

KEY FACTORS THAT DRIVE CONSUMERS' INTENTION TO BUY SHAMPOO IN THAILAND

TITINAN NIMSIRIWANGSO 6049182

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THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. ROY KOUWENBERG, Ph.D. CFA, ASST. PROF. WINAI WONGSURAWAT, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

This paper offers an exploration of the intention to buy shampoo products in Thailand. The study focuses on both consumers' and marketers' insights to gain the most accurate information. The research method for collecting the data for this research study is in-depth interviews. The qualitative data were collected from two groups of respondents consisting of fast-moving consumer goods' marketers and consumers who regularly buy shampoo for themselves.

From the findings, it clear that the key factor that drives intention to buy shampoo is the quality of a product. In addition, the product has to match with consumers' hair problems or concerns. Interestingly, most of the participants from the consumers' group mentioned that they do not trust advertisements and direct communication by brands. This paper provided some examples of advertisement ideas that would gain consumers' intention to buy.

KEY WORDS: Intention to Buy/ Shampoo/ Fast-Moving Consuming Goods

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