

Abstract

Research Title : Factors Influencing Buying Decision Traditional Trade
In Khet Nongkhaem, Bangkok

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The purposes of the research are to study the demographics of consumer, the marketing mix factors and buying decision making behavior at Traditional Trade, Khet Nongkhaem, Bangkok. The samples used for this study are 400 samples from people who buying goods from Traditional Trade, Khet Nongkhaem, Bangkok. Questionnaires were used to collect data. The data was analyzed as frequency distribution, percentage, mean, and standard deviation. For hypothesis testing was used t-test, one-way ANOVA, and chi-square.

The results of the study showed that most consumers are female, aged between 20-30 years old, married, hold bachelor's degree, worked in private companies, earned more than 30,000 Baht, have own vehicle, and 4-5 members in family. Consumer behavior at Traditional Trade, Khet Nongkhaem, Bangkok, most consumers buy when urgently demand. Most products are purchased for their own use, purchasing more than 4 times per month, due to cheaper stores. The goods is worth about 301-500 Baht. The kind of goods is Snack. The time period to buy is during 6:01 p.m. to 10:00 p.m. Distance from home to shops around 100 meters. In addition, the researcher found that the important level of marketing mix factors affecting overall was high level.

The most important factor was distribution channel. Secondly, it was physical evidence. The lowest important was people.

The hypothesis testing revealed that demographic related to buying decision making behavior at Traditional Trade, Khet Nongkhaem, Bangkok were gender, age, marital status, level of education, occupation, income, own vehicle and members in family. In addition, the researcher found that marketing mix factors: product, price, distribution channel, promotion, people, process and physical evidence related to buying decision making behavior at Traditional Trade, Khet Nongkhaem, Bangkok.