

The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand.

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Abstract. This research is a qualitative research. The objective of this study was to study the marketing mix influence purchasing from a retailer Big C, Wattana, Bangkok. By studying the individual consumer has to purchase and the marketing mix to influence purchase decisions. The findings from the analysis of consumer behavior at the service retailer Big C, Wattana, Bangkok, found that the motive for making a purchase from a retailer. Price cheaper shops 37.5 per cent of services from retailers. Sales Percentage 17.0 habit of shopping, 13.75 percent of products in a variety of products (all sizes), representing a 12 percent promotional discount as a give-away delivery service. And 11 percent of its stores near your property or 8.75 percent frequency of purchase from retailers is 3-4 times / month, representing 39.75 percent 1-2 times / week. 27.75 percent, more than four times / month 17.0 percent 1-2 times / month and 10 percent 3-4 times / week. 5.5 percent of influencing their purchasing decisions, representing 46.2 per cent, followed by family members accounted for 29.8 percent. Friends 18.3 percent And actor / Advertising 6.0 per cent buy from retailers. About 501 baht per time up to 75 per cent, followed by 301-500 THB 101 -300 12.5 per cent and 9.7 per cent lower than 100 baht per visit, representing 2.8 percent of the purchase price and acceptance. from retailers Most of the products of the home, such as soap, toothpaste, flour percent of 55.5, followed by alcoholic beverages such as soft drinks, UHT milk, fruit juice accounted for 21.5 percent snacks like nuts, canned Lay Hanami cent. 10.0 percent drink alcohol and cigarettes accounted for 8.2 percent and miscellaneous goods. 4.8 percent of consumers buy goods from the retailer at the time of 10:01 to 14:00. The most 54.0 percent from 14:01 to 18:00. 18.01 to 22:00 at 22.0 percent. 13.3 percent 06:00 to 10:00. in., and 8.2 percent after 22.00 am onwards. 2.5 per cent respectively.

Keywords— Influence , Decision , Retailers

INTRODUCTION

The trade has a long history with human society, especially retail, retail activity is buying from the manufacturer. Either through an intermediary, and not through an intermediary, for resale to consumers. Development of retailers throughout the past affect consumer behavior has changed dramatically significantly Art Works consumer purchasing behavior. Which originally purchased the product from the market. General Store But when developing a Superstore. There are a Storefront convenience A variety of products to choose from many brands. Services at prices that are standard with the development of the physical infrastructure to the shop and can buy more. Such behavior Make the retail business is likely to have some form of retail new place. The life cycle of the retail business is relatively short. There is an increase in non-store retailing. The increase in competition The change in the purchase by visiting a single purchase. With the growth of the market vertical. The store design is modern. A grouping of business or product lines. The use of new technologies.

The expansion of major retailers around the world. And retailers into the center of the greater community. Retail trade is the major trend of the modern world. It is a high-performance trading systems. Comfortable conditions of competition in the retail industry today. The pattern of trade operators, retailers have greatly changed from the original. The rapid expansion of modern retail stores. Or even a convenience store with a number of branches increased steadily every year. Consumers are giving customers a way to spend more. The impact on traditional retail business is small. Therefore, to ensure the merchant retailers can survive the changing environment. It needs to change its business practices. This is an adaptation for survival, such as product presentation. And services to suit the needs of consumers. The target group The updated model of the sort of items within the store.



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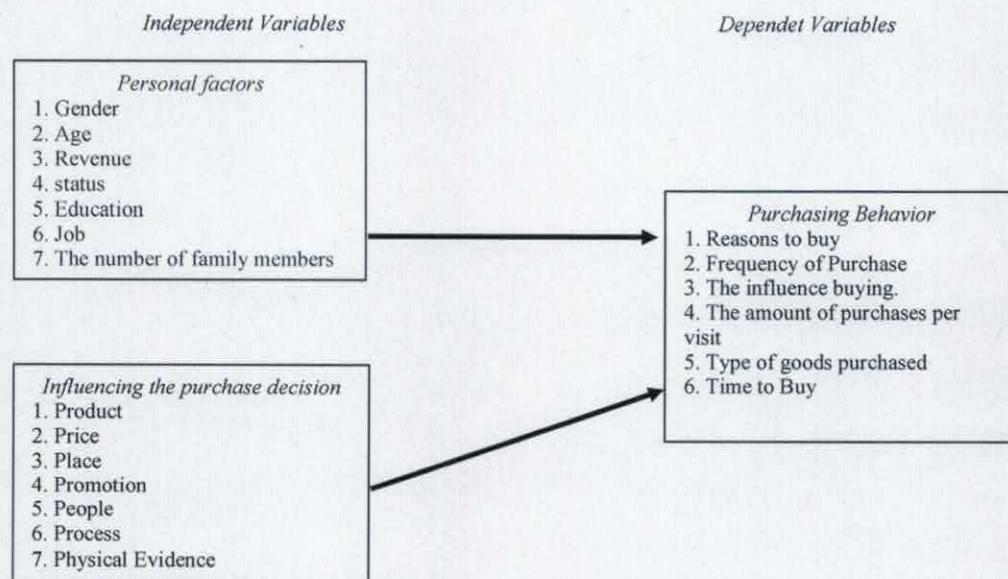
The updated model of the sort of items within the store. To facilitate the choice of the consumer. As well as management and cost control, which must be considered. Inventory management to be effective, these factors are what operators, retailers should pay attention more. The target group The updated model of the sort of items within the store. To facilitate the choice of the consumer. As well as management and cost control, which must be considered. Inventory management to be effective, these factors are what operators, retailers should pay attention more. For this reason, the researchers studied the personal factors that influence consumers' decisions to buy products from retailers that influence the decision to buy products from retailers, Wattana, Bangkok.

