear Association	.017	1	.896
N of Valid Cases	400		

a 2 cells (14.3%) have expected count less than 5. The minimum expected count is .46.

Table 4.78 and table 4.79 show that the Chi-Square tests is not significant under 95% confidence level. It provides 0.986, more than 0.05, therefore, we assume that marketing factor of prices in Bangkok is not influenced by gender factor.

H2.3 : The marketing factor of places in Bangkok is not influenced by gender factor.

Table 4.80. Places * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Places	2.50	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within Places	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	3.50	Count	27	24	51
		Expected Count	27.5	23.5	51.0
		% within Places	52.9%	47.1%	100.0%
		% within Gender	12.5%	13.0%	12.8%
		% of Total	6.8%	6.0%	12.8%
	4.00	Count	53	45	98
		Expected Count	52.9	45.1	98.0
		% within Places	54.1%	45.9%	100.0%
		% within Gender	24.5%	24.5%	24.5%
		% of Total	13.3%	11.3%	24.5%
	4.50	Count	55	46	101
		Expected Count	54.5	46.5	101.0
		% within Places	54.5%	45.5%	100.0%
		% within Gender	25.5%	25.0%	25.3%
		% of Total	13.8%	11.5%	25.3%
	5.00	Count	54	46	100
		Expected Count	54.0	46.0	100.0
		% within Places	54.0%	46.0%	100.0%
		% within Gender	25.0%	25.0%	25.0%
		% of Total	13.5%	11.5%	25.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within Places	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.81. Chi-Square Tests (Places * Gender).

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	.032(a)	4	1.000
Likelihood Ratio	.032	4	1.000
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	400		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.00.

Table 4.81 and table 4.82 show that the Chi-Square tests is not significant under 95% confidence level. It provides 1.00, more than 0.05, therefore, we assume that marketing factor of places in Bangkok is not influenced by gender factor.

H2.4 : The marketing factor of promotion in Bangkok is not influenced by gender factor.

Table 4.82. Promotion * Gender Cross tabulation.

			Gender		Total
			Female	Male	
Promotion	2.17	Count	27	23	50
		Expected Count	27.0	23.0	50.0
		% within promotion	54.0%	46.0%	100.0%
		% within Gender	12.5%	12.5%	12.5%
		% of Total	6.8%	5.8%	12.5%
	2.50	Count	27	24	51
		Expected Count	27.5	23.5	51.0
		% within promotion	52.9%	47.1%	100.0%
		% within Gender	12.5%	13.0%	12.8%
		% of Total	6.8%	6.0%	12.8%
	2.83	Count	27	21	48
		Expected Count	25.9	22.1	48.0
		% within promotion	56.3%	43.8%	100.0%
		% within Gender	12.5%	11.4%	12.0%
		% of Total	6.8%	5.3%	12.0%
	3.00	Count	54	46	100
		Expected Count	54.0	46.0	100.0
		% within promotion	54.0%	46.0%	100.0%
		% within Gender	25.0%	25.0%	25.0%
		% of Total	13.5%	11.5%	25.0%
	3.17	Count	26	24	50
		Expected Count	27.0	23.0	50.0
		% within promotion	52.0%	48.0%	100.0%
Promotion	3.17	% within Gender	12.0%	13.0%	12.5%
		% of Total	6.5%	6.0%	12.5%
	4.33	Count	1	0	1
		Expected Count	.5	.5	1.0
		% within promotion	100.0%	.0%	100.0%
		% within Gender	.5%	.0%	.3%
		% of Total	.3%	.0%	.3%

Table 4.82. Promotion * Gender Cross tabulation (Continued).

			Gender		Total
			Female	Male	
Promotion	5.00	Count	54	46	100
		Expected Count	54.0	46.0	100.0
		% within promotio	54.0%	46.0%	100.0%
		% within Gender	25.0%	25.0%	25.0%
		% of Total	13.5%	11.5%	25.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within promotio	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.83. Chi-Square Tests (Promotion * Gender).

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.053(a)	6	.984
Likelihood Ratio	1.434	6	.964
Linear-by-Linear Association	.003	1	.957
N of Valid Cases	400		

a 2 cells (14.3%) have expected count less than 5. The minimum expected count is .46.

