

## ABSTRACT

Nowadays, powdered milk market is in a highly competitive situation. One of the main reasons is that mothers are more selective, and seeks for more information about what is the best milk or which ingredient of powdered milk is the best for their children. Concomitantly, the challenge for marketers is becoming much greater.

In looking for a powdered milk brand, mothers are often faced with a number of choices and decisions. Mothers must evaluate how each property's brand compares to the competition and also assess which brand best fits her needs and preferences.

The study is focused on the investigation of the relationship between key factors and brand choice decision of growing-up powdered milk formula by mothers in Bangkok. The research objective is to investigate those factors, which influences brand choice decision of growing up powdered milk by mothers in Bangkok.

This research is conducted to study and analyze factors that influence mothers' decision for growing-up powdered milk. The target population is the mothers who have children aged 1-6 years, who currently feed their children with growing-up powdered milk and who reside in Bangkok. The correlation statistics was utilized to measure the association between each factor (product classification, product nutrition, product image, product trustworthy, retail price, and recommendation from people) and brand decision.

There are six chapters in this research. Chapter one deals with the industrial feature about powdered milk product. Chapter two explains the references of all

relevant variables being formed in the conceptual model. Chapter three elaborates the conceptual framework. Research methodology is discussed in chapter four which encompasses; sampling survey, the sole research technique used in this studied. Data collection tools involve structured interview, in which 384 sets of closed-form questionnaire were used. Non-probability sampling technique is chosen. Population element is the mother who has child age 1-6 years old, currently feed their child with growing-up powdered milk, and residing in Bangkok Metropolis. Convenience sampling is implemented in this research.

The conceptual framework is consisted of eleven independent variables and one dependent variable. The independent variables are products' classification, products' nutrition (which are Prebio 1, DHA, and Calcium), product image, product trustworthiness, price of product per gram, and recommendation of husband, relatives, friend, and neighbour. The dependent variable is the brand choice decision on growing up powdered milk. Thus, this conceptual model involved only the brand choice decision. The statistical techniques used to test the association between each variable and the brand choice decision of mothers as well as interpret all the hypothesis testing are descriptive analysis, and Cramer's V correlation coefficient.