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BEHAVIOR IN USEING HOME ADVERTISE MEDIA FOR HOUSE BUYING CASE STUDY :  
MUANG NAKHON PATHOM ,NAKHON PATHOM PROVINCE. THESIS ADVISOR : KRISADA  
PACHRAVANICH, DBA. 150 pp.

This research aims to study consumer behavior on residence buying , observe how using advertise to residence decision of consumers in Maung Nakornpathom area , Nakhon Pathom province. By separating on individual factor and behavior on residence buying , studying sample group is people in Nakornpatom area who made decision to buy house during the year of 2010 – 2011 by using Yamane theory around 297 people . We use questionnaire document to gather statistic information ( T-Test and F-Test ) . In case of finding difference issue , Scheffe's theory would be get involved for analyzing difference .

The research's result found that most majority residential buyers in Maung Nakornpathom area would be as following : Most are female than male. Most of them have the age between 26-35 years old., They are single and work as employees of the private companies.and the incomes would not exceed than 30,000 THB/month .The price of residential buying would be around 500,000 – 1,000,000 THB. The purchase of a residential house. The size of the residential area 60-100 square meters of residential land 21-50 meters. And advertising influence is in the medium factor. If considering by media , we find that outdoor media in the very At that point, followed by advertising and postal media in the least. Consumers who have career status and income in different media are used in the purchase of housing is no different. But consumers will have to use different media to make a different habitat. And consumers' buying behavior, habitat, which is worth living. The housing. And residential area with the use of different media to make a living is no different. However, consumers' purchase behavior, housing and residential land use different media to make a living differences were statistically significant at the 0.05 level.

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