

Abstract

Research Title : The Factors Affecting The Decision to Purchase Construction Product
Store of Consumers in Nong Khaem Bangkok

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The research aimed to: 1) study the factors of purchasing construction products by of the customers in Nong Khaem Bangkok, 2) examine the levels of their purchasing decisions, 3) compare the levels of their purchasing decisions classified by personal factors; and 4) compare the levels of their purchasing decisions classified by their purchasing factors. The sample group consisted of 288 customers. The research instrument was a questionnaire. Statistical analysis was performed by percentage, arithmetic mean, standard deviation, t-test, F-test and LSD.

The findings indicated the followings:

The customers who took part in the decision to purchase building materials are family members. The reason for the purchase is a shop with a variety of products. The cost of buying around 1001-5000 baht per visit and time of the purchase was at 11:01 am. - 14.00. The marketing factors that influence purchase decisions in-store materials. The most important jobs place, the shop is located in a suitable location. Ease of observation And Parking And the promotion of market influence in the purchase decision possible

The hypothesis testing found Customers with education, occupation and monthly income as well. There are different levels of decision. Statistically significant at the 0.05 level. It may be because of education, occupation, income, resulting in a different decision. For education, occupation, income is an important factor in the decision. People with education, occupation, income, it might be a good buying decision easier or better quality, more expensive. People with lower education, occupation and income. I decide I need to see each time earning a salary before deciding whether to buy it or not.

And customers with the cost of purchases per visit. The time to buy it. There are different levels of decision A significance level of 0.05. It may be because customers are aiming to buy the kind of products it. The guide varies. But the decision also like Because there is no reason to buy the product and type in your heart that what you want. The customer with the cost of purchases per visit. The time to buy it. There are different levels of decision. It may be because customers who buy to work as a contractor would have cost to buy the product at a time. The time to buy unlike the customers who buy for their own use at home.

The factors of purchasing products by customers in Nong Khaem Bangkok, an important factor of the product, price, distribution channels and promotion of influence purchase decisions. Therefore, the entrepreneur should have released a range of products to provide more choice to customers. Pre sales service and after sales service. The details of the conditions for the payment to clear guidelines for the management of the construction products that can effectively meet the needs of our customers even better.