

**Abstract**

Research Title : Factors Influencing Purchasing of BigC Phetchakakeam branch

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Major : Marketing Management

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This research aims to study the information on the personal characteristics of consumers who purchase goods and services at Big C stores beach and to study the marketing mix that allows consumers to purchase goods and services at Big Sea. Phetkasem branch

This study was a survey of a sample of people who buy the products and services of Big C stores Phetkasem by this study will collect data from a sample of customers using the service number 400 from the store. Data collected from questionnaires And statistical processing, including frequency and percentage For the Chi-Square test hypotheses the researchers found.

Most of the customers are women between 21-30 years of undergraduate education. A company officers The average income per month. 20,001-30,000 baht a period of service used is 12:01 to 15:00 hrs. Purchases of home appliances such as dishwashing detergent, etc., the cost of buying goods and services around 101-500 baht per category. The service is to use the services of financial transactions through bank branches located within Big C Phetkasem the service on Thursday. Cash payments And individuals who are influential in the purchase are themselves.

To provide users with the customers acquired during more. Therefore, the Department should promote marketing programs such as discount department golden minutes for women. To encourage spending most.

Most consumers who use the service to Big C Phetkasem branch because of the ease of travel. So the Big C Phetkasem branch should consider providing more parking places. To accommodate those who use the service.

Services A food court and shops within Must be updated to add variety to the consumer. The comfort Within the department, variety In addition, the Payment Services product. (Counter-payment) because most customers pay with cash. And has spent much of the day Saturday - Sunday. Payment should be open to counters. (Both outlets accept cash and credit cards) to fill every niche. So consumers can not waste time in queues too long.