



In an important Marketing Mix factors involved with consumer behaviors buying shatters of fresh chicken that is to say, Survey samples emphasized Marketing Mix factors in products, fresh and clean in everyday most, significance in level .05.

In hypothesis one found that, consumer career and frequency of buying unrelated (Independent).

In hypothesis two found that, Marketing Mix factors in products and frequency of buying unrelated (Independent).

Seri Market should be had sale promotion for increasing sales and competitive sales with competitors market such as discount some part of chicken s had low cost or discount some old products but still not rotten, reduce price or discount fifty percent from the original price.