ABSTRACT

The increasing demand of bottled drinking water makes the market highly competitive. Hence, it is necessary for marketers to understand the consumer’s behavior and consumer’s attitude toward bottled drinking water. This research study focuses on investigating the differences among consumers’ purchase decisions, consumers’ behaviors and consumers’ attitudes toward bottled drinking water between Bangkok’s and Samutsongkhram’s consumers. Moreover, this research also investigates the relationship between essential factors and consumption behavior in drinking water industry.

The data collection involved bottled drinking water consumers in Bangkok and Samutsongkhram provinces using survey instrument. Four hundred and twenty samples were selected by using purposive sampling procedure. After gathering information from respondents, the data were processed by SPSS program. Descriptive statistics was used to describe general information by using percentage and frequency analysis. Independent T-test, Pearson Correlation and One Way Analysis of Variance (ANOVA) were used to examine the twenty-two hypotheses. This research study used the Cronbach alpha coefficient to measure reliability and found a high reliability. The results of this research are as follows.

This study found differences in consumers’ purchase decisions, consumers’ behaviors and consumers’ attitudes toward bottled drinking water between Bangkok’s and Samutsongkhram’s consumers. This study also found a positive relationship between marketing stimuli, which included product factor, price factor, place factor and promotion factor, and consumers’ purchase decision toward polyethylene terephthalate (PET) bottled drinking water. The product factor has the highest correlation. On the other hand, there is no relationship between marketing stimuli and consumers’ purchase decision toward polyethylene (PE) bottled drinking water.

Except for gender, all demographic characteristics which included age levels, education levels, occupations, and family size showed a significance difference in consumers’ purchase decisions toward polyethylene terephthalate (PET) bottled
drinking water. In contrast, there is no difference in consumers’ purchase decisions toward polyethylene (PE) bottled drinking water when segmented demographic factors except for income levels.

Moreover, there is no difference in consumers’ attitudes toward bottled drinking water when segmented by demographic factors which include age levels, education levels, occupations and income levels.