ABSTRACT

At the present time, shampoo market in Thailand is highly competitive. The producers have to be proactive in order to compete with others and drive the growth. Although Sunsilk shampoo can maintain the market leadership in Thailand for a long time but they have never stopped their innovations. Because they know that if the leader cannot serve the needs of consumers, they will easily be the loser in the short period. To tackle this problem, the researcher focuses on studying the purchase intention of consumers toward Sunsilk shampoo. Therefore, the objective of this research is to study the relationship of marketing mix factors of Sunsilk and consumers purchase intention.

This research has been conducted by sample survey method using the questionnaire to collect the information from 384 respondents between 15-50 years old. Then all data were analyzed by SPSS; Spearman's rank order correlation, in order to study the relationship between independent variables; marketing mix factors of Sunsilk and dependent variable; consumers purchase intention of Sunsilk shampoo.

The results of this study found that the most important factor of Sunsilk is price because there is moderate to strong correlation with consumers purchase intention of Sunsilk shampoo. Beside the price, other factors including price-off, quality, advertising on television, bonus pack, shelf position, brand name, premium, and packaging of Sunsilk shampoo also have some impacts on consumers purchase intention of Sunsilk shampoo, respectively. In order to maintain the market leadership, the researcher recommends the marketer of Sunsilk brand to use an effectively price strategy and also emphasize on quality, advertising on television, bonus pack, shelf position, brand name,

premium, and packaging of Sunsilk shampoo because all of them can influence the purchase intention of consumers.

Finally, the researcher expects that this research can be useful information for the marketer of Sunsilk and other researchers who would like to make further research of other products.