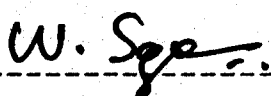


Title : A Study of Consumers' Attitude towards
Department Stores in Bangkok Metropolis.

By : Miss Chuleewan Seumsuwan

Degree : Master of Business Administration

Major Field : Marketing

Thesis Advisor : -----  -----

(Associate Prof. Wirat Sanguanwongwan)

This research is aimed at studying the consumers' attitude and behavior including various factors which have the influences toward Department Stores in Bangkok Metropolis to give the way for improving the marketing mix with the appropriateness for the requirement of consumers.

The result of the study showed that occupation has relation to consumers' attitude toward the product (Department Stores). Sex and income have relation to consumers' attitude toward the price of goods. In addition to that sex has relation to consumers' attitude toward the place of the Department Stores. Marital status has relation to consumers' attitude toward the sales promotion.

The result of analysis of the influential

factors toward buying goods and service in the Department Stores showed that the availability of various goods is the most important factor which the consumers prefer, the advertisement is the least important factor which the consumers prefer.

The guidelines for responding to the consumers' requirement is to improve the Department Stores for giving full service; and the price of goods should not be too expensive for responding the requirement of most consumers. The Department Stores should be located in the suburb for avoiding the competitors and developing the community as well. The promotion should be improve continuously and corresponding to the target market.