

## **Abstract**

This research study investigated the relationship between each element of marketing mix and purchase decision for cone ice cream. The study also examined consumers' perspective on each element of the marketing mix of cone ice cream, which consisted of product, price, place, and promotion.

A questionnaire was used to gather data from 384 respondents in selected areas in Bangkok. The research technique employed was a sample survey. There was no sampling frame, so the researcher used non-probability sampling design. Convenience sampling was employed for collecting the data. In this research study, the researcher applied Spearman's rank order correlation to analyze the data.

The findings showed that there is a positive relationship between marketing stimuli, which consists of product variety, packaging, price, tricycle sales, convenience store sales, sales promotion, advertising, and public relations for purchase decision of cone ice cream. However, the study showed there is no relationship between brand name and purchase decision for cone ice cream.

Based on the findings of this research, respondents' purchase decision for cone ice cream was based on convenience stores, followed by sales promotion, advertising, packaging, price, tricycle sales, product variety, and public relations, respectively. Consequently, the researcher recommends that marketing managers consider these factors as key success factors of cone ice cream business in Thailand.