

The objective of this study was to measure the satisfaction of retailers in Chiang Mai Province's in buying biscuits from Lai Seng Huad ATC Co., Ltd. Questionnaires were used to collect data from 118 retailers who bought biscuits from Lai Seng Huad ATC Co., Ltd. The data was analyzed by using statistical tools such frequencies, percentages and means.

The results showed that the majority of buyers were female aged between 26-45 years old. The characteristic of buyers are retailers and wholesalers, who hold a high school degree or equivalent. They earn less than 10,000 baht or more than 80,000 baht per month. The people who make the decision to buy are the owners and the reason for buying the biscuits were due to customer satisfaction in purchasing the biscuits. Buyer's purchasing characteristic in buying biscuits from Lai Seng Huad ATC Co., Ltd. were indicated as follows:

1. Majority of buyers purchase when the stock inventory is almost out of stock.
2. Buying assorted biscuits.
3. Quantity purchasing is one to ten boxes.
4. One - third of the buyers purchase biscuits from other manufacture.

5. Reasons for buying is due to convenience.

6. Frequency in buyer's purchasing averages once per a month.

Factors regarding Product. Buyer's major reason for purchasing from Lai Seng Huad ATC Co., Ltd is due to the variety of biscuits the company has to offer and the minor factor is the variety of products the company offers.

Factors regarding Price. the major factor of price is the company offer of free delivery and the minor factor is joint promotion with the buyer.

Factors regarding Place. The company was well aware of the purchaser's needs in stock due to the seasons. For example, during New Year's, purchasers sell a large quantity of biscuits and the minor factor is the need for fast delivery to restock without delays which Lai Seng ATC Co., provides.

Factors regarding Promotion. Purchaser has easy access to contact company and salesperson and the knowledge in products of sales person.

The following is some of the problems of buying biscuits from Lai Seng Huad ATC Co.,Ltd. :

Problems in Product. There is not enough styles of biscuits.

Problems in Price. The seller does not offer quantity discount to the buyer.

Problems in Place. There are problems because the company does not have any new technology to offer the purchaser such as billing system by computer.

Problems in Promotion. The purchaser does not feel the company offers enough sales promotions.