ABSTRACT

Research Project Title:	**An Exploratory Research on Buying Process of Laos Consumer on Instant Coffee**
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Thsi exploratory study involved focus group interviews with 98 Laotians interviewees. The focus groups were conducted at Vientiane Capital of Laos, using Lao language by Lao moderator and all data noted down by 3 Lao people. The research framework followed the 5 steps buying process which are: step 1 problem recognition, step 2 information search, step 3 alternative evaluations, step 4 purchase decision and step 5 post – purchase evaluation. This research aimed at answering the research question "How is the Consumer Buying Process Model among Laotian for Instant Coffee?" The research outcomes showed that Lao consumers followed the 5 steps on buying process. However, the lead time of each stage may vary. It depended on the current market situation. Lao consumers purchased coffee when it was out of supply. They knew about instant coffee from Thai TV commercial and word of mouth from family members and relatives. The set of criteria for instant coffee selection are taste, aroma, product quality, country of the origin, price, TV commercial and distribution. The purchase decision was made at home or at stores. The seller's recommendation influenced the decision made. The post purchase decision was made regularly. In chapter 5, the author discusses the results and introduces direction for further research.