Table 4.82 and table 4.83 show that the Chi-Square tests is not significant under 95% confidence level. It provides 0.984, more than 0.05, therefore, we assume that marketing factor of promotion in Bangkok is not affected by gender factor.

Table 4.82. Promotion * Gender Cross tabulation (Continued).

			Gender		Total
			Female	Male	
Promotion	5.00	Count	54	46	100
		Expected Count	54.0	46.0	100.0
		% within promotio	54.0%	46.0%	100.0%
		% within Gender	25.0%	25.0%	25.0%
		% of Total	13.5%	11.5%	25.0%
Total		Count	216	184	400
		Expected Count	216.0	184.0	400.0
		% within promotio	54.0%	46.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	54.0%	46.0%	100.0%

Table 4.83. Chi-Square Tests (Promotion * Gender).

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.053(a)	6	.984
Likelihood Ratio	1.434	6	.964
Linear-by-Linear Association	.003	1	.957
N of Valid Cases	400		

a 2 cells (14.3%) have expected count less than 5. The minimum expected count is .46.

Table 4.82 and table 4.83 show that the Chi-Square tests is not significant under 95% confidence level. It provides 0.984, more than 0.05, therefore, we assume that marketing factor of promotion in Bangkok is not affected by gender factor.

Table 4.85. Item-Total Statistics.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Gender	193.8043	476.326	.011	.859
Age	192.5468	475.893	.008	.860
Educations	192.0093	476.326	-.009	.861
Occupation	192.4943	477.392	-.037	.862
Income	192.3268	476.773	-.028	.863
Buying behavior-kind of mineral drinking water	193.7168	475.131	.031	.860
Buying behavior-type of brand	193.9743	475.974	.014	.860
Buying behavior-why do you purchase	193.1268	472.496	.003	.867
Buying behavior-how often	193.8043	475.886	.015	.860
Buying behavior-what size	193.8843	476.611	-.005	.860
Buying behavior-why do you select	193.8718	474.532	.079	.859
Aura brand	193.6043	473.553	.061	.860
Minere brand	193.8668	474.980	.050	.859
Spring brand	193.5743	475.421	.059	.859
Rae Nong brand	193.3393	475.354	.122	.859
Mont Fleur	193.4593	477.704	-.060	.860
Perrier	193.3243	477.389	-.060	.859
Evian	193.3393	478.527	-.154	.860
Volvic	193.2943	476.819	-.003	.859
Vittel	193.2643	476.825	.000	.859
Spa	193.2793	476.502	.058	.859
Vichy	193.4218	484.331	-.143	.867
Contrexville	192.9668	475.597	.051	.859
Vovet	193.5818	475.808	.039	.859
San Pellegrino	193.9443	477.222	-.030	.860
Clearly Candian	193.5843	476.992	-.019	.860
Which brands select	194.0768	475.208	.040	.860
Behavior of bottled mineral water	193.5818	476.447	.003	.860
Price of bottled mineral water	191.1835	449.640	.721	.851
Place-supermarket	194.0393	476.681	-.002	.859
Place-restaurant	193.6018	480.002	-.164	.861
Place-retail store	194.1518	476.753	-.002	.859
Place-whole sell store	193.6668	475.521	.050	.859
Place-others	193.2893	474.650	.002	.863
Which place most	193.5643	478.258	-.055	.862
Reason to buy	193.1393	471.044	.046	.863
Evian Brand	193.2668	504.644	-.532	.871