RESEARCH OBJECTIVES

Individual factors affecting consumer purchase decisions from a retailer, Wattana, Bangkok.

SCOPE OF RESEARCH

Conceptual framework of the research project.



Independent variables include personal factors include gender, age, income, marital status, education level, occupation, number of family members who influence purchasing decisions. products (Product), price (Price) and distribution channel (Place) and promotion (Promotion) of the person (People) and technical processes (Process) the physical environment (Physical Evidence).

Variables include purchasing behavior. Reasons to buy Frequency of purchase The influence purchase Purchase volume per time Products purchased Time to buy.

RESEARCH METHODOLOGY

The researchers used questionnaires to collect data. The content of the questionnaire is divided into three parts. The first is a questionnaire with personal information including gender, age, income, marital status, education level, occupation, number of family members. The second is a questionnaire about the factors that influence the decision to buy the product from retail stores in Bangkok, including product pricing and distribution channels. Promotion, marketing personnel and technical processes. The third is a query about the behavior of consumers to purchase from retailers. In Bangkok, including the main reasons to shop. Frequency of shopping The influence purchase Purchase volume per time Types of products purchased and the timing of the purchase.

THE RESEARCH DEBATE

The analysis of personal factors of the sample in this study consisted of 400 people identified the victims were males, most females accounted for 65.5 percent and males accounted for 34.5 percent of age found that a majority 20. 35 years accounted for 59.3 percent, followed by a 36-year, 50 percent are under 20 years old accounted for 22.5 percent of 10 and over 50 years and 8.2 per cent respectively. The study found that the highest levels of education Diploma / Advanced Diploma or equivalent is. The figure was 49.75 per cent, followed by the highest levels of education. High school / vocational certificate or below accounted for 22.5 percent of bachelor's degree or higher. Elementary and 15.50 percent, respectively, 12.50. Job found that more than half of the employees / employee organizations accounted for 63.5 percent, followed by a trade / business. 25.0 percent of pupils / students accounted for 7 per cent government / enterprise. 3.2 percent and 1.2 respectively.

The monthly income of the maximum level of monthly income 5001-15000 baht or 42.7 percent, followed by a monthly income. 15001-30000 THB 30,000 THB 40.5 percent, 8.5 percent less than 5000 baht and 8.3 percent respectively. Marital status reveals that most are single. 49.5 percent, followed by marital status. And 38.0 percent for widowed / divorced / separated and 12.5 percent respectively. The number of family members were found to have 2-3 people, representing 44.25 per cent, followed by 1 percent to 31.75 4-5 percent and 15 percent over a five ninth, respectively. Price cheaper shops 37.5 per cent, followed by services from retailers. Sales Percentage 17.0 habit of shopping. 13.75 percent of products in a variety of products (all sizes), representing a 12 percent promotional discount as a give-away delivery service. And 11 percent of its stores near your property or 8.75 per cent, respectively.

The frequency of purchases from retailers is 3-4 times / month, representing 39.75 per cent, followed by 1-2 times / week. 27.75 percent, more than four times / month 17.0 percent 1-2 times / month and 10 percent 3-4 times / week. 5.5 per cent respectively. The influence their decision to buy 46.2 per cent, followed by family members accounted for 29.8 percent. Friends 18.3 percent And actor / Advertising 6.0 per cent respectively. Purchases from retailers About 501 baht per time up to 75 per cent, followed by 301-500 THB 101 -300 12.5 per cent and 9.7 per cent lower than 100 baht per visit, representing 2.8 per cent respectively.

Goods purchased and accepted by retailers. Most of the products of the home, such as soap, toothpaste, flour percent of 55.5, followed by alcoholic beverages such as soft drinks, UHT milk, fruit juice accounted for 21.5 percent snacks like nuts, canned Lay Hanami cent. 10.0 percent drink alcohol and cigarettes accounted for 8.2 percent and miscellaneous goods. 4.8 percent respectively consumer purchases from retailers during 10:01 to 14:00 hrs. The most 54.0 percent, followed by 14:01 to 18:00 hrs. 18:01 to 22:00 am 22.0 per cent. Cent. 6:00 to 10:00 am 13.3 per cent. and 8.2 per cent after 22.00 am onwards. 2.5 per cent respectively.

SUGGESTION

- I. This study was conducted in only. BANGKOK Wattana only study to be conducted to cover. Bangkok To compare how each area is different.
- II. The study should study the other factors that are barriers of retailers. When competitors are retailers who arrived in the country. And more international
- III. The study further The study will be satisfied with the retailer. To guide improvement. Plan and marketing strategy for the business.
- IV. Study to be conducted on what consumers expect retailers. Customer expectations are that any factor. Development of retailers that have the potential to provide services and higher competition.

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