

Research Project Title: Factors relating to purchasing behavior toward house brand product in Bangkok area.

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ABSTRACT

This research focused on the factors relating to purchasing behavior toward house brand product in Bangkok area. It would be conducted by following these objectives: to assess the association level between influencing factors and intention to purchase house brand products, to measure the consumers' perception on price consciousness, value consciousness, perceived quality variability, brand image, brand familiarity and to measure purchase intention toward house brand product.

In the methodology part, the target population of this study was the 5.7 million people who live in Bangkok and the sample was the customers of Tesco Lotus in Bangkok. 400 questionnaires used as a research instrument were completely distributed to the customers of Tesco Lotus selected branches within the month of May 2009. The collected data was used to test the hypothesis and described the respondents' attitude toward house brands product. SPSS was engaged to analyze and interpret the collected data.

The statistics used to analyze shown as follow: demographic was explained by using frequency and percentage, perception of respondents was assessed by arithmetic average and standard deviation (SD) and one Sample T-Test and Pearson correlation were used for hypothesis testing. The correlation of variables calculation is done in a range of 95 percent confident level and whole research hypotheses are used of 0.05 significant level.

Then the finding revealed that there was a significant relationship between all factors which are price consciousness, value consciousness, perceived quality variability, brand image, brand familiarity, subjective norm, friend, family, work group and intention to purchase house brand product. the strongest association with purchase intention was perceived quality variability followed by brand image, brand familiarity, value consciousness, subjective norm, family, friend, price consciousness and work group. Furthermore, the level of perception on price consciousness, value consciousness, perceived quality variability, brand image, subjective norm and purchase intention was neutral except only the level of perception on brand familiarity was agreed. The highest mean was brand familiarity followed by price consciousness, brand image, value consciousness, perceived quality variability and subjective norm respectively.

Keywords: House Brand, Customer's Perception, Purchase Intention, Theory of Reasoned Action (TRA)