

The Factors Influencing Consumer Behavior of Beverage in Retail Stores Chiang Mai Province

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Abstract : The purpose of this study will affect the marketing mix that influences the consumers' behavior towards beverage purchasing from retail stores. It aims to study the consumers and to better understand their behaviors and factors influencing their decision making on buying beverage in retail stores. We study the example of 400 consumers in Chiang Mai. The study shows that most of the respondents were male, 50 percent is 20-30 year old, and 36.66 percent is 31-40 year old, only 2.66 percent is upper 50 years old, bachelor's degree holders, working in business field and student with 10,001-15,000 Baht income. Most buyers spend 4-6 times a week buying cheap beverage from retail stores. The consumer bought alcoholic beverages, green tea drinks, and soft drinks, but the mainly purchased product was beer. The results indicate that the brand of the product motivates more on consumers' demand. While shelf displays, products presentation, and sales promotion affect the most on the consumers' decision to purchase from the retail stores, the promotions moderately impact the consumers' decision on purchasing from retail stores.

Keywords : consumer behavior, beverage, retail stores, convenience store

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