

Keyword : The Uses and Gratifications of Direct Marketing / Buying Decision Process

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### Abstract

This research aims to study about the uses and gratifications of direct marketing that being effect on purchasing decision process for population in Bangkok area. In order to learn more about the relationship of demographic data per the approach to direct advertising. The uses and gratifications and purchasing decision process of consumer in Bangkok area, it's sample are drawn from Bangkok population for 400 samplings.

The outcomes are as :

1. The use and gratification of direct marketing from direct-mail and television per purchasing process upon consumer are moderate.
2. Gender, the difference in gender has approach to direct advertising differences.
3. The difference in level of education has difference effects upon the uses and gratifications of its direct advertising
4. Various demographic in Bangkok area has difference purchasing decision process.
5. The approach to direct advertising has no relationship to the uses and gratifications.
6. The uses and gratification upon the direct advertising has related to purchasing decision process.