

**Research title:** Factors Relating to Purchasing Behavior of Senior Citizen at Modern Trade in Bangkok Metropolitan Areas

**Researcher:** 1. Chirawut Lormprakhon  
2. Aegapop Maneenart

### **Abstract**

This article is to present the research “Factors Relating to Purchasing Behavior of Senior Citizen at Modern Trade in Bangkok Metropolitan Areas.” The objectives are as follows 1) to study purchasing behavior of senior citizen at modern trade in Bangkok Metropolitan areas and 2) to study the relationship among demographic factor, marketing factor and purchasing behavior of senior citizen at modern trade in Bangkok Metropolitan areas. There is a survey research and use questionnaires for data collecting. The respondents are senior citizen both male and female and to have residence in Bangkok Metropolitan Areas. Descriptive analysis, percentage, mean and standard deviation are used as statistical tools in this research and also chi – square is used to test relationship between variables.

The results show that for demographic factor: most of respondents are female, married, unemployed, more than 2 members in their family. Their education level is primary school and the average monthly income is less than or equal to 10,000 Baht. For their purchasing behavior at modern trade: they buy products from Tesco Lotus. Also, they buy products twice a month on weekend at 12.01 – 18.00 hr. Moreover, they often buy household products at supermarket with their descendants. The average spending is in 501 – 1,000 Baht range. The one who has an influence in store selection and purchasing decision is him/herself