

ABSTRACT

This study was conducted to find out factors influencing customer decisions to buy rice seeds at Ratchaburi Rice Seed Center, and to investigate channels of communication which can best reach the customers. The subjects of the study were 120 customers who came to buy rice seeds at the center in December 2008 and January 2009. The data from the questionnaire were analyzed by the SPSS program for frequency, percentage, mean, and standard deviation.

The results of the study showed that most respondents were male, aged 26-45 years, had a primary education, lived in Ratchaburi province, and had more than 20 years of rice growing experience. The majority of respondents know about the center from their friends. The channel they access for information about the center most often was radio. The information which most respondents wanted to know was about the new varieties of rice and their outstanding characteristics. The factors influencing customer rice seed buying decisions were product quality, discount rate, convenient place, advertising, and good sales service. The high quality rice should have high germination, no weeds, no seed-born diseases, high productivity, and the desire for varieties of rice were the most influential factors. For customers, the best communication channel is newsletters.