

ABSTRACT

The objective of this research is to study the relationship of elements of marketing stimuli and consumer's attitude towards IBM Notebook Computer. The data were gathered by using self administrated questionnaire from 385 target respondents at such IT Malls as Pantip Plaza, Fortune Mall, and Zear Rangsit. The questionnaires survey was conducted in November 2004. The target respondents were both male and female, age between 17-50 years, who were planning to buy a notebook computer for themselves as first time buyer in next 6 months, and knew IBM notebook computer. Convenient Sampling selection was used as sampling technique to collect the data. Elements of marketing stimuli which consist of product, price, place, and promotion were set as independent variables. Consumer's attitude towards IBM notebook computer was set as dependent variable.

In this research, descriptive statistics were used to provide information of respondents, which consist of demographic characteristic, general information on consumers of notebook computer, and consumer's attitude towards marketing stimuli of IBM notebook computer. In the part of hypothesis testing, correlation was applied to measure of the relationship between each marketing stimulus (elements of product, price, place, and promotion) and consumer's attitude towards IBM notebook computer.

The results of this research were that there was a significant relationship between the elements of product, price, and promotion and consumer's attitude

towards IBM notebook computer. But there was no significant relation between elements of place and consumer attitude towards IBM notebook computer.

Based on the research finding, the researcher recommended that the marketers should continue enforcement of the strength points on product factor of IBM notebook computer such as brand trustworthiness, product quality and new technology offering to consumers, through press media, but the marketers should consider buying media from Internet, because Internet is becoming a more popular tool, it should be considered a new channel of advertisement.

