

ABSTRACT

Topic : Wholesale stores management and integrated marketing
Communication influencing consumer buying behavior
in Phrasamutchedi district, Samutprakarn province.

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The study on wholesale stores management and integrated communication influencing consumer buying behavior in Phrasamutchedi district, Samutprakarn province is a quantitative method and aims to (1) study consumer behavior on buying goods from wholesale stores in Phrasamutchedi district (2) study demographic characteristics of consumers in Phrasamutchedi district, Samutprakarn province influencing buying behavior from convenience store (3) study regarding wholesale stores management i.e. service, product selection, product quality, physical characteristic, and product quality that influences buying behavior from wholesale stores and (4) study integrated marketing communication i.e. field of selling by salesman, advertisement, sales promotion, public relation, specific marketing. The samples employed for this study include 400 Samutprakarn consumers. The statistics used for this analysis are frequency, percentage, average, standard deviation. The statistics used for hypothesis testing are the different analysis on average of two mutually independent sample groups, One-way ANOVA and relationship test with Pearson correlation coefficient. Hypothesis testing determines statistical significance of 0.05

The research result finds that most of sample group are males. Their age is between 25-35 years old. Their marital status is single. They are elementary school graduates and have average salary between 16,001-19,000 baht. For wholesale stores management influences consumer buying behavior on product selection behavior finds that sample groups give the opinion on quality, product cleanness, products certified from government organization such as the Food and Drug Administration, Ministry of Public Health and products have beautiful and fine appearance in order to attract them to buy. For integrated marketing communication influencing consumer buying

behavior on product selection behavior showed that sample groups give the opinion on sales promotion, special event, gift, lucky draw, stamp collection, refund, refund, price discount. The factors have an effect on selection of wholesale in the district, consumers give the opinion on selection of wholesale stores are satisfied the worker service, accounting for 34%. Most products they buy from wholesale stores are liquor, wine, accounting for 21%. The time period they buy products is between 6.00-10.00 a.m. The frequency of their wholesale store visit is 4-5 time/month. The amount of money they pay for service charge is between 10,001-15,000 baht.

The research result consumer opinion about the management found that consumer are important respectively 1. service such as the staff are quick to serve 2. selection of variety of goods 3 convenience such as parking delivery Service 4. physical such an arrangement items clear and prominent signage 5 quality product such as the selection of goods standard and product warranty for integrated market found that consumer to focus on the promotion such as discounts and giveaway. Advertising such as activities to create awareness with customers. entrepreneurs should development Wholesalers to satisfy building relationships with consumers and wholesalers this will result more sales and can attract new customers and market expansion and prepare to compete with SME wholesalers business.

Key words: consumers, wholesale stores, integrated marketing communication, buying behavior.