

ABSTRACT

This project was concerned with the market acceptance for a new dairy product launch by investigating consumers' attitude and behavior for what or how product toward CP-Meji pasteurized milk influence them.

The researcher gathered information from a probability sample of 400 randomly selected respondents. The questionnaire was conducted by the technical methodology and used SPSS program to access the results of the consumers' attitude, behavior and which flavor should be considered to launch in the market.

From the result of the research, we find that the most of our respondent is female with 60.8 percent. Majority of aging for sample is between 14-25 years old that respondent 40.0 percent. Employee is the most response of this survey with income Bht 5,001-10,000 per month, which represent 36.5 percent. Majority of education is in level of bachelor degree which represent 45.3 percent and all respondents are known CP-Meji pasteurized milk.

According to this market survey, Vanilla flavor is the most potential one that CP-Meji should concern to be a company new product due to high mean value with 3.585 points so we can use this information of the key market data to conduct the marketing plan by making the campaign and concern to pre launch the product.

Moreover, the finding of this project will help the marketer of Chareon Pokphand Group to support possibility and develop the successful marketing plan of a new dairy product launch toward CP-Meji pasteurized milk.