

Title : Marketing Analysis for PVC sandal in The Central Region of Thailand.

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This thesis attempts to analyze the market situation of PVC sandal in The Central Region of Thailand.

The objective of study are :-

- (a) To investigate management policy.
- (b) To find the factors that influenced on customer's decision such as product, price, marketing policy and the promotion of the product.

The organizers classified the sample into 3 groups ie :

1. Producers surveyed by using interview method.
2. Distributors surveyed by using interview method.
3. Customers surveyed by using questionnaire interview method.

The Null Hypothesis is the marketing policy have not influenced on consumers' decision towards buying the product.

The result of the study indicated the marketing policy have highly influenced on consumers' decision towards buying the product.