

Lapasit Jarunlerthiran 2014: Factors Related to Consumer Purchase Decision of a Smartphone. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr.Nuttapon Punpugdee, Ph.D. 83 pages.

This study aimed to explore factors related to smartphone purchase decision of consumers, to investigate consumer purchase decision of a smartphone, to investigate an influence of consumer personal characteristics on their purchase decision of a smartphone and to study a relationship between factors related to consumer purchase decision of a smartphone and consumer purchase decision of a smartphone. The data were collected in this survey research using questionnaires. The descriptive statistics employed in this survey included frequencies, means and standard deviation. In addition, inferential statistical tests including t-test, one-way ANOVA and Pearson correlation analysis were adopted in this study.

The majority of sample was a group of females with the age of 18-25 years old, earning an income between 10,001 – 30,000 Bahts and holding a bachelor's degree. The study revealed that Samsung was smartphone brand the most recognized by the consumers. Brand awareness was the most important in consumer purchase decision of a smartphone.

From hypothesis testing, it was found that income and education influenced consumer purchase decision. Moreover, price and phone features were the next most important in the decision. In addition, lifestyle, price, brand awareness, brand value, and phone features were related to the purchase decision.

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Thesis Advisor's signature