

Abstract

The purpose of this research was to study personal factors and marketing mix related to buying decision of consumers of Srichand translucent loose setting powder in Amphoe Muang, Chantaburi province.

This study was a quantitative research, conducted by using questionnaire collect the data from 400 samplings who use Srichand translucent loose setting powder in Amphoe Muang, Chantaburi province. The questionnaire was used and data were analyzed by using percentage, mean, standard deviation, and Pearson Chi-Square.

The result of the study found that most of samplings are women, the age between 10-19 years old (60.3%) and the following is 20-29 years old (18.3%). Most of samplings have diploma or high vocational certificate education background, Single and most of them are student who have income per month as 10,000 baht or lower.

Hypothesis test results found that Personal factors which including gender, age, marital status, education background, occupation and income per month are affecting the consumer behavior in opportunity to repeat-buying, number of testing times that customer test before decided to buy and reference persons that involve customer to use. The marketing mix factors affected to buying decision behavior of Srichand translucent loose setting powder in opportunity to repeat-buying.

The product image after launch the new style of packaging, it become more popular in the internet and launch on TVs Ads after, the teenager not only looking for the lower price product but also quality, Srichand need to maintain the quality and do more research and development to expand the market to the larger size of consumer.