

Noppasit Wattanasari 2007: Behavior and Factors Influencing Consumers' Purchasing Display Cards. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 179 Pages.

Nowadays, the purpose of using computers are for home entertainment, especially for watching CD/DVD movies and playing online/offline computer games. So many computer users decide to buy display cards for their computers have the better performance in high-definition graphics. The objectives of this research were to study the general display card market, consumers' behaviors on purchasing display cards, the relationship between personal factors and consumers' behaviors on purchasing display cards, the importance level of marketing mix factors on display card buyers, and the personal factors influencing the importance level of marketing mix factors on display card buyers. Research samples were obtained by 100 samples of display card users in Jan-Feb 2007. The data were analyzed by  $\chi^2$  and evaluated the importance level of marketing mix factors.

The results of this research revealed that the discrete chips market was oligopoly and the display cards market was monopolistic. Most samples were male, aged between 26 and 30 years old, educated to Bachelor's degree level, and were employed in a private company with an average monthly income under 10,000 baht, and had the knowledge about display card. Most important purpose to buy display cards is for playing computer games which related to gender, age and the knowledge about display cards at 0.05 level of significance. Most of the samples buy Asus display cards which have Nvidia graphics chips inside because they had the good reputation and the estimated cost between 3,000 and 6,000 baht. Most of the samples choose Dcom dealer because they had the good warranty. Websites/webboards were the most visited source for display card information before decide to buy. They decided to purchase by themselves which related to gender and the knowledge about display cards at 0.05 level of significance. The result of evaluate the importance level of marketing mix factors on display card buyers revealed that product factor was the greatest factor of marketing mix factors that influencing on consumers purchasing display cards which depend on the differentiation of every personal factors.

The suggestion of this research is that display card producers should do more public relations and research for development their product to improve their reputation and respond their customer's needs to perceive their brand.

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