

CONTENTS

| | PAGE |
|--|------|
| ABSTRACT | ii |
| ACKNOWLEDGMENTS | iii |
| CONTENTS | iv |
| CHAPTER | |
| 1. INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1.2 Statement of the Problem | 4 |
| 1.3 Objectives of the Study | 4 |
| 1.4 Definitions of Terms | 4 |
| 1.5 Scope of the Study | 5 |
| 1.6 Significance of the Study | 5 |
| 1.7 Organization of the Study | 6 |
| 2. REVIEW OF LITERATURE | 7 |
| 3. METHODOLOGY | 13 |
| 3.1 Subjects | 13 |
| 3.2 Materials | 13 |
| 3.3 Procedures | 14 |
| 3.4 Data Analysis | 15 |
| 4. RESULTS | 16 |
| 4.1 Results of Demographic Information of Respondents | 16 |
| 4.2 Analysis of the Purchasing Behavior of Respondents | 20 |
| 4.3 Analysis of the Agreement on each Factor | 23 |

| | | |
|------------------|---|----|
| 5. | CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS | 35 |
| 5.1 | Summary of the Study | 35 |
| 5.2 | Summary of the Findings | 36 |
| 5.3 | Discussion | 37 |
| 5.4 | Conclusions | 41 |
| 5.5 | Recommendations for Further Research | 41 |
| REFERENCES | | 43 |
| APPENDIXES | | 44 |
| A. | Questionnaire (English Version) | 44 |
| B. | Questionnaire (Thai Version) | 52 |