

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration

CONSUMER BEHAVIOR IN USING GASOLINE SERVICE STATION IN AMPHUR MUANG, CHIANGMAI PROVINCE

By

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JULY 1999

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The objectives of this study were : 1) To study the characteristics of target customer group using gasoline service stations in Amphur Muang, Chiangmai; 2) To study the behavior of the customers using gasoline service stations in Amphur Muang , Chiangmai; 3) To study the pattern of gasoline service stations in accordance with the requirement of the customers.

The data of this research were collected from 350 customers using gasoline service stations in Amphur Muang, Chiangmai by using purposive random sampling method. The questionnaires were issued to serve the research objectives and were already passed the reliability testing. Then they were gathered and analyzed by SPSS program.

Referring to the questionnaires, it was found that most of the customers were female, age of between 22 and 25 years old, married, had income less than 10,000 baht/month, had own business, finished high school level and used a motorcycle as a vehicle.

For the behavior of using the service, it was found that most of the customers used the service of SHELL. The reasons were that it is located on the way the customers usually use, the service is from 06.01 PM to 12.00 AM, the frequency of using the service is more than 5 times/month and they can pay in cash which is less than 100 baht at a time. The customers had high level of requirement in product, middle level of requirement in price, high level of requirement in place and promotion. As far as the satisfaction with the service is concerned, it was found that the customers had middle level of satisfaction in product, price and promotion; and had high level of satisfaction in place.

The study found that personal factors concerning sex, age, income, occupation, marriage status and education did not effect the reason in using gasoline service stations, but the vehicle factor did. The consumers had high level of satisfaction in the services of gasoline service stations. Being classified by marketing mix, they had high level of satisfaction in product, price and promotion but had low level of satisfaction in place.