

Sineepuk Kedjumnong 2014: Consumer Behavior and Marketing Factors Affecting Consumer towards Purchasing Smartphone in Bangkok. Master of Economics (Business Economic), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 184 pages.

The purposes of this research were to study: 1) consumer behavior concerning the use of Samsung and iPhone branded smartphones; 2) the relationship between personal factors and this area of behavior; 3) the extent to which marketing factors influence consumer's decisions to purchase smartphones; and 4) the personal factors which have an effect on the significance of marketing factors regarding decisions to purchase. This study used primary data which were collected by distributing a questionnaire to 400 samples in Bangkok during the period November 2013 - March 2014. The resultant information was analyzed using descriptive and quantitative statistical methods: frequency, percentages, mean and standard deviation. The hypotheses were tested by employing chi-square, t-test and F-test at a 0.05 level of significance.

The results showed that the most of the respondents were: female, aged 20-30 years old, educated to bachelor's degree level, employed in private companies or state enterprises, and single. The areas where variations were found in personal factors between Samsung and iPhone customers were average monthly income. The majority of those questioned had previously possessed a smartphone of a different brand to the one they were using at the time of the study. Their reasons for buying smartphones were the various functions which match their requirements, the occasion of buying a new smartphone is when the old one was deteriorated. Their source of information about smartphones was the internet, and then they made purchasing decisions by themselves. Consumer behavior between Samsung and iPhone customers were different in terms of: the places from which phones were bought, and the methods which they were paid for. In terms of the impact of marketing factors on decision-making, both the Samsung and iPhone customers attached a high level of importance to: product, price, marketing promotions and staff, and viewed distribution channels as moderately significant. The personal factors of gender, age and status affected consumer behavior in terms of those who influence purchasing decisions. Furthermore, the result of the study found that the difference personal factors of gender, age, education level, average monthly income, career and status affected the importance level of all marketing factors.

Therefore vendor of Samsung brand's smartphones in Thailand should increase efficiency of after sales service. Increasing high-end smartphone sales should be done through partnerships such as businesses of credit card and group of operators (True, Dtac, AIS). Vendor of iPhone in Thailand should increase iStudio shop in malls and community malls, increase advertising on television, radio and newspapers, and change design of product.

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Thesis Advisor's signature