

Khuntavit Banchong 2014: A Study on Factors Affecting Consumer's Behavior in Purchasing Fiction Books in the Bangkok Metropolitan Area. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Mr. Sanha Hemvanich, Ph.D. 116 pages.

The purposes of this research were to study 1) consumer behavior in buying fiction books, and 2) factors which influence purchasing volume of fiction book. The sampling frame was 395 peoples residing in Bangkok who were asked to complete the questionnaire. Collectible data were analyzed by using Chi-square, OLS and Tobit models to find out consumer's behavior in purchasing fiction books and also factors which affect purchasing volume of fiction book for those who live in Bangkok.

According to the research results, consumers bought a fiction book per month, with the average of cost of buying at around 199 baht per month, price per unit was 116 baht and, willingness to spend on each fiction book was 159 baht. Most consumers bought fiction book from bookstore, and knew a fiction book through publisher's advertisement

In a making a comparison between two models regarding factors which may influence purchasing volume of fiction book, findings were in the same direction and relatively similar. However, Tobit method was more appropriate than OLS method. Those factors which influence higher purchasing volume in fiction book were: marital status, ratio of family members who didn't reach the age of majority, expenditure on fiction book per month, expenditure on renting book, time spent on exercising per week. While, the factors which result in lower purchasing volume were: peoples who work in private sector, expenditure per unit, willingness to spend on a fiction book, time spent on watching TV per day.

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Thesis Advisor's signature