

ABSTRACT

Research Project Title : The relationships between consumer's perception and
 consumer's behavioral intention to purchase towards
 Tesco house brands
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 Level of Study : Master Degree
 Program of Study : Master of Science in Management
 Year : 2006
 Keywords : *Research, Manual, Format*

The objective of this research is to study the relationships between consumer's perception in terms of price consciousness, quality consciousness, packaging, brand positioning and consumer's behavioral intention to purchase towards Tesco house brands.

Data was collected from a sample of 400 consumers who were both male and female aged 21-50 years old and shop at the three branches of Tesco Lotus: Bang Khae, Pradprao, and Laksi. The data was analyzed through SPSS. Descriptive statistics was used to describe the respondents' demographic data. Multiple regression analysis was used to test the hypotheses. T-test and ANOVA are used to find out the differences of consumer's perception or consumer's behavioral intention to purchase when segmented by demographic factors.

All four hypotheses showed the consumer's perception in terms of price consciousness, quality consciousness, packaging, and brand positioning had a positive

relationship to consumer's behavioral intention to purchase Tesco house brand products. The most predictor variable is brand positioning followed by quality consciousness, packaging, and price consciousness.

