

**Abstract**

Research Title : Factors that affect the buying choices of fresh food of people in the Lad Phrao, Bangkok

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This research was aims to study the level opinions about the factors that affect the buying choices of fresh food of people in the Lad Phrao, Bangkok and compare the factors that affect the buying choices for fresh food of people in the Lad Phrao, Bangkok by distinguish in personal factors. The research sample group was 400 people in Lad Phrao, Bangkok. The tool used in data collection was a five-level scale questionnaire and analyzed by computer. The statistics used for data analysis was percentage, frequency, average, standard deviation. They test the hypothesis by use t - Test and One - Way ANOVA by define the level of statistical significance at .05.

The results showed the factors that affect the buying choices for fresh food of people in the Lad Phrao, Bangkok, in overall low level ( $\bar{x} = 2.48$ ) The assumption found that people had different opinions on the buying choices of fresh food of people in the Lad Phrao, Bangkok were different level of statistical significance at .05 for those who had different in gender, age, marital status, education and income levels.

For hypothesis testing, found that marital status, education level, income level were factors that affect the buying choices of fresh food in Lad Phrao, Bangkok were different and also found that age was related with the frequency for purchase. Revenue was also associated with the expense of buying per time.

**Keywords:** choices fresh food ,people in the Lad Phrao