Table 4.85. Item-Total Statistics (Continued).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand-selection-recognize	192.5193	509.446	-.457	.875
Time selecting	193.8843	461.388	.728	.854
Quantity selecting	193.7643	465.603	.351	.856
Reason-thirsty	193.1318	468.607	.226	.858
Reason-clean and safety	192.6418	447.693	.533	.852
Reason-recommended by family	192.5043	444.771	.555	.852
Reason-Tastes	191.0368	472.449	.078	.860
reason-Packaging	191.7793	453.268	.385	.855
Reason-Advertising	191.3793	456.047	.502	.854
Reason-Test products	191.7943	465.457	.129	.861
Reason-discount campaign	192.1443	443.909	.500	.853
Reason-healthy	191.8818	451.743	.388	.855
Reason-Modernity-fashionable	191.5043	460.714	.367	.856
Reason-others	192.3918	453.096	.448	.854
Factors-product-quality	191.0193	468.774	.266	.857
Factors-product-taste	191.1368	453.824	.487	.854
Factors-product-FDA	190.6443	468.621	.167	.859
Factors-Product-Creditable	191.4018	451.097	.546	.853
Factors-Product-Packaging	191.5343	444.003	.567	.852
Factors-Product-size	190.9118	457.642	.370	.855
factors-Product-others	191.4043	445.011	.561	.852
factors-price-cheap	191.1418	451.146	.445	.854
factors-price-quality	191.6318	440.571	.623	.850
factors-price-others	190.7768	459.083	.454	.855
factors-place-convenience	191.5018	448.743	.659	.852
factors-place-others	191.6318	443.859	.890	.849
factors-promotion-advertisement	191.5093	447.322	.613	.852
factors-promotion-contribute	191.8768	438.447	.800	.848
factors-promotion-leaflet	192.1268	438.207	.642	.850
factors-promotion-recommended by self	191.6543	444.322	.670	.851
factors-promotion-discount	192.5043	421.935	.869	.844
factors-promotion-others	191.8968	430.885	.700	.848
product	191.1504	454.990	.640	.853
prices	191.1835	449.640	.721	.851
Places	191.1393	453.673	.676	.853
Promotion	191.9281	436.213	.939	.847

Table 4.85. Item-Total Statistics (Continued).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand-selection-recognize	192.5193	509.446	-.457	.875
Time selecting	193.8843	461.388	.728	.854
Quantity selecting	193.7643	465.603	.351	.856
Reason-thirsty	193.1318	468.607	.226	.858
Reason-clean and safety	192.6418	447.693	.533	.852
Reason-recommended by family	192.5043	444.771	.555	.852
Reason-Tastes	191.0368	472.449	.078	.860
reason-Packaging	191.7793	453.268	.385	.855
Reason-Advertising	191.3793	456.047	.502	.854
Reason-Test products	191.7943	465.457	.129	.861
Reason-discount campaign	192.1443	443.909	.500	.853
Reason-healthy	191.8818	451.743	.388	.855
Reason-Modernity-fashionable	191.5043	460.714	.367	.856
Reason-others	192.3918	453.096	.448	.854
Factors-product-quality	191.0193	468.774	.266	.857
Factors-product-taste	191.1368	453.824	.487	.854
Factors-product-FDA	190.6443	468.621	.167	.859
Factors-Product-Creditable	191.4018	451.097	.546	.853
Factors-Product-Packaging	191.5343	444.003	.567	.852
Factors-Product-size	190.9118	457.642	.370	.855
factors-Product-others	191.4043	445.011	.561	.852
factors-price-cheap	191.1418	451.146	.445	.854
factors-price-quality	191.6318	440.571	.623	.850
factors-price-others	190.7768	459.083	.454	.855
factors-place-convenience	191.5018	448.743	.659	.852
factors-place-others	191.6318	443.859	.890	.849
factors-promotion-advertisement	191.5093	447.322	.613	.852
factors-promotion-contribute	191.8768	438.447	.800	.848
factors-promotion-leaflet	192.1268	438.207	.642	.850
factors-promotion-recommended by self	191.6543	444.322	.670	.851
factors-promotion-discount	192.5043	421.935	.869	.844
factors-promotion-others	191.8968	430.885	.700	.848
product	191.1504	454.990	.640	.853
prices	191.1835	449.640	.721	.851
Places	191.1393	453.673	.676	.853
Promotion	191.9281	436.213	.939	.847

V. CONCLUSION AND RECOMMENDATION

This project provides a brief overview of the Thai market for drinking mineral water manufacturing. There are several companies in the local market for example Chansomtara Co., Ltd., Danon International Co., Ltd., Ital Thai Industry Co., Ltd., Nestle Product Thailand Co., Ltd. Sahaphatanapiboon Co., Ltd., Toraneepipat Co., Ltd. which modernize their production lines on a regular (every 1-2 years) basis.

The market capacity is large. According to the statistics, 60% of the local population, the people aged over 25, prefer mineral spring water to soft drinks, and 98% use purified water. This report outlines potential opportunities for Thai manufacturers of beverage equipment and ingredients.

Target Marketing

- (1) Primary market age: 25-34
- (2) It is difficult to characterize working people in any generalized way. Labels and catch phrases can inherently do a disservice to the broadly diverse population¹

Careers

- (1) Private and State sector can expect to have 35% to 72%
- (2) Approximate income of a target group is 6,000-24,000 Baht.

