

Anotai Ambavamata 2011: The Marketing Mix Factors that Influence the Decision to Choose Electricity Care Services Providers and Market Segmentation of Customer in the Area of Metropolitan Electricity Authority. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program.
Thesis Advisor: Mrs. Thirarut Worapishet, Ph.D. 112 pages.

The purposes of this research were 1) To study the fundamentals of business and the factors associated with the use of electricity of consumers in the area of MEA. 2) To study the marketing mix factors that influence the decision to choose electricity care services providers, and 3) To segment consumers in the area of the MEA by the marketing mix factors that influence the decision of each group. The procedure included gathering data from medium and high pressure voltage electricity user 400 samples in the area of MEA then statistically analyzing to find out frequency, percentge, and standard deviation and K mean cluster..

The results revealed that the marketing mix factors , with the most imprortant level was physical evidence, people and process .The promotion,price,service and distribution channel factor were reported on important levels.The highest marketing mix factor when considered each side were the precision of the tools and equipment used.Segmentation of customer could be classified into 3 group. Group 1 : focus on fast and accurate service 161 samples(40.50%). Group 2 : focus on expertise and consulting 72 samples (18.00%) Group 3 : focus on full service and after-sales service 167 samples(41.50%).

Student's signature

Thesis Advisor's signature