

Abstract

Research Title : The study of consumer behavior in buying chicken parts in seri-market
Phuttamonthon Sai 5

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Major :

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This research aims for: First, studied demogryphic factors had effect with consumer buying shatters of fresh chicken. Second, studied consumer behaviors buying shatters of fresh chicken and third, studied Marketing Mix had effect with consumer behaviors buying shatters of fresh chicken at Seri fresh market Phatthamonthon Sai 5

The research was through conducting survey samples of consumer buying shatters of fresh chicken at Seri fresh market Phatthamonthon Sai 5 to around 100 persons Informations were derived from questionnaires and the statistical analysis that is to say, Frequency, Percentage, Average, Standard deviation. For hypotheses was using Chi- Square to relation customer demogryphy analysis and Marketing Mix factors with consumer behavior buying shatters of fresh chicken at Seri fresh market Phatthamonthon Sai 5

The researcher found that the consumer buying shatters of fresh chicken there are female, The average age between 31-40 years old, complete their education less than bachelor degree, marital status is single, those who has career an employee in factory and income 10,0001-20,000 per mounth.

Consumer behavior buying shatters of fresh chicken found that, frequency of consumer buying shatters of fresh chicken around 2-3 per/week, spended money around 100 bath a time and almost of consumer bought chicken for cook food.

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.