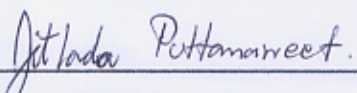


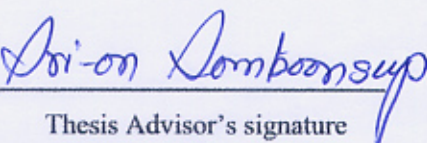
Jitlada Puttanawech 2006: Behavior and Factors Influencing Restaurants' Ceramics
Buying in Changwat Chon Buri. Master of Economics (Business Economics),
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The objectives of this study are to study behavior and factors influencing restaurants' ceramics buying in changwat Chon Buri through surveyed data from 400 restaurants' using table earthen ware and stone ware in changwat Chon Buri. Data were collected by questionnaires and analyzed by SPSS computer program. Statistics used in analyzing the data were descriptive statistic i.e. frequency, percentage, arithmetic mean, and hypotheses by analysis of variance. The hypotheses were tested at 0.05 level of significance.

Based on the study results, restaurants' buying behavior were summarized as follows: frequency is 1-3 time a year, spending average is lower 1,000 baht per time, plate is the favorite kind, the popular buying place is super store and the reason for buying is to compensate the loss. Factors influencing buying behavior are reliable products safe package, convenience access, faithful salesman, clear price tag and self inspection. All mentioned factors have influence on restaurants' buying behavior for table ware.

According to hypothesis testing, it was found that different restaurants' size have influence on price factor, promotion factor and physical evidence factor is differential; different average revenue per day have influence on marketing mix factors: product price place promotion people and process is differential; different location have influence on price factor is differential.


Student's signature


Thesis Advisor's signature

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