

Sakulrat Jitmala 2018: Factors Affecting Consumer's Buying Decision of Ready to Drink Green Tea after Sugar Tax. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Aerwadee Premashthira, Ph.D. 75 pages.

The objective of this study was to analyze factors affecting consumer's buying decision of ready to drink green tea after sugar tax. Data were collected by questionnaire interviews from 250 consumers in Bangkok. The ordered logistic regression method was used to analyse factors that affecting consumer's buying decision.

The result factors that affecting consumer's buying decision of ready to drink green tea after sugar tax found that the perception of sugar tax couldn't decrease the decision to buy ready to drink green tea and the consumers didn't realize the perception of bad result from sugar and also preferred to consume continually.

In addition, the study found that consumers who were female, single, over 40 years old had loyalty for ready to drink green tea. The reason that the increased price of ready to drink green tea was cheaper than other beverages. The consumers who didn't prefer ready to drink green tea with good taste and chose the other capacity (not 500 ml.) had more willingness to pay. The perception of sugar tax and the perception of bad result from sugar couldn't affect the decision to buy ready to drink green tea.

Student's signature

_____ / ____ / ____

Advisor's signature