

Abstract

Research Title : Factors of Production Affecting Behavior of Buying Jewelry Customer
in Jewerly Trade Center

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The purpose of this research is to study the factors of Production Affecting Behavior of Buying Jewelry Customer in Jewerly Trade Center, which study about the Demography, the factor influencing on consumer behavior in normally, the Production factor, the personality of consumers and the motivated of consumer influencing on consumer behavior buying decision of Jewelry Trade Center. The group of sample in the research used are the population whose buying Jewelry Trade Center there are 190 people in Jewerly Trade Center. The equipments that we used are: the questionnaire, a mean (or an average), a percentage, a standar deviation in analyzing differences between the average of 2 groups of consumers (T-Test), analyzing the differences between the average of various groups consumer by one way analysis of variance, and analyzing the differences in pairs with Least Significant Difference (LSD), and the relation test by using correction statistic. We used SPSS for Window program to calculate this record.

From the research, we found that:

1. The consumer whose buy Jewelry Trade Center. The result of this study have show that, Mostly are women, followed by the group of 21-30 years and have bachelor degree. For the occupation, most of them are white-collar worker / the employee. Besides, the most respondent have monthly 15,000-20,000 Bath and single status.

2. The behavior of the consumer in the way normalt used Jewelry and Gems. Mostly buy Jewelry and Gems in the department stores, one of the popular at Diamond Today shop. The best reason of convenience and located is not far from the area, for buying most of them are possesses Jewelry and Gems define the ring. For the supposed that of Jewelry and Gems have 11 pieces, Also used them around 13 times per month.

3. For the factors of Production factor found that in the way of Jewelry and Gems the consumer have a good opinion, especially in the well-known of the shop. Prizing, the consumer have a good opinion especially the best of prize. Place, the consumer have a good opinion especially in the place provide that cleaned and the promotion of marketing the consumer have a good opinion especially in summit to solve the problem of sales person.

4. The behavior for buying decision of Jewelry Trade Center Today shop of the consumer found that Mostly of the consumer buying Jewelry and Gems most of them made from white gold setting of diamond. All of them buy Jewelry and Gems about the ring. By any occation the consumer like to buy Jewelry and Gems when have a lot of money. The friend related to make a decision of buying. The reason for used on a special occasion. The best consumer buying Jewelry and Gems from a department store most of them have a term of paying by cash. Almost buy Jewelry and Gems average 6 times per 1 year have value about 7,308 Baht. Toward the future maybe coming back to buy Jewelry Trade Center. If they have a chance maybe advise any person to support Jewelry Trade Center again.

The analysis of the relationship between inputs . The fields of finance / price with the number of times on average to buy jewelry store Jewelry Center found correlation was statistically significant .Consistent with hypothesis .

The analysis of the relationship between inputs . The place with the number of times per year on average to buy jewelry at Jewelry Trade Center have found no relationship . Statistical significance consistent with hypothesis.

The analysis of the relationship between inputs. The workers on the number of times on average to buy jewelry at Jewelry Trade Center were well correlated with statistically significant at the .05 level. The relationship between 15.8 percent and the relationship is going in the same direction. That consistent with hypothesis that knowledge of sales is related to the number of times year on average to buy jewelry at Jewelry Trade Center.