Advertising, Branding and Mediums

When it comes to critiquing the business world and media, the target market saw some credibility issues. Approximately 71 percent of the group believes that most businesses would take advantage of the public. Another 82 percent are skeptical about what they see in the media. A mere 2 percent said they trust magazine ads or TV and radio commercials.

Promotion is one of the most important factors because how much profit a company will make depends on how many people recognize and are willing to buy the products. For its target group, a company should launch a promotion campaign, offer discount coupon to buy products when they fill petrol. Besides, the company can arrange activities for its consumers especially the target group such as beauty contest or winning draw.



APPENDIX A
SURVEY QUESTIONNAIRE IN THAI AND IN ENGLISH



แบบสอบถาม

คำชี้แจง:

1. แบบสอบถามนี้จัดทำขึ้นเพื่อนำข้อมูลไปใช้ให้เป็นประโยชน์ในการประกอบการรายงานค้นคว้าตามหลักสูตรปริญญาโท สาขาการบริหารคอมพิวเตอร์และวิศวกรรม คณะวิทยาศาสตร์บัณฑิตมหาวิทยาลัยอัสสัมชัญ ซึ่งผู้วิจัยหวังเป็นอย่างยิ่งว่า จะได้รับความกรุณาในการตอบแบบสอบถามจากทุกๆ ท่าน
 2. น้ำแร่บรรจุภาชนะ หมายถึง น้ำแร่ตามธรรมชาติที่ได้จากแหล่งน้ำที่เกิดขึ้นเองตามธรรมชาติ โดยมีแร่ธาตุผสมอยู่ในขนาดที่ไม่เป็นอันตรายแก่ร่างกาย มีลักษณะใส ไม่มีตะกอน และผ่านกระบวนการทำความสะอาดที่ไม่ทำให้คุณสมบัติทางเคมีของน้ำแร่ต่างไปจากน้ำธรรมชาติ เว้นแต่การผสมฟลูออไรด์ หรือการเติมก๊าซคาร์บอนไดออกไซด์ หรือก๊าซโอโซน (การเติมก๊าซนี้ ให้เติมได้เพียงชนิดใดชนิดหนึ่งเท่านั้น) โดยมีการบรรจุในขวดแก้ว หรือขวดพลาสติก
- น้ำแร่บรรจุภาชนะสำหรับดื่ม แบ่งได้ตามลักษณะของสินค้าได้ 2 ชนิด คือ
1. น้ำแร่อัดก๊าซ เช่น Perrier Spa และ Canadian
 2. น้ำแร่ไม่อัดก๊าซ เช่น Volvic, Minere, Aura, Vittel และ แร่นอง หรือแบ่งตามประเภทของสินค้าได้ 2 ชนิดคือ
 - 2.1 น้ำแร่นำเข้าจากต่างประเทศ เช่น Perrier, Spa, Canadian, Evian, San Pollegrino, Vittel, Vichy, Volvert และ Volvic
 - 2.2 น้ำแร่ที่ผลิตในประเทศไทย เช่น Minere, Aura, Spring และ แร่นอง

ส่วนที่ 1: ข้อมูลทั่วไปของผู้บริโภค

- | | | |
|----------------------|-------------------------------------|---------------------------|
| 1. เพศ | ก. หญิง | ข. ชาย |
| 2. อายุ | ก. น้อยกว่า 15 ปี | ข. 15-24 ปี |
| | ค. 25-34 ปี | ง. 35-44 ปี |
| | จ. มากกว่า 45 ปี | |
| 3. ระดับการศึกษา | ก. ระดับมัธยมศึกษาตอนต้นหรือต่ำกว่า | ข. ระดับมัธยมศึกษาตอนปลาย |
| | ค. ระดับอนุปริญญา | ง. ระดับปริญญาตรี |
| | จ. สูงกว่าปริญญาตรี | |
| 4. ท่านประกอบอาชีพใด | ก. นักเรียน, นักศึกษา | ข. พนักงานบริษัทเอกชน |
| | ค. พนักงานรัฐวิสาหกิจ | ง. ข้าราชการ |
| | จ. เจ้าของกิจการ | ฉ. อื่นๆ (ระบุ)..... |
| 5. รายได้ต่อเดือน | ก. น้อยกว่า 6,000 บาท | ข. 6,001 – 12,000 บาท |
| | ค. 12,001 – 18,000 บาท | ง. 18,001 – 24,000 บาท |
| | จ. 24,001 – 30,000 บาท | ฉ. มากกว่า 30,000 บาท |

