



media and the Internet and buy yourself .By consumers as the most important factor of marketing mix on all 4 sides.

Hypothesis testing show that the demographics and buying behavior, marketing mix factors correlated with overall satisfaction in buying phones, smart phones, consumers in Bangkok. This is because mobile smart phones in general. There is a beautiful design. A value for money purchase. Functions in the smart phone is equipped. It also has a media-based advertising to entice consumers to buy used. If consumers are satisfied with the performance applications. The image and its value would affect the buying behavior in terms of frequency. The amount of the purchase Source of purchase, etc. So to satisfy the consumers' how much it would affect their buying habits to increase as well.