

Title : The Attitude of Consumers Towards 7-Eleven Enterprise in Bangkok  
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The purpose of this research was to study the consumers' buying behavior as well as the factors which determined that behavior. The research also compared the consumers' opinions on the factors with regard to the variants such as sex, profession, and level of education. A group of 360 consumers from Bangkok from eighteen 7-Eleven stores was studied and the analysis of the data was conducted by using percentage, standardized deviation and F-tests.

It was found that the consumers mostly used the 7-Eleven stores during 5.01 p.m. - 7.00 p.m. The products they usually bought were beverages and small snacks. The highest frequency of use was 2-4 times a month. Most consumers were informed about the existance of the store by

their friends and acquaintances. The median time consumers spent in the store was 15 minutes. Almost all the consumers said they used the stores because they were convenient and the services were good. The few consumers who said they would never visit the stores again thought that the stores had too small a variety of goods and the prices were too high. Some consumers thought the popularity of stores of this nature would continue to grow because they carried a big name and were situated on good locations. It was found that the time the stores were least visited was from 12.01 a.m. - 6.00 a.m. The least popular goods in the stores were items of jewelry. The lowest visiting frequency of visit was once a month. The least effective method of advertising used by the consumers to learn about the stores was the distribution of the leaflets. The amount of time spent in the store by the fewest number of consumers was 60 minutes or more. None of the respondents thought that the stores would lose their popularity in the future and the consumers also thought that the stores were safe.

Regarding the consumers' opinions about the factors affecting their use of the store, it was found that the female consumers who were employed by the government and private companies and who received a salary of 5,000 baht or less, and who did not have college education, thought that the factors of sex profession level of education mentioned earlier affected the consumers behavior most. However male

traders of small businesses, earners of 10,000 baht and more and people with an education at level higher than a college degree thought that these factors had little influence on the consumers' behavior. The study compared the opinions of the consumers on the influence of various factors towards the consumers' behavior and found that the variants with the level of significance at .05 were sex, earnings and levels of education. The variant whose value was of no statistical significance was the profession of the consumers.