ส่วนที่ 2: พฤติกรรมการเลือกซื้อน้ำแร่บรรจุภาชนะของผู้บริโภค

- | | |
|--------------------------------|--|
| 6. ท่านเลือกซื้อน้ำแร่ประเภทใด | ก. น้ำแร่ชนิดไม่มีฟอง (น้ำแร่ไม่อัดก๊าซ) |
| | ข. น้ำแร่ชนิดมีฟอง (น้ำแร่อัดก๊าซ) |
| | ค. ซื้อทั้ง 2 ประเภท |

7. น้ำแร่ที่ท่านบริโภคมาจากแหล่งใด

ก. น้ำแร่ที่ผลิตในประเทศ

ข. น้ำแร่ที่นำเข้ามาจากต่างประเทศ

ค. ดื่มทั้ง 2 ชนิด

8. เพราะเหตุใดท่านจึงเลือกบริโภคน้ำแร่บรรจุภาชนะในข้อ 6 และ ข้อ 7 (สามารถเลือกตอบได้มากกว่า 1 ข้อ)

ก. เชื่อมั่นในคุณภาพความสะอาด

ข. ชอบรสชาติของน้ำแร่

ค. ชอบภาชนะที่บรรจุ (แข็งแรง, สวยงาม)

ง. เชื่อมั่นในแหล่งที่มาของน้ำแร่

จ. ราคาเหมาะสม

ฉ. สะดวกในการหาซื้อ

ช. ทราบประโยชน์ของน้ำแร่จากนิตยสาร, วารสาร, โบรชัวร์, แผ่นพับต่างๆ

ซ. เคยเห็นโฆษณาจากโทรทัศน์ และวิทยุ

ณ. ได้รับแจกเป็นของแถมจากการซื้อผลิตภัณฑ์อื่นๆ

ญ. อื่นๆ (โปรดระบุ).....

9. ท่านบริโภคน้ำแร่บรรจุภาชนะอย่างไร

ก. ดื่มเป็นประจำแทนการดื่มน้ำเปล่าตลอดเวลา

ข. ดื่มเป็นระยะประจำสัปดาห์

ค. ดื่มเสริมสุขภาพบ้าง เป็นครั้งคราวตามแต่โอกาส

10. ขนาดของน้ำแร่บรรจุภาชนะที่ท่านซื้อบ่อยที่สุดคือขนาดใด

ก. 500 มิลลิลิตร

ข. 750 มิลลิลิตร

ค. 1,500 มิลลิลิตร

ง. อื่นๆ (โปรดระบุ).....

11. สาเหตุที่ท่านซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มขนาดดังกล่าวในข้อ 10 คืออะไร

(สามารถเลือกตอบได้มากกว่า 1 ข้อ)

ก. เป็นขนาดที่มีจำหน่ายทั่วไป

ข. เป็นขนาดที่พอเหมาะแก่การบริโภคในครั้งเดียวหมด

ค. เป็นขนาดที่เหมาะสมแก่การบริโภคของครอบครัว

ง. ไม่ต้องเสียเวลาซื้อบ่อยๆ

จ. ค่อนข้างแพงเมื่อเทียบกับปริมาณ

จ. อื่นๆ (โปรดระบุ).....

การเลือกตราสินค้า

12. ท่านเคยรู้จักและซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มยี่ห้อใดบ้าง

ยี่ห้อ	รู้จัก	ไม่รู้จัก	เคยซื้อ	ไม่เคยซื้อ
1. ออรั่า				
2. มินเอเร่				
3. สปริง				
4. แร่นอง				
5. มองเฟลอร์				
6. เปอริเอ่				
7. เอเวียง				
8. วอลวิก				
9. วิทเทล				
10. สปา				
11. วิชชี				
12. คอนเทรกวิล				
13. วอลเวท				
14. ชาน เปลเลกวิโน				
15. เคลียลี แคนาเดียน				

13. จากยี่ห้อต่างๆ ในข้อ 12 ท่านเลือกซื้อยี่ห้อใดมากที่สุด โปรดระบุ

14. การเลือกซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มของท่านเป็นอย่างไร

ก. ซื้อยี่ห้อเดิมเป็นประจำ

ข. ซื้อตามความสะดวกไม่สนใจตรายี่ห้อ

ค. ซื้ออยู่ 2-3 ยี่ห้อสลับกันไปแล้วแต่ความสะดวก

ง. อื่นๆ (โปรดระบุ).....

