

Krittika Prawanta 2014: Factors Affecting the Resident Purchasing Concepts of Low Income Consumers: Case Study of Government Officials in Bangkok Metropolitan Administration. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: General Kasemchart Naressenie, Ph.D. 146 pages.

The purposes of this research were to 1) study the resident purchasing concepts of low income consumers, 2) study factors affecting the resident purchasing concepts of low income consumers and 3) propose the guidelines to those involved in planning for the resident of low income consumers. The sample for this research consisted of 257 respondents of low income consumers who worked as government officials in Bangkok Metropolitan Administration. The sample size was obtained by the calculation with Taro Yamane formula. The research tool for data collection was rating scale questionnaire. The data were analyzed by the statistical composed of percentage, mean, standard deviation, and the hypothesis were tested by stepwise regression analysis.

The research results revealed that the resident purchasing concepts in overall was at the high level ($\bar{X}=4.39$), while considered in each aspect it was found that the aspect of income was the highest ($\bar{X}=4.46$), followed by the aspect of surrounding area ($\bar{X}=4.42$) and the aspect of travelling ($\bar{X}=4.31$), respectively. The factors affecting the resident purchasing concepts of low income consumers consisted of five aspects: motivation aspect, economic aspect, environmental aspect, needs aspect, social and cultural aspect, these aspects could explain the resident purchasing concepts of low income consumers in Bangkok Metropolitan Administration. 60.2 ($R^2 = 0.602$) significantly at the statistical level 0.05, while the personality aspect, attitude aspect, recognition aspect, family aspect, and marketing stimulation aspect did not affect the resident purchasing concepts of low income consumers. The proposed guidelines in resident purchasing for the low income consumers comprised all organizations concerned should create the incentives and help the low income consumers in having their own residents sustainably.

Student's signature

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