

A STUDY OF FACTORS RELATED TO CONSUMERS' PURCHASE DECISION OF PREMIUM BEERS

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Abstract

This research is mainly focus on 'A Study of factors related to consumer's purchase decision toward premium beers'. The research objective is aim to examine the relationship between the marketing stimuli and purchase decision classify by the demographic factors of the consumers.

The data collection was being conduct by using a self-administered questionnaire. Researcher has distributed 217 questionnaires toward respondents who purchase premium beer in the areas of Thonglor, Sukhumvit, and Ekamai. Since there is no sampling frame, non probability was being use for data gathering process.

For hypothesis testing, the independent variables are the Product, Price, Place and Promotion (4P) together with the Demographic factor (Gender, Age, Income and etc.). The dependent variable is the purchase decision, where it is being test and analyzes through the SPSS program by using the Pearson Correlation and One-Way ANOVA method for their relationship and difference analysis. The calculation results have shown a significant outcome, at which it will be beneficial for marketers, sales, and distributors to capture more sales and promote their product more effectively. Moreover, the further study made will help them to get to know more about their consumers preference and needs.