

**Abstract**

Research Title : The Factor of Marketing Mix effect on purchasing decision of ready drinking coffee.

Researcher : Nittaya Guruwanitch

Degree : Master of Business Administration

Major : Marketing

Advisor :   
 (Chitavorn Leelaplin, Ph.D.)  
 11 Feb 2016

This research aims to 1) study the marketing mix of consumers drink coffee beverages in Bangkok. workshops and symposia 2) the purchase decisions of consumers drink coffee beverage in. Bangkok Classified by demographic characteristics (gender, age, education level, occupation, and monthly income) samples used in this study. Consumers who have consumed beverage ready to drink coffee. 400 Bangkok using functional group (Cluster Sampling) to find out the proportion of the group. For example, in each county Data were collected using a questionnaire. The statistics used for data analysis were frequency, percentage, average, standard deviation. Hypothesis testing with T-Test, and F-Test and one-way analysis of variance.

The results showed that 1) The buyer drink coffee beverage, mostly female, aged 31-40 years, with a bachelor's degree / equivalent Private Employees. The average income per month 25001-35000 baht 2) the importance of the marketing mix that influence the purchasing decisions of coffee drinking were at a high level. The marketing mix factors that cares the most. The promotion was a minor product. And the marketing mix that is the least important is the price 3) the decision to buy the perception mainly due to purchase of a drink is YouTube. Milk Coffee drinks Given the importance of options in terms of quantity / weight place of purchase. A convenience store (7-11, mini mart) media makes known products. Is TV Influential in the decision to buy the product yourself 5-6 times per week cost 20-50 baht per brand purchase was Birdy always buy the same brand and the same coffee taste.

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Keywords : The factor of Marketing mix, Purchase decision, Ready drinking coffee