

Kanjanapa Fakfaikwan 2011: Consumer Behavior of Anti-Consumption of Discount Store: A Case Study of Khon Kaen Province. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Supriya Kuandachakupt, Ph.D. 87 pages.

The 2 main objectives of this thesis are to find the causes which influence consumption behavior of discount store customers and the reason why the modern trade anti-group decides to use discount store service. The survey of consumer behavior of anti-consumption of discount store was conducted in sample area of Khon Kaen province. The statistics were compiled by using Ordinary Least Square Method (OLS) with the primary data from 400 questionnaires, secondary data from income, and the data of modern trade expanded branches in 1999-2009. From the result, the factors which significantly influence demand of consumers are income, advertising, age, the number of family member, and the opposing idea against discount store service. Income, advertising, age, and the opposing idea against discount store service have the same positive effect, whereas, the number of family member shows the negative effect. In addition education has statistical insignificant effect. According to the fact that the construction and location of discount store affects traditional trade and fresh market, there are other reasons why the modern trade anti-group decides to use discount store service, they are the quality of products, the wide variety of goods, convenience, cleanness, sales promotion, service, and safety.

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