

Subject : A Study of Factors Affecting to Consumer Behaviour
for Selection of Kindergarden Schools in Bangkok
Metropolitan

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This thesis has as its objective to study the factors affecting consumer s' behaviour in choosing a kindergarden school in Bangkok area and reasons for sending sons or daughters to the kindergarden school, including factors in marketing promotion that makes parents know about the school.

This study is investigative research through the means of a questionnaire using a Multi-Stage sampling method with 400 samples. The results of the research found that the majority of those who answered the questionnaires believed that the fame of the school was not the prime reason in deciding to choose the kindergarden. The majority of parents have the opinion that extra curricvlar activities are necessary for sons and daughters, such as swimming training Regarding expensiveness the majority of those who answered stated that the expense is rather high but bearable when compared to the given service. Concerning location, the majority of parents have the opinion that it is very important in choosing a kindergarden school because if it is located near their houses then it is convenient to come and go. The reason that parents send their sons and daughters to a school is beause they want them to be trained in the basic skills of writing and reading before entering primary school and they want them to be trained in their manners and general skills. Concerning marketing promotion, the majority of parents know about the kindergarden schools rom the media as advertised on signboards The majority of parents who do not know the kindergarden school from the advertisement will know it because it is located near their houses.