

ABSTRACT

At present, owing to the diversification of the way of living in Thais especially in Bangkok society, it makes people have less time. Thus, bakery products are a major convenience eating and has become one of peoples selections, those who are too busy and seeking for a convenient way of eating.

This research study focused on investigating the relationship between demographic components, product attributes and purchase decisions in bakery products. Thus, it will come to the statement of the problem, that is “What is the probability pattern of product attribute on predicting the bakery product purchased?”. Objectives of this research are to study the probability of product attributes on purchasing decision and to predict the probability of demographic components on purchasing decisions.

For this research, the data were acquired via structure with focused group interviews based on protocol method with 30 participants of Assumption University Students not only undergraduate students but also graduate students to taste the bakery products, which are banana cake and brownie. The number of groups required for these interviews are 5 groups; each group consists of 6 people. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). For this study, the researcher applies Binary Probit Regression Analysis to predict the probability of independent variables on dependent variable.

The objectives of the study were achieved in the light of two important finding results. For the first objective, the researcher found that the probability of product attributes on

purchasing decision that respondents will purchase the banana cake and brownie product equal or more than 3 pieces per week was .916 or 91.6%, and .84 or 84% and the probability that respondents will purchase the banana cake and brownie product less than 3 pieces per week was 0.084 or 8.4%, and .160 or 16.0% respectively.

The second objective, the researcher found that the probability of demographic components on purchasing decision that respondents will purchase the banana cake and brownie product equal or more than 3 pieces per week was .941 or 94.1% and .935 or 93.5% and the probability that respondents will purchase the banana cake and brownie less than 3 pieces per week was .059 or 5.9% and .065 or 6.5% respectively.

Key Words: Binary Probit Regression

Demographic Components

Probability

Product Attributes

