

Sukanya Thinsorn 2018: Factors Relating Purchasing Decision on Natural Talcum Free Powder

Master of Science (Agribusiness), Major Field Agribusiness, Department of Agricultural and Resource Economics Independent Research Project Advisor: Assistant Professor Apichart Daloonpate, Ph.D. 58 pages

The purposes of this research were to study the behavior and perception of consumers who use talcum powder and to analyze factors that related to consumer decision on natural powder talcum free consumption. Primary data were collected by interviewing 400 consumers using questionnaires as a tool. The data were analyzed descriptive statistic and Chi Square technique to find the relationship between product perception and product selection.

The study found that most of the respondents were female with age between 20-30 years old and having a bachelor's degree. The average income of them was 15,000 - 20,000 baht per month. In the part of consumer behavior, the most of the respondents used to buy the powder products with talcum. They often purchased the product from convenience stores. Market mix strategies affected the consumers' satisfaction at a high level. In terms of perception, most of the respondents did not know about talcum powder data and natural talcum free powder. The result from the analysis found that perception on natural powder talcum free was related to the consumers' experience of using it.

This research suggests that the Ministry of Public Health and entrepreneurs promote and advertise the usefulness of natural powder talcum free in order to increase demand in the product.

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Student's signature

Advisor's signature