

ABSTRACT

This research project is conducted to survey the behavior of water consumption and the factors of using the water vending machine (WVM) of the people who live in the building residence such as apartment or condominium in Bangkok area.

The survey result shows that most of the respondents prefer to consume the bottled water more than the boiled piped-water and the filtered water. The most important factor that they use to choose each type of water is the water quality which is synchronized with the most important factor that they use the WVM which is the place where the container is put in must be clean and the process of producing water must be reliable. There are the other factors that are considered such as reasonable price and convenience to buy and bring the water back to their home. The price per liter of the water from the WVM is cheaper than the bottled water around three to five times and it is more convenient for the people who live in the building to get 24 hours service.

In recommendation we add the investment analysis which is useful for the new investors who are interested in this business.