

Abstract

Project title: Marketing Mix Factors and Consumer Behavior Towards Smoothie Drinks for Residents of Muang District, Chiang Mai Province

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The aims of this study are to explore the marketing mix factors for buying smoothies in Muang District Chiang Mai Province, factors influencing the decision making when buying smoothies and consumer behavior in relation to customer satisfaction towards smoothie drinks. Two hundred and twenty five (225) respondents were selected for the study and convenience sampling techniques of non-probability sampling were adopted in the selection process.

The majority of the respondents were young people ages between 21 to 30 years old. They were well educated with a bachelor's degree and most of them were students, earning income between THB 5,001 to THB 15,000. The most common flavor ordered by respondents were yogurt smoothies followed by berry smoothies, and tropical smoothies. The shops where most respondents often visit were 94 coffee, Khu Chuen (vegetarian restaurant), and a vendor street shop near Chiang Mai University. The study found that the most influential marketing mix factors affecting the decision making of customers was price, and respondents would prefer to spend THB 30 to THB 40 per cup (75 mls)

It is recommended that the smoothie businesses should be sensitive and more aware of pricing. The business should provide as much information as possible in relation to the products in terms of descriptions and images. The smoothie shops should be situated in places where customers can easily access and the shops need

to provide a good atmosphere with attractive decoration since interior décor is significant for customers. Further, the smoothie shops should conduct sale promotions for attracting consumers and increasing their customer base. In terms of advertising, the smoothie businesses should have enough budget for advertising through magazines, free copies, and local radio.

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