

Abstract

Research Title : Marketing Mix Affecting on Behavior Purchasing Online Product of Employee’s Bangkok Entertainment Company Limited

Researcher : Miss Chumapon Sompong

Degree : Master of Business Administration

Major : General Management

Advisor :
 (Chitavorn Leelaplin,Ph.D.)
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This research aim to studied for demography feature online order of employee’s at Bangkok Entertainment Company limited. Including studied behavior online order of employee’s at Bangkok Entertainment Company limited.

The research was a survey research from employee’s Bangkok Entertainment Company limited. 200 persons , Information was glean from questionnaires and The statistical processing, that is to say, Frequency , Percentage, Average , Standard deviation , For comparison by use T-Test and One-way Analysis of Variance. The research found that, Almost of employee’s Bangkok Entertainment Company limited are female as male, there are between 30-39 years old, marital status is single, Education is bachelor degree and income 15,001 – 20,000 bath. In addition employee’s Bangkok Entertainment Company limited. They have an opinion in Marketing Mix factors : first in Channel of Distribution, next is product and employee, promotion marketing at least.

Comparison employee’s Bangkok Entertainment Company Limited. Who difference in age, status, education, and income they have difference in order online Significant level .05 and difference in gender there are same in level.

Marketing Mix factors, that to say; product, price, channel of contribution and promotion marketing of employee’s in Bangkok Entertainment Company Limited Significant level .05.

Nowadays order online is purchase channel to convenient for buyer, then the business of online sale also help increase revenues to the country, at present there are who order online from around the world which are link together, so the government and private sector should be help to promote and encourage online business to the international standard. Make credibility with buyer and increase the number of buyer even more.