Factors Affecting Purchase Intention of Electric Cooking Appliance in Thailand

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ABSTRACT

The main objectives of this study is to analyze the determinants as demographic, perceived behavior control, subjective norm and attitudes of Bangkok and Chiang Mai consumer’s purchase intention on the electric cooking appliance, and to analyze the determinants as brand image, country of origin and beliefs in product attribute on their attitude.

The data of study was collected from the questionnaire distribution from Bangkok and Chiang Mai. The data was analyzed by using ANOWA, T-Test, factor analysis and multiple regression. The study found that the demographic, perceived behavior control, subjective norm and attitudes have significant effect on purchase intention in Thailand, and brand image, country of origin and beliefs in product attribute have significant effect on attitude.