

ABSTRACT

Currently, the market situation of sanitary pad is very competitive. Marketing mix plays in gaining purchase consideration among the consumers. To some extent, Thai females trend to use many criteria in purchase decision.

This research attempted to discover the “relationship between marketing mix and Thai female’s purchasing decision of sanitary pad in Bangkok”. The research objectives encompass the relationship between each element of marketing mix and Thai female’s purchase decision of sanitary pad, and also identify the profile of respondents.

There are four main groups of independent variables, product, price, place and promotion and only one dependent variable, purchase decision.

This research has conducted personal interview with a structured questionnaire by distributed 384 copies to the respondents who are currently use and buy sanitary pad in Bangkok. Cramer’s V coefficient is used to scientifically interpret the collected data.

From the research findings, the factors that have a relationship with purchase decision of sanitary pad are quality, packaging, price, place, sales promotion, and advertising. Hence, the researcher recommends that marketers of sanitary pad should specifically consider these factors as contributors to successfully formulate marketing strategy. For future research, the researcher recommends to conduct a similar research at central area and focus on the sub-purchase decision of purchase amount.