

ABSTRACT

The purpose of this project is to study the marketing channel in order to launch new “Remedent” toothbrush and analyze the customer’s attitude in Thailand.

The questionnaire is used as a research tool with 230 sampling population. Our target group was people who work in offices that are located in Bangkok. The researcher analyzed counting the frequency of each choice, and converted them to percentages (%) to understand and present by using tables and graphs.

After studying this project, we identified factors influencing decision making in purchasing toothbrush. This information can be applied to evaluate and improve in order to launch new “Remedent” toothbrush in the Thailand market.

