

ABSTRACT

Homemade ice-cream market has grown up every year and it could provide more margins than other desserts in Thailand. Additionally, Thailand is in the tropic area and the Thais have many factors in consuming, such as physiological needs, luxury view, convenience, etc and because of the climate. The project is about Thai customer attitudes toward homemade ice-cream. The objective of this project report is to explore the pattern of consumer behavior of homemade ice-cream in Thailand, to study the customer's attitude toward price, taste, menu selection, promotion, brand awareness, distribution channel, and salesperson, accordingly the marketing strategy factors for coming new brands have to depend on customer:

This research has to set up the question depending on consumers. The 400 sets of questionnaires are distributed on 4 channels, which could reduce the bias and is easy to work. All the customer data is transformed to useful information by SPSS program, and then analysed with the secondary data that could be collected by public report.

This project report was conducted to identify the customer's attitude towards homemade ice-cream. The results of this study clearly show that customer behaviors depend on degree of customer. Most of customers know the difference between homemade ice-cream and international brand ice-cream in tastes, flavours, varieties, menu selections and price are the important factors to select any ice-cream brands. So the new brand could gain the market share, if they would like to use a suitable marketing mix.