

Abstract

Research Title : Marketing Mix Factors Affecting Consumer Behavior of Ice Cream Shake Swensen Shop at The Mall Thapra

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This research aims to study the demographics of consumer servicing, the factors of marketing mix and the consumer behavior of Ice Cream Shake Swensen Shop at The Mall Thapra. The samples used for this study are 400 samples from people consuming Ice Cream Shake Swensen Shop at The Mall Thapra. Questionnaires were used to collect data. The data was analyzed as 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 under 20 years old, single, their education were lower than bachelor’s degree, officials/ state enterprise employees with salary over 30,000 Baht. The important level of marketing mix factors affecting consumer behavior of Ice Cream Shake Swensen Shop at The Mall Thapra overall was high level. The most important factor was product. Secondly, it was process. The lowest important was people.

The hypothesis testing revealed that demographic related to consumer behavior of Ice Cream Shake Swensen Shop at The Mall Thapra were gender, age, marital status, level of education, occupation, and income. In addition, the researcher found that marketing mix factors:

product, price, place, promotion, people, process and physical evidence related to consumer behavior of Ice Cream Shake Swensen Shop at The Mall Thapra at 0.05 level of significant.

Information for the entrepreneurs in planning marketing strategies from the study found that the most factors affecting consumer behavior was product that the entrepreneurs should improve by adding nutritious products into ice cream. The least factors affecting consumer behavior was service staffs that the entrepreneurs should be trained the staff with a passion for service and ready to serve in order to consumer decisions serve immediately.