

TITLE : FACTORS AFFECTING CONSUMERS' BUYING BEHAVIOR OF
ARTIFICIAL FLOWERS IN BANGKOK METROPOLIS

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THE RESEARCH IS TO IDENTIFY THE NEEDS ATTITUDES,
AND BEHAVIOR OF CONSUMER IN BUYING ARTIFICIAL FLOWER AS WELL
AS THE FACTORS AFFECTING BUYING DECISION.

THE SELECTED SAMPLE IN THIS STUDY COMPRISES 200
INDIVIDUAL CONSUMERS IN 36 ZONES OF BANGKOK METROPOLIS. THE
DATA OBTAINED WERE ANALYZED USING THE ANALYSIS OF VARIANCE
AND CHI-SQUARES METHODS. IN ADDITION, THE FACTORS WHICH THE
CONSUMERS CONSIDER WHEN BUYING ARTIFICIAL FLOWERS, INCLUDING
QUALITY AND PHYSICAL APPEARANCE OF ARTIFICIAL FLOWERS WERE
EXAMINED.

THE CONSUMER SURVEY SHOW THAT, AGE, SEX AND INCOME WERE NOT BUYING FACTORS. HOWEVER, FOR POLYESTER FLOWER, THERE WAS DIFFERENCE AMONG THE QUANTITY BOUGHT BY THE CONSUMERS' LEVEL OF EDUCATION. THE CONSUMER'S CAREER HAD AN EFFECT ON CONSUMER'S BUYING QUANTITY OF SILK FLOWERS ONLY.

IT WAS FOUND ALSO THAT THE FACTORS SUCH AS SEX AGE EDUCATION INCOME AND OCCUPATION HAD NOT EFFECTS ON UTILIZATION OF POLYESTER AND SILK FLOWERS BUT THE AGE, OCCUPATION AND INCOME LEVEL OF THE CONSUMERS WERE FOUND TO AFFECT UTILIZATION OF PLASTIC FLOWERS.

THE CONSUMER'S SEX, AGE, EDUCATION AND INCOME LEVEL HAD NOT EFFECTS ON BUYERS' FREQUENCY FOR EACH OF ARTIFICIAL FLOWERS BUT THE INCOME LEVEL OF THE CONSUMERS HAD AN EFFECT ON CONSUMER'S BUYING FREQUENCY FOR SILK FLOWERS.

IN GENERAL, CONSUMER'S INCOME WAS NOT A PRIMARY FACTOR INFLUENCING CONSUMERS IN BUYING ARTIFICIAL FLOWERS. THE SOCIAL FACTORS SUCH AS CONSUMER'S RELATIONSHIP WITH RECIPIENTS, THE QUALITY AND THE PHYSICAL APPEARANCE OF THE FLOWERS ARE MORE IMPORTANT FACTORS CONCERNED BY CONSUMERS.

THE WAY TO INCREASE SALE OF ARTIFICIAL FLOWERS IS TO IMPROVE THE QUALITY AND APPEARANCE OF THE PRODUCE.