

ABSTRACT

The system of producing ice has evolved through the years and today has reached almost every kind of food service area. The research is primarily based on Manitowoc ice machine. A lot of emphasis has been done on the study of key attributes that really help to get the right customer attention and attitude. The key attributes identified by researchers in the past have been serviceability, sanitation, sound and savings. The research mainly tries to find the relationship of these attributes and consumer attitude in Bangkok.

Product attributes and consumer attitude have been areas of interest for many marketers. Mainly it is vital in areas like food service. Due to increasing consumption of beverages there has been great demand for ice. This research is a step into the study of relationship between these two important variables.

Statistical analysis method Pearson's Correlation was used to test the relationship between the product attribute and consumer attitude. Data was processed using the statistical package for social sciences (SPSS). Analysis of importance of each attribute to the respondents was done to find that most of the attributes have high level of importance in the consumer's opinion. The target population of the research are the customers of Manitowoc ice machine in Bangkok and sample survey has been used to reach the respondents.

The findings of this study indicate that there exists a significant relationship between the product attributes and consumer attitude for ice machine. It was determined that a lot of importance has been given to the product attributes sanitation, serviceability, sound and saving by the respondents which has a strong relationship with their attitude towards the machine. So to further enhance the attitude towards the machine it's necessary to emphasis on the vital product attributes. The most important step would be use the advantages related to the product attributes of the Manitowoc ice machine and effectively advertised to the customers.