

ABSTRACT

This research is mainly focused on “A Study of the Relationship between Memory, Attitude, Perception, and Consumption Situations towards Thai Consumer’s Behavioral Intention of Local, and Global Brands of Beer in Bangkok Area.” The research objectives aim to examine and measure the relationship between memory, attitude, perception, consumption situations, and consumer’s behavioral intention.

The data collection of this research has been conducted by using the self-administered questionnaire. For this purpose, the researcher distributed 200 questionnaires to the respondents, both male and female living in Bangkok, who drink and purchase beer for their own consumption. The time frame is August, 2003. The department stores, shopping mall, and markets nearby twelve high population districts of Bangkok were selected as the place to distribute the questionnaires. Since there is no sampling frame, the researcher used non-probability sampling design, which is convenience sampling in gathering the data.

For hypothesis testing, the independent variables are memory, attitude, perception, and consumption situations. The dependent variables are consumer’s behavioral intention of local, and global brands of beer. The hypothesis was analyzed by using the Contingency Coefficient; Chi-square test, and Pearson’s Coefficient of Correlation. The results of hypothesis testing are concluded that the identified independent variables: memory, attitude, perception, and consumption situations, relate to the dependent variables: Thai beer consumers’ behavioral intention for both local, and global brands of beer.

Hence, the researcher suggests that beer manufacturers should conduct the pull strategy by advertising through varieties of media in order to make consumers recall the brand name of beer. To creating good attitude, the beer manufacturers should conduct the public relation campaign. to protect and promote the corporate image. It can be done by contributing donations to social organizations and by organizing activities related to sports and game. The beer manufacturers have also control the quality of beer produced, especially for taste, smell, and bottle designed. Beside the quality, and image of beer, time and place to consume are also important, because Thai beer consumers will purchase and consume different brands of beer in different consumption situation. Therefore, the beer manufacturers must regard the product positioning of their beer.

