

The purposes of this descriptive study is to look for factors affecting buyers' behavior in selecting construction goods from Cement Thai Home Mart in Lamphun Province. Data was collected from 3 Cement Thai Home Mart branches in Lamphun Province. Questionnaires were used as study tools. Total of 350 samples, 50 Business-to-Business and 300 Business-to-Consumers types of customers were recruited in this study. Random sampling according to the quota given was used in the Business-to-Business group and convenience sampling was used in the Business-to-Consumers group. Percentage, mean, chi-square, one way ANOVA and t-test were calculated.

It was found that among Business-to-Business group, majority of them purchased construction goods when their stock was almost empty. Those goods were purchased to be sold to their regular customers at their shops. Almost all of them purchased construction goods from Tawee Panit shop. Majority of them made their own purchasing decision. The banner in front of the shop influenced their decision more than any other media. Those customers purchased the goods more than once a week. The goods often purchased were cement, wall and floor tiles, hardware and general appliances. They spent approximately 30 minutes for each purchasing when the shop searched for the goods on their customer's list. Majority of the customers paid less than 50,000 baht per each purchasing and they thought they could find most of what they needed at Cement Thai Home Mart. Their preference for shopping was on Monday between 8 a.m. – 11 a.m. Majority of them did not want to place their orders through internet.

The marketing factors : Products, Place and People very much affected this group of customers' decision in purchasing construction goods. Beside, image and professional experience of the business, as well as influences from social, cultural, technological, competitive and juridical aspects and need in the goods all affected the customers' purchasing behavior.

For Business-to-Consumers group, majority of the customers purchased construction goods in order to decorate, partial addition or repair their house by themselves. Each of them had their preference for the shop to purchase general construction material. Tawee Panit shop, a branch of Cement Thai Home Mart, was the most popular for this group of customers. Majority of them made their own purchasing decision and the banner in front of the shop mostly affected their decision making. The customers purchased construction goods they needed 4 – 6 times at most annually. Among the goods they purchased were cement, wall and floor tiles, PVC pipe and linkage and general appliances. They made the list of what they needed and shopped for 30 minutes at most each time. They spent less than 5,000 baht per each purchasing visit. They got everything they needed and their preferred time for shopping was 8 a.m. – 11 a.m. Most of them did not want to place their order through internet.

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