

Suwinan Lattivan 2013: An Analysis of Valve Business Structure, Behavior and Factors Affecting Buying Decision of Valve Users :A Case Study of W.T. Victors Company Limited. Master of Economics (Business Economics),Major Field: Business Economics, Faculty of Economics at Si Racha. Thesis Advisor: Associate Professor Banlu Puthigorn, M.S. 209 pages.

The objectives of this study were aimed to study 1)the market structure of valve business, 2) to study relationship between personal / corporation factors and behavior of valve buyers, 3) to study marketing mix factors affecting buying decision of valve users and, 4) to determination the marketing strategy for W.T.Victors Company Limited. Primary data obtained from the sampling of 40 samples and secondary data gathered from Industrial Estate Authority of Thailand and other source were applied to analyze the concentration ratio and Herfindahl Hirschman index including Chi-square and F-test static.

The results of the study showed that there were 8 of major companies in the business .The concentration ratio was at a moderate level. The market was Monopolistic Competition. Relationships between personal / corporation factors and the behavior of valve buyers showed that time of establishment related to purchase period. Education and position related to type of valve average value purchased. The most importance factors affecting decision of the valve buyers were quality and durability of the products, comparison of prices and quality, warranty after sale and keeping stocks.

The entrepreneurs should pay attention to the product, especially good quality and durability. In addition, the employees should have well knowledge of the product in order to confide their customers.

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Thesis Advisor's signature