

## ABSTRACT

Nowadays, fabric softener has become one of the common products for Thai household. According to the AC Nielsen Retail Index in 2003, the market size of fabric softener in Thailand was estimated at around 3.04 billion baht. Due to this attractiveness, the level of competition was high. Many marketing strategies were implemented in order to capture the shares of mind, and heart and thus resulting in a high sales volume. The marketers need to understand consumer behavior and select the correct combination of the marketing mix in order to gain or sustain their market share. In general the combination of product, price, positioning and packaging in total - not just one or two of these elements in isolation - drives either success or failure.

The marketing mix is one of the most common terms for marketing people and it consists of product, price, place, and promotion. This thesis is being conducted to find the impact of the marketing mix on the purchase decision of fabric softener. The objective is to study the relationship among various elements of the marketing mix and the buyer's purchase decision for fabric softener.

The researcher has conducted the exploratory research using a questionnaire survey method. The questionnaires were distributed to 384 respondents who were the buyers of fabric softener and lived in the Bangkok area in order to collect the primary data. The researcher used non-probability sampling design as there was no sampling frame possible.

In this research, the independent variables are the elements of the marketing mix consisting of product, price, place and promotion. For the dependent variable, it is the purchase decision of fabric softener for the next purchase. For testing the hypotheses, the

researcher used Spearman's rank correlation in order to determine the relationship among variables.

From the hypotheses testing, the result showed that there were only 3 factors that are related to purchase decision. These factors were price, advertisement and premium. Therefore, the researcher suggests that the marketers need to focus on these 3 factors in order to be competitive and increase market share.

