

ABSTRACT

The study was conducted to develop a better understanding on Thai consumer attitude toward buying intention, marble attributes. The focus of the study includes (1) study the effect of Thai marble attributes on the consumer attitude. (2) identify the relationship between attitude and buying intention of consumer to buy Thai marble.

The study model suggests that these groups of product attributes are affected directly to Thai consumer's attitude by classifying the marble into three groups. Three selected groups of explanatory variables are employed to identify the relationship including product feature, product function, and product benefit. Each group contains several sub-variables and is used in verifying an individual impact to consumers' attitude. The set of explanatory variables was chosen on the basis of past research on product attributes. Through set of variables, three hypotheses were formed. First three hypotheses were used in determining the relationship among Thai consumers' attitude and each group of product attributes. In turn, the last hypothesis involved in verifying the association of attitude and buying intention. Pearson Product-Moment Correlation Coefficient and Spearman Rank-Order Correlation Coefficient employ the most appropriate statistical tool for interpreting and analyzing the significant relationship.

A survey of 400 potential consumers identifies relevant product attributes on attitude formation. The fact that the basic hypotheses of the model are supported all the relationship. Results based on Pearson Product-Moment Correlation Coefficient of Thai consumers attitude toward Thai marble attributes indicated that product attributes affect Thai consumers' attitude. More important, the results suggest that consumers' attitudes are based mainly through group of product feature and benefit. Therefore, Spearman Rank-Order Correlation Coefficient results

also indicated that attitude and buying intention significantly related. Major recommendations regarding to study's finding suggest that marble manufacturer should produce marble product from consumer preferences, improve quality of the marble and increase marble consumer. In addition, future study should test the generalization of these findings for other decoration products because the perceived important of consumers are differed across the products.

