

ABSTRACT

Consumer behavior lies at the very center of business strategy, especially marketing. Better strategic marketing decisions can be made, if we recognize why and how individuals make their consumption decisions.

The objective of this study is to explore the basis information pertaining the marketing strategy planning for Thailand market by analysing the consumer behavior and the purchasing pattern, and measure the consumers' attitudes toward the attributes influencing their buying decision. Nineteen different attributes have been used for evaluating the overall consumers' attitudes for the RTD (Ready-to-Drink) milk. Marketing practices of existing dealers and reseller are analyzed as a basic information for setting the marketing strategy.

The results of the study clearly show that the potential market of RTD (Ready-to-Drink) milk in Thailand is fairly large enough to conduct the intensive marketing activities by producing locally or importing. Quality and flavor of the products, brand image and advertising are the attributes which consumers perceive as most important for their buying decision. They also emphasize on other four attributes namely; Easy Availability, Shelf Location in the store, cheaper price and deals of the sales persons.