

Natchaphon Sungkamongkonkij 2006: Factor Affecting Consumers' Behavior on Using Gas Station Services in Amphoe Muang, Chiang Mai Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Assistant Professor Valaiporn Attanandana, M.A. 148 pages. ISBN 974-16-2059-4

This objectives of this research were to study the consumers' behavior on using gas station services in Amphoe Muang, Chiang Mai Province, the relationship between personal factors and consumers' behavior, importance level of marketing mix and the effects of personal factors on importance level of marketing mix that affect decision to choose gas station services. This research used secondary data and primary data, which were collected by questionnaire from 400 people in Chiang Mai who using private 7-seat automobiles and over 7-seat automobiles as well as private trucks. Data were analyzed by descriptive statistic methods, which were percentage, mean, Chi-Square, t-test and F-test at confidence level of 95%.

The empirical results show that most of samples were male aged between 30 to 39 years old, married, study level in bachelor's degree, owned a private business, average income per month between 10,000 to 14,999 baht and used private truck often. Most of samples used high-speed diesel, which used a different brand of gas station services. The average payment was between 401 to 600 baht per time. In addition, the most favorite brand of gas station was PTT due to quality of services and reply on brand. The frequency of using service was one time per week in evening. For the relationship between personal factors and consumers' behavior shows that the type of gas frequently used was related with gender, age, marital status, education level, occupation, average income per month and type of vehicle used often. Furthermore, the gas station frequently use was related with occupation. In addition, the results show that marketing factors in people had a strong explanation for making decision to choose a service of gas station. For the results of personal factors that had affect to importance level of marketing factor show that the consumers that had a difference in gender, age, marital status, occupation, and type of used vehicle offered important differentiate of marketing factors.

From the empirical results as above, gas station business entrepreneurs should focus in a different kind of factors as people factor, ought to train staff in professional services, and physical factor ought to separate gas filler for automobiles and motorcycles. Finally, product factor ought to have all types of gas in the station and enough for customers.

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Thesis Advisor's signature