15. ท่านคิดว่าราคาน้ำแร่บรรจุภาชนะสำหรับดื่มโดยทั่วไปในปัจจุบันเป็นอย่างไร

ก. ราคาแพงเกินไป

ข. ราคาเหมาะสมกับสินค้า

ค. ราคาถูก

ง. อื่นๆ (โปรดระบุ).....

การเลือกสถานที่

16. ท่านซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มจากแหล่งใดบ้าง

สถานที่	เคย	ไม่เคย
1. ซูเปอร์มาร์เก็ต		
2. ร้านอาหาร		
3. ร้านค้าปลีกทั่วไป		
4. ร้านค้าส่งทั่วไป		
5. อื่นๆ (โปรดระบุ).....		

17. จากแหล่งต่างๆในข้อ 16 ท่านซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มจากแหล่งใดบ่อยที่สุด

โปรดระบุ

18. ข้อใดคือสาเหตุสำคัญที่ทำให้ท่านเลือกซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มจากแหล่งดังกล่าว (ท่านสามารถเลือกได้มากกว่า 1 ข้อ)

ก. ราคาถูกกว่าซื้อจากแหล่งอื่น

ข. สถานที่สะดวก (จอดรถง่าย/ ใกล้บ้าน/ มีสินค้าอื่นให้เลือกซื้อด้วย)

ค. รู้จักกับเจ้าของร้าน

ง. มีน้ำแร่ยี่ห้อที่ต้องการเสมอ ไม่ขาดตลาด

จ. อื่นๆ (โปรดระบุ).....

19. ท่านรู้จักน้ำแร่บรรจุภาชนะสำหรับดื่มได้อย่างไร (สามารถเลือกตอบได้มากกว่า 1 ข้อ)

ก. โทรทัศน์

ข. นิตยสาร

ค. หนังสือพิมพ์

ง. วิทย์

จ. แถมมากับสินค้าอื่น

ฉ. การแนะนำจากบุคคลอื่น

ข. อื่นๆ (โปรดระบุ)

เวลาในการซื้อ

20. ท่านมีการซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มบ่อยครั้งเท่าใด

ก. ทุกวัน

ข. 2-3 วัน / ครั้ง

ค. สัปดาห์ / ครั้ง

ง. 15 วัน / ครั้ง

จ. 1 เดือน / ครั้ง

ฉ. อื่นๆ (โปรดระบุ)

ปริมาณในการซื้อ

21. ท่านซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มปริมาณครั้งละเท่าใดบ่อยที่สุด

ก. 1 ขวด

ข. 2-6 ขวด

ค. มากกว่า 6 ขวด

สาเหตุของการบริโภคน้ำแร่บรรจุภาชนะสำหรับดื่ม

22. สาเหตุสำคัญที่ทำให้ท่านบริโภคน้ำแร่บรรจุภาชนะสำหรับดื่มได้แก่

(กรุณาเรียงลำดับความสำคัญ 5 อันดับแรก, โดย 1 = สำคัญมากที่สุด และ 5 = สำคัญน้อยที่สุด)

ก. กระหายน้ำ

ข. ต้องการน้ำดื่มที่สะอาด ปลอดภัย

ค. เพื่อน, สมาชิกในครอบครัวแนะนำให้ดื่ม

ง. ชอบรสชาติ

จ. ของบรรจุภัณฑ์

ฉ. เห็นจากโฆษณา

ช. อยากทดลองดื่ม

ซ. สินค้ามีการลดราคา

ฉ. ต้องการแร่ธาตุเสริมเพื่อสุขภาพ

ญ. การเติมน้ำแร่สร้างภาพลักษณ์คนรุ่นใหม่ ทันสมัย

ฎ. อื่นๆ (โปรดระบุ).....

