

Title Behavior of consumers towards Café Amazon in Mueang District,
Buriram Province
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Abstract

The research is a survey research the objectives are to study behaviors of consumers. To study the relationship between personal factor with access to behaviors of consumers. And to study the relationship between marketing mix factor into behaviors of consumers. The sample used in this research is the consumers towards Café Amazon in Mueang District, Buriram Province, number 400 people. By questionnaire was used to collect data. Analysis the data used to determine the frequency, percentage and chi-square.

The research had found that behaviors of consumers towards Café Amazon in Mueang District, Buriram Province the results indicated that the most popular drink was coffee cappuccino, mocha, representing 60.00%. The reason to choose the Café Amazon was that they have relax 47.50%. Most of consumers bought the products at the Café Amazon about one to two times per week 41.25%. Cost access to services 51 to 100 baht per time 71.25%. Usually access to services Saturday and Sunday 51.75% and during the weekend from 09.01 to 12.01 a.m. 43.50%. Moreover, they decided to choose product by themselves 78.25% and often choose to shop 78.25%. And then the personal factors and marketing mix factors correlated with access to behaviors of consumers towards Café Amazon in Mueang District, Buriram Province with statistically significant at the 0.05 level.

Keywords : Behavior, Consumer, Café Amazon, Service