

## ABSTRACT

Title : Buying behavior canned fish of consumers in the Tesco Lotus Rama 2 Bang  
Khun Thian District, Bangkok.

Author : Mr. Chayapon Mekmok

Major : Marketing Management

Independent Study Advisor : .....

( Dr. Vijit Supinit )

6 / Aug / 2016

The study was aimed to study buying behavior canned fish of consumers in the Tesco Lotus Rama 2 Bang Khun Thian District, Bangkok. From a sampling of 400 people using a questionnaire to collect information and data were analyzed using descriptive statistics. Freq (Frequency) the percentage (Percentage) Average (Mean), standard deviation (Standard deviation) and chi-square (Chi - Square) to test the hypothesis.

The results showed that the majority of respondents were female, aged 35-44 years, there are employee's private company, average income between 10,000 - 20,000 baht / month, education in bachelor degree and marital status. The buying behavior found that most brands of canned fish products are Rosa. Type of mackerel in tomato sauce, the time to buy is 18:01 to 21:00 pm. The frequency of purchases per month is 1-2 times, the amount of time is to buy 1-2 cans / time, the cost of buying a time no more than 50 baht / time. And marketing mix factors that influence the decision to buy canned fish of consumers found that respondents importance rate of the marketing mix in term of Product, Price, Distribution Channels and Promotion in high level. The hypothesis testing. Overall, the demographic characteristics and the marketing mix have correlated with buying behavior canned fish of consumers in the Tesco Lotus Rama 2 Bang Khun Thian District. Bangkok. Statistically significant at the 0.05 level.

The marketing factors affecting the buying behavior of consumers. Entrepreneurs should focus on the strategic of marketing mix to suit the target group. To create a positive image and build awareness of the benefits of canned fish products including safety of consumption. Will help consumers' confidence and affect the behavior of consumers as well.

**Keyword:** Canned Fish, Buying Behavior, Marketing Mix.