

Rassarin Thitimuta 2014: Factors Affecting Private Organizational Buying Pick Up Trucks in Eastern Region. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Mr. Bhuvadhej Horarueong, D.P.A. 185 pages.

The objective of this Thesis is to study and compare marketing strategies adopted by Pickup Trucks Distributors, as well as, to study structure of Private Organizations, characteristics of decision makers and buying behaviors in those organizations. This thesis also studies factors influencing Private Organizations' buying behaviors of 1st and 2nd Market Share Branded Pickup Trucks in the eastern region of Thailand. In-depth interviews with 14 Marketing Executives and/or Managing Directors of Pickup Trucks Distributors are applied in this study. In addition, survey questionnaire is also distributed to 352 Private Organizations who purchases 1st and 2nd Market Share Branded Pickup Trucks in the eastern region of Thailand. Statistical Analysis used for this Thesis are Averages, Percentage, T-Test and One-Way ANOVA.

Data gathered revealed that in Private Organizations, there is a statistical difference between buying behaviors of individuals with purchase decision making power and organizational buying behaviors of the Private Organizations themselves. That is, marketing mix adopted by Pickup Trucks Distributors statistically influences buying behaviors of individuals with purchase decision making power and organizational buying behaviors differently at significant level of 0.05. The study further revealed that for "modified rebuy", majority of individuals with purchase decision making power switch brands between 1st and 2nd Market Share Brand. Factors influencing "modified" rebuy buying behavior, by order of significance are Product, Place/Service, Promotions followed by Price, where Product has the most significant influence.

Student's signature

Thesis Advisor's signature