

**Abstract**

Research Title : Factors that are Important for Starting Up a Bakery Store on Ratchapruek Road, Phasi Charoen District, Bangkok

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Major : Marketing

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The research aims to study behavior’ consumer and the decisive factors affecting the selection of its products around the area of Ratchapruek road, Phasricharoen district, Bangkok. The Sample are 400 peoples and the research instrument was the rating-scale questionnaire, administered to investigate the behavior’ consumer and the decisive factors affecting the selection of its products. The statistical devices used to analyze all of the data from the questionnaire were the percentage, mean, and standard deviation.

The research from showed that the sample like to have the bakery decorated in vintage style. The customer service include having free wi-fi. The consuming frequency is once a week. The bakery hours are 09.00 am – 09.00 pm. Furthermore ice-cream should be included in the bakery. From the decisive factors affecting the selection of the bakery products, it revealed that the sample prefers eating or buying cake most. About the product, the quality of the bakery must be fresh. The price is fair for the value of the product. The place should be accessible and in the

community. About the service, the waiters or waitresses must greet and welcome customers politely. Moreover, the promotion is having the members get a discount.