

Siriprapa Wuttichon 2012: Personal Factors Affecting Consumer Buying Decision of Smartphone. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Mr. Thanarak Laosuthi, Ph.D. 139 pages.

The main objective of this research is to study the personal factors affecting consumer buying decision of smartphone in Thailand. The probit, logit, scobit and complementary log-log models are used in the research. The data of 523 observations are collected through online survey. The result shows the most influential factor that affects consumer buying decision is occupational variable. In particular, those who are government officials, unemployed/stay-at-home/retired, state enterprise workers and doing other jobs are likely to buy smartphone more than executives with the probabilities of 29.49, 24.61, 24.02 and 23.27 respectively. Furthermore, the factor of time spent chatting on the internet moderately influences the decision of buying a smartphone. That is, if the average duration of online chat increases by one hour per day, the chance of buying a smartphone increases by 5.17 percent. In addition, age and price factors have small impact on buying decision. Specifically, if these variables increase by one unit, the chance of buying a smartphone increases by less than 1 percent. In term of estimation technique, the scobit model is the most appropriate for this study. It provides the accuracy of purchasing smartphone by 74.60 percent.

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Student's signature

Thesis Advisor's signature