

## ABSTRACT

This study examines Consumer Preference for Samsung Mobile Phone in Bangkok. Samsung is one of the well-known electronic brands which has manufactured and marketed various electronic products and gadgets. Most of the consumers prefer to buy Samsung mobile phone because its brand or model is the first attracted choice for the persons who use in Bangkok. Everyone can use this mobile phone because the price sale is suitable for the consumers' demands, satisfaction and wants. The Samsung Company also helps the consumers with good services from AIS, SMS, Dtac, Truemove from online to buy and pay for it. Samsung mobile phone is claimed to have higher market share.

The purpose of this paper is to indicate how Samsung mobile phone can implement its level in the reform process to international standards with other brands and models. The main objective of the study is to provide an introduction to indicate its value for analyzing consumer preference based on the value that the consumers attach to the attributes of the goods that they intend to purchase. The research method which can be used the quantitative and qualitative tools with collecting data information. The sources of data was explained the first primary source and elementary sources. The data processing in this research study has been done through SPSS package program for this study paper of questionnaires.

The result of this research explored that the most important attribute behind the consumer preference for Samsung mobile phones to know about the brand image, followed by price, product features, quality, services and it will provide the consumer's satisfaction and behaviors in the domestic marketplace. In this conclusion, this research of Samsung mobile model is used to analyze and develop a framework on consumer preference for smartphone in Thailand market. The recommendation of this research ought to be done with a large number of participants because there are many students for the associations and a lot of workers/employees for the organization. It should be done because the researcher would gain more useful information about consumer preference, solutions of theories, and future suggestions.

**Keywords:** Consumer preference, theory, sample, and research design.