

Abstract

Research Title : Factors Affecting the Purchasing Decision to Building Material Product of Cementhai Home Mart Shop's Customers in Bangkok Area.

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The objective of this study is to find out the personal and behavior factors affecting the purchasing decision to building material product of Cementhai Home Mart shop's customers in Bangkok area.

The study is to survey customer behavior for 400 persons who bought products from Cementhai Home Mart by using questionnaire and statistical analysis tools such as Frequency distribution, Percentage, Mean and Standard Deviation, Chi-Square test. The study found that

Most customers were men at age 41-50 years who were bureaucrat with Bachelor's Degree and average income 40,000 -60,000 baht/month. The most affecting decision factors of customers were product factors and the others have less affect such as price factor, promotion factor, staff factor, distribution channel factor, facilities and construction factor and process factor.

The customers who had different age, education background, occupation and income will effect to the decision factors for each customer at statistically significant level of .05.

The Customers came to bought building material product would like to see variety of product. Thus, the store should show give more space to display the variety of product. Then, the

staff can give more information about the product. More variety display and information from staff can bring customer make the easier decision.