ส่วนที่ 3: ปัจจัยที่มีผลต่อพฤติกรรมการซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มของผู้บริโภค

23. ในการเลือกซื้อน้ำแร่บรรจุภาชนะสำหรับดื่มยี่ห้อใดยี่ห้อหนึ่ง ท่านคิดว่าแต่ละปัจจัยข้างล่างมี

ความสำคัญมากน้อยเพียงใด

สิ่งกระตุ้นทางการตลาด	1	2	3	4	5
ด้านผลิตภัณฑ์					
1. คุณภาพ					
2. รสชาติ					
3. มีตรารับรองจากกระทรวงอุตสาหกรรม หรือกระทรวงสาธารณสุข					
4. ชื่อเสียง ตรา ยี่ห้อ น่าเชื่อถือ					
5. วัสดุบรรจุภัณฑ์สวยงาม แข็งแรง					
6. ขนาดบรรจุเหมาะสม					
7. อื่นๆ (โปรดระบุ)					
ด้านราคา					
1. ราคาถูก					
2. ราคาเหมาะสมกับคุณภาพ					
3. อื่นๆ (โปรดระบุ)					
ด้านสถานที่					
1. หาซื้อสะดวก มีขายทั่วไป					
2. อื่นๆ (โปรดระบุ)					
ด้านการส่งเสริมการขาย					
1. โฆษณาน่าสนใจ					
2. แจกสินค้าทดลอง					
3. เอกสารเผยแพร่เกี่ยวกับประโยชน์ของน้ำแร่					
4. พนักงานขายน้ำแร่แนะนำ					
5. การลดราคาสินค้า					
6. อื่นๆ (โปรดระบุ)					

ขอบคุณทุกท่านที่ให้ความร่วมมือ

QUESTIONNAIRE

Instruction: This questionnaire is a partial fulfillment of a Final Report of the three-credit course, CE 6998 Project for the degree of Master of Science in Computer and Engineering Management. It is aimed to identify the Consumer's buying behavior toward bottled drinking mineral water in Bangkok. The questionnaire is divided into 3 parts including personal data and question section. I would be very grateful if you could fill in the questionnaire with your true opinions and facts. Your responses will be kept strictly confidential. Thank you for your kind cooperation.

Part 1: Personal Data

- | | | |
|-------------------------------------|-----------------------------|------------------------|
| 1. Gender | Male | Female |
| 2. Age | Under 15 years | 15-24 years |
| | 25-34 years | 35-44 years |
| | Over 45 years | |
| 3. What is your education level? | Grade 7 | High School |
| | Pre-University | Bachelor Degree |
| | Higher than Bachelor Degree | |
| 4. What is your occupation? | Student | Private sector |
| | State enterprise | Government sector |
| | Own business | Others, please specify |
| 5. How much do you earn each month? | Less than 6,000 Bt. | 6,001-12,000 Bt. |
| | 12,001-18,000 Bt. | 18,001-24,000 Bt. |
| | 24,001-30,000 Bt. | More than 30,000 Bt. |

Part 2: Buying behavior on bottled mineral drinking water

6. What kind of bottled mineral drinking water that you purchase?

Non-carbonated mineral water

Carbonated mineral water (Sparkling water)

Both of them

7. What type of mineral drinking water that you purchase?

Local brands

Imported brands

Both of them

8. Why do you purchase the particular mineral drinking water mentioned in the above question no.6 and 7? (you can select more than 1 choice)

Quality of cleanliness

Tastes of mineral water

Packaging

Source of mineral water

Prices are reasonable

Convenient to purchase the bottled drinking mineral water

Knowing in the benefits of mineral water from magazines, brochures, and leaflets.

Saw advertisements on television and/or radio.

Product sampling / Premium

Other, Please specify

9. How often do you consume the bottled drinking mineral water?

Everyday

Sometimes

Occasionally

10. What size of bottled mineral drinking water do you purchase?

500 ml.

750 ml.

1,500 ml.

Other, please specify

11. Why do you select the bottled mineral drinking water mentioned in the above question no.10?

Normal sizes are available in the market

The right amount for one time

There is family size

Save time

It is worth buying

Other, please specify

Brand Selecting

12. Do you ever know the brands from the following list or buy the bottled mineral drinking water?

Brand	Know	Don't Know	Buy	Don't buy
1. Aura				
2. Minere'				
3. Spring				
4. Rae Nong				
5. Mont Fleur				
6. Perrier				
7. Evian				
8. Volvic				
9. Vittel				
10. Spa				
11. Vichy				
12. Contrexville				
13. Volvert				
14. San Pellecrino				
15. Clearly Canadian				

13. From question no.12, which brands do you purchase the most?

Please specify

14. What is you buying behavior toward bottled mineral drinking water?

Purchase the same brand

Purchase any brands which is more convenient to buy.

Purchase 2 or 3 brands which is more convenient

Other, please specify

15. What do you think about the price of bottled mineral drinking water?

Too expensive

Reasonable

Cheap

Other, please specify

Place Selecting

16. Where do you purchase bottled mineral drinking water?

Place	Yes	No
1. Supermarkets		
2. Restaurants		
3. Retail stores		
4. Whole Sales stores		
5. Others (please specify).....		

17. From question no.16, which places do you select in order to buy products?

Please specify

18. What is the reason that makes you buy bottled mineral drinking water?

Cheaper than other places

Convenient to buy due to its location

Relationship with owner

Never out of stock

Other, please specify

19. How do you know the brands of bottled mineral drinking water?

Television

Magazine

Newspaper

Radio

Premium

Recommended by others

Other, please specify

Time Selection

20. How often do you purchase bottled mineral drinking water?

- | | |
|--------------|-----------------------|
| Everyday | 2-3 days/time |
| Once a week | 15 days/time |
| Once a month | Other, please specify |

Quantity Selection

21. How many bottles do you normally buy?

- 1 bottle
- 2-6 bottles
- More than 6 bottles

Reason to purchase bottled mineral drinking water

22. What are the reasons that make you purchase product?

- Being thirsty
- Being clean and safe
- Family recommendation
- Tastes
- Packaging
- Advertising
- Test products
- Discount campaign
- Health
- Modernity / Fashionable
- Other, please specify

Part 3: Factors that effect customer buying behavior

23. According to the following factors below, please mark the score that affect buying decision

1 = Not Important

5 = Absolutely Important

Marketing Stimulate	1	2	3	4	5
Product					
1. Quality					
2. Taste					
3. F.D.A.					
4. brand credibility					
5. Packaging					
6. Size					
7. Other, please specify					
Price					
1. Cheap					
2. Reasonable price					
3. Other, please specify.....					
Place					
1. Convenient to purchase					
2. Other, please specify.....					
Promotion					
1. Advertising					
2. Premium offer					
3. Leaflet or Brochure					
4. Seller's recommendation					
5. Discount					
6. Other, please specify.....					

APPENDIX B

**CORRELATIONS MATRIX AMONG SIGNIFICANT VARIABLES IN DRINKING
MINERAL WATER BOTTLED IN BANGKOK WITH GENDER PATTERN**



	Gender	Education	Occupation	Income	Buying1	Buying2	Buying3	Buying4	Buying5	Buying6	Brand	Selection	Behavior
Age	-0.17265	1											
Education	-0.10088	-0.0104	1										
Occupation	0.187844	0.266343	-0.08593	1									
Income	0.01777	-0.00499	0.019613	-0.08142	1								
Buying1	-0.068	0.057628	-0.04308	-0.02968	-0.13491	1							
Buying2	0.049879	-0.02865	-0.01027	-0.02756	-0.05821	0.03539	1						
Buying3	0.04887	-0.24675	0.02231	-0.12511	-0.01028	0.04855	0.472237	1					
Buying4	0.260976	-0.35603	-0.04152	-0.19841	-0.10279	-0.0214	0.046286	0.280764	1				
Buying5	0.009494	0.010441	-0.01285	-0.06606	-0.01207	0.00984	-0.03989	-0.04529	0.41426	1			
Buying6	0.059342	-0.06777	0.009112	-0.07678	-0.01781	0.05482	-0.15371	-0.11992	0.16716	0.28545	1		
Brand	-0.13887	0.052069	0.036671	-0.02716	-0.00964	0.01216	-0.25488	-0.22375	0.08003	0.17017	0.110989	1	
Selection	0.014405	-0.00039	-0.00224	-0.01172	0.024119	0.07282	0.057168	-0.04746	0.07655	0.34214	0.165634	0.407703	1
Behavior	-0.11887	0.159165	0.049531	0.035779	0.052128	0.00757	-0.5184	-0.41957	0.11571	0.21901	0.232688	0.422597	0.211067

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