

Kansuda Songsawad 2018: Factors Affecting Consumers Decision To Purchase Concentrate Karanda Juice Master of Science (Agribusiness) Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Visit Limsombunchai, Ph.D. 62 Pages.

The objective of this study is to analyze factors affecting consumer decision to purchase concentrate karanda juice. Questionnaire is used for collecting data from 404 consumers in Bangkok. The demographic variables and fruit juice consumption behavior data are analyzed by using frequency and percentage. To examine factor affecting consumer decision to purchase concentrate karanda juice, factor analysis technique is applied.

The results show that most consumers are between 31-40 years old, working for private company, and monthly income about 15,001-30,000 Baht. From consumer behavior of fruit juice, it is found that most consumers choose to drink fruit juice for healthy skin. Convenience store is the place where most consumers choose to purchase fruit juice. And the average cost of fruit juice purchasing is about less than 100 Baht/time.

The analysis results point that influence variables can be grouped into 8 factors. They are 1)Product, 2)Product properties, 3)Healthy Trend, 4)Standard, 5)Promotion, 6)Psychology, 7)Varieties of product, and 8)Taste factors. The findings from this study can be guideline for developing marketing strategies of the product. The most importance strategy for concentrate karanda juice is packaging.

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Student's Signature

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Advisor's Signature

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