

## **ABSTRACT**

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# **MARKETING FACTORS MOTIVATING THE SELLING OF MIXED CEMENT AND PORTLAND CEMENT BY BUILDING MATERIALS STORES IN PRAE PROVINCE**

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The objectives of this research were to find out 1) marketing factors influencing the selling of mixed cement and normal Portland cement by building materials stores in Prae province ; and 2) their problems concerning such selling. The population used in this research was 56 building materials stores in Prae province. Only cement in bags was dealt with. The studied brand names of mixed cement were Tiger, Eagle, Lotus and TPI Green and those of Portland cement were Elephant, Diamond, Mountain and TPI Red. The data were collected by means of interview schedules and analyzed by using percentage, mean and One-way Analysis of Variance. The independent variables studied were product factors

i.e. famous brand names, cement quality, packaging, package size, acceptance of returned goods and before and after sale services ; price factors i.e. discount, amount of credit, credit period, buying conditions, transporting rate and storage rate; distribution factors i.e. convenience of ordering, contact with the company, delivery, appropriate loading, the small number of stores selling products of the same brands, the large number of stores selling products of the same brands and storage services; and promotion factors i.e. advertising, sale promotion, and salesman services.

The findings indicated that the product factors i.e. famous brand names, cement quality, returning and compensation of goods, and before and after sale services motivated the selling of mixed cement but packaging and package size did not. Price factors i.e. unit price, amount of credit, credit period, transporting rate and storage rate were motivations but discount and buying conditions were not. Distribution factors i.e. contact with the company, delivery, appropriate loading, the large number of stores selling products of the same brands and storage services were motivations but convenience of ordering, the small number of stores selling products of the same brands and storage were not. Promotion factors i.e. advertising, sale promotion, information and public relations and salesman services were motivations.

The findings also revealed that the product factors i.e. famous brand names, cement quality, packaging, returning and compensation of goods, and before and after sale services motivated the selling of Portland cement but package size did not. Price factors i.e. unit price, amount of credit, credit period, transporting and storage rates were motivations while discount and buying conditions were not. Distribution factors i.e. contact with the company, delivery, appropriate loading, and storage services were motivations but

convenience of ordering and the number of stores selling products of the same brands were not. Promotion factors i.e. advertising, sale promotion, information and public relations and salesman services were motivations.

Different problems were found to exist in selling each brand of mixed cement and Portland cement.