

**Research title:** Factors Affecting Purchase of House Brand Products by the Elderly

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## **ABSTRACT**

The research aimed to study buying behavior of the elderly people towards the house brand products and marketing factors that affected their buying behavior towards that kind of products. The sample population is the elderly people at the age 60 and over. The number of 403 questionnaires were distributed throughout Tesco Lotus Super Center, Carrefour Hypermarket and Big C Super Center in Bangkok. Its results are as followed: women buy more house brand products than men. The house brand product named Tesco was favorite brand they bought. Marketing factors that affected buying behavior towards the house brand products were good quality, standardized product, label clarity, cheapness, suitability of quality and price, convenience to find, in-store advertising and sales promotion at the significant level of 0.05.

**Keywords:** Marketing Mix, Marketing Strategy, The elderly