

ABSTRACT

Thesis Title : The Buying Behaviour of Consumer Toward 7-eleven
Enterprise in Bangkok Metropolitan

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The research of a study on consumer's buying behavior toward 7-eleven enterprise in Bangkok metropolitan areas has brought about the questions: What are the buying behaviour of consumers towards 7-eleven enterprises ? The study has included several factors that influence consumers' buying decisions. The result of the research will be useful for investors in the business field.

The methodology of sampling technique is to looking for the areas in which the random sampling will be taken place. Then picking up randomly eight from thirty eight areas in Bangkok metropolitan after that 10 stores of the 7-elevens will be chosen randomly from each of eight areas. The consumer-sample from each of 10 stores of the 7-elevens will be accepted as the final test. The results of the test came out as follows:

Most of customers of 7-eleven stores are females age between 16-25. They are students who still not yet have their own income. The customers' buying behaviour towards convenient stores like the 7-elevens are that there are already cooked food waiting to be served every time (24 hours) and the quality of the products is standardized with the prices of a little bit higher than average prices from other stores. The volume of each buying from each customer is about 51-100 bahts and the buying cycle from each customer is more than 7 times a month. Most customers prefer to shopping on Saturday and spend 15 minutes at each buying. Store-location is another factor that seems very important. Most customers will find that they can easily get into the 7-elevens next to their doors or just 1-250 metres far away. Let us then come to the conclusion that customers still prefer to get buying from 7-eleven stores.