Abstract

In the present instant noodle has become very popular in many countries including Thailand. It has specifically become more popular in big cities like Bangkok in Thailand. The popularity of commercially launched instant noodle is attributed to the newly emerging pattern of life, where male as well as female members of the families are actively involved in working population in order to properly support their families and gain social status. The new composition of workforce caused by pressures of social and economic situations leaves very little time for female members of the families to be involved in household activities, specifically in cooking food at their homes. The commercial launch of instant noodle has provided an appropriate solution to such problem. This creates opportunities for academic professionals to research many critical dimensions of marketing of instant noodles and consumer behavior in this regard.

In this research, the researcher has mainly focused on: "Demographic and Marketing Mix Affecting Purchase Decision for Instant noodles in Bangkok Metropolis". The research objectives encompass the relationship between the demographic characteristics and purchase decision, and also between the marketing mix and purchase decision.

The research has conducted the exploratory research by conducting survey. For this purpose, the researcher distributed 385 questionnaires to the respondents, whose age was 15 years and more, living in Bangkok. The survey was conducted between April 1-15, 2001. The sampling unit represents the perspective of people in Bangkok about their purchase decision for instant noodles. Since there is no sampling frame, the researcher used non-probability sampling design, which is convenience sampling in gathering the data for this research.

There were two main groups of independent variables that were tested with dependent variable. The first group of independent variables is demographic characteristic of respondents composed of age, sex, income, occupation, and education. Another group of variables is marketing mix consisting of product, price, place, and promotion. These two groups of independent variables were tested with

dependent variable that was purchase decision of consumers for instant noodles. For testing the first group of hypotheses, the researcher used Chi-square test. The second group of variables were tested by employing Spearman's rank correlation. This way the relationship was determined.

From the hypotheses testing, for the first group, it was found that only one out of five hypotheses is related to purchase decision. The analysis suggested that only education of the respondents is concerned with purchase decision for instant noodles. While age, sex, income, and occupation of the respondents are not concerned with purchase decision for instant noodles. From Spearman's rank correlation analysis, it is seen that product and promotion are related to purchase decision. Hence, the researcher suggests that the manufacturers of instant noodles should consider very much about product attributes and promotion tools in order to increase their sales.