

TITLE : FACTORS AFFECTING A SELECTION OF ARTIFICIAL FLOWERS  
AND FOLIAGE PRODUCTS FOR THE SERVICE BUSINESS BUILDINGS  
IN BANGKOK THE GREATER METROPOLITAN AREA

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THIS RESEARCH IS AIMED AT STUDYING THE BEHAVIOR  
OF PURCHASING AND ITS ATTITUDE, INCLUDING VARIOUS FACTORS  
WHICH HAS THE INFLUENCES IN DECISION MAKING FOR THE PURCHASE  
OF ARTIFICIAL FLOWERS AND FOLIAGE PRODUCTS OF THE PRIVATE  
SERVICE BUSINESS OPERATORS . SUCH AS HOTELS, HOSPITALS AND  
BANKS.

THE DATA OBTAINED FROM THE SURVEY OF 3 TYPES OF THE ABOVE MENTIONED SERVICED PLACES TOTALLING 150 SAMPLES, DIVIDED INTO 50 SAMPLES EACH WHICH CAN BE USED FOR ANALYSIS IN FINDING THE ATTITUDES TOWARDS THE ARTIFICIAL FLOWERS AND THE INFLUENCES TOWARDS THE SELECTION OF ARTIFICIAL FLOWERS AND FOLIAGE PRODUCTS.

RESULT OF STUDY REVEALED THAT THE DURABILITY IS THE MOST IMPORTANT AND SATISFACTION FACTOR WHICH THE CONSUMERS PREFER, THE LEAST SATISFACTION IS THE PRICE WHEN COMPARED WITH QUALITY.

RESULT OF ANALYSIS OF THE INFLUENTIAL FACTORS TOWARDS THE DECISION MAKING IN PURCHASING THE ARTIFICIAL FLOWERS AND FOLIAGE PRODUCTS OF THE ABOVE 3 TYPES OF SERVICED BUSINESSES IS THE PRICE FACTOR WHICH IS CONSIDERED AS THE MOST IMPORTANT FACTOR FOR THE DECISION MAKING FACTOR.

AS RECARDS OTHER FACTOR, THE BUSINESS OPERATORS SUCH AS THE BANK AND HOSPITAL, THE INFLUENCE OF EACH FACTOR IS SIMILAR, BUT THE HOTEL BUSINESS WILL GIVE THE EMPHASIS ON EACH INDIVIDUAL FACTOR DIFFERENTLY. ESPECIALLY THE FACTOR IN DECORATING WITH OTHER MATERIALS WHICH THE HOTEL

BUSINESS WILL GIVE THE IMPORTANCE ON THIS ASPECT MORE THAN OTHER BUSINESS. BECAUSE THE HOTEL BUSINESS IS THE SERVICE OF THE ACCOMMODATION THEREFORE THE HOTEL HAS EMPHASISED ON THE SPECIAL DECORATION TO ATTRACT THE CUSTOMERS.

THE GUIDELINES FOR RESPONDING TO THE REQUIREMENT OF THE PRIVATE SECTOR FOR THE SERVICED BUSINESS, THAT IS TO SAY. THE DEVELOPMENT OF PRODUCTS TO HAVE A BEAUTIFUL SHAPES, MULTI-SELECTION AND KEEPING OF STEADY QUALITY, INCLUDING THE DEVELOPMENT OF TECHNOLOGY IN PRODUCTION SO AS TO OBTAIN THE MAXIMUM EFFICIENCY AND PRODUCTIVITY WHICH WILL GIVE LOWER COST PER UNIT PRICE AND CAN REDUCE THE PRICE. MOREOVER. THE MARKETING ACTIVITIES MUST BE IMPLEMENTED CONSISTENTLY AND CORRESPONDINGLY.