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Independent Study Title Marketing Mix Factors Affecting Customer Selection of Construction Material Shops in Bang Saphan District, Prachuap Khiri Khan Province

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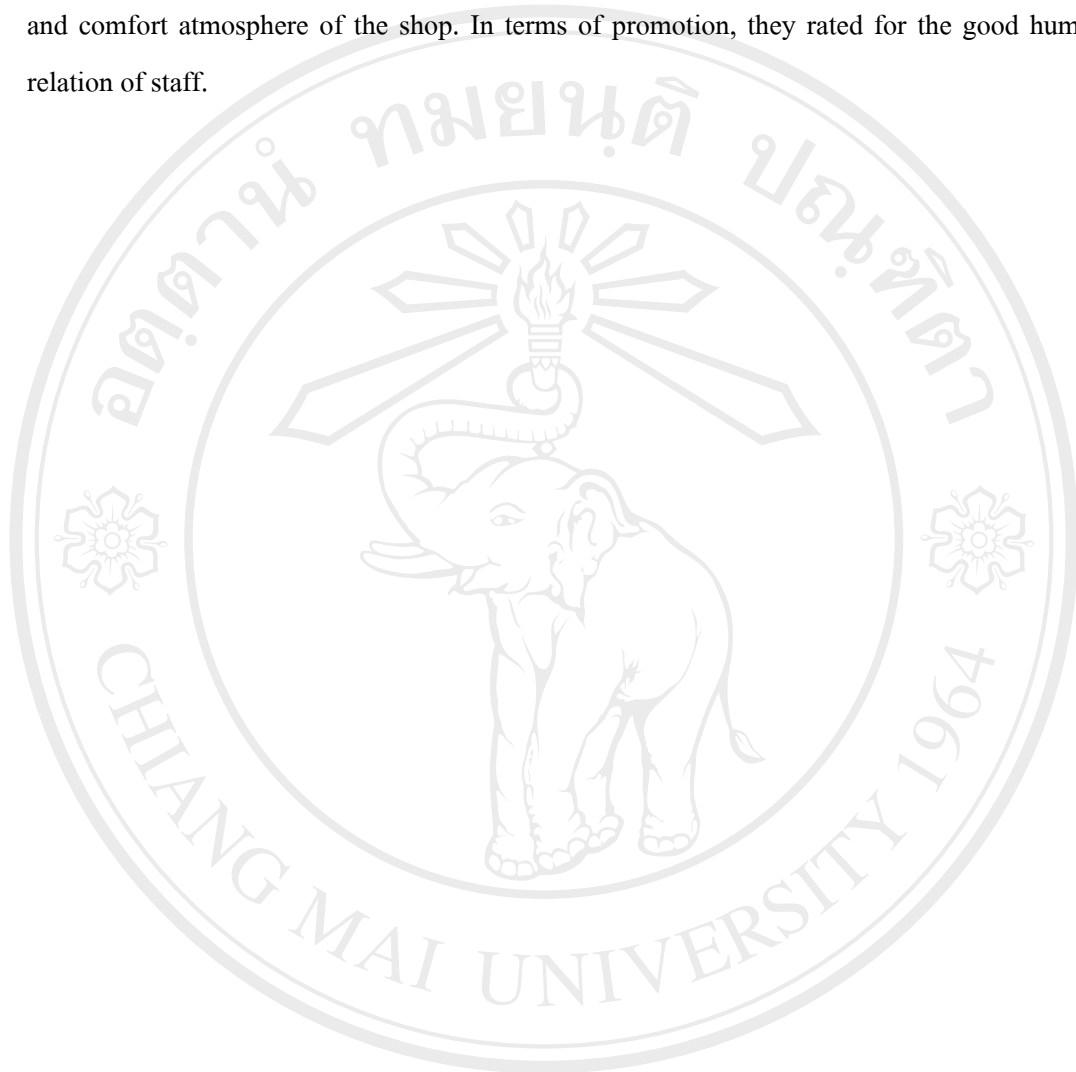
ABSTRACT

This independent study aimed to study marketing mix factors affecting consumers selection of construction materials shops in Bangsaphan district, Prachuapkhirikhan province. Sample were divided into 2 groups. The first group was 252 self-consumption consumers and the second group was 40 business consumers. The data as collected from those two groups were analyzed by the descriptive statistics composing of frequency, percentage, and mean.

Regarding to the study on marketing mix factors affecting consumer selection of construction material shops among 252 self-consumption consumers, the respondents agreed to rated all marketing mix factors at high level of importance. In each factor, the sub-factor that they rated level of importance at high were shown hereafter. In terms of product, they rated for the responsibility of problem products. In terms of price, they rated for the standard price setting. In terms of place, they rated for the site delivery service. In terms of promotion, they rated for the good human-relation of staff.

According to the study on marketing mix factors affecting consumer selection of construction material shops among 40 business consumers, the respondents agreed to rated all marketing mix factors at the high level of importance. In each factor, the sub-factor that they rated level of importance at high were shown hereafter. In terms of product, they rated for the

responsibility of problem products. In terms of price, they rated for the standard price setting and having price comparing to this product quality. In terms of place, they rated for the warm and comfort atmosphere of the shop. In terms of promotion, they rated for the good human-relation of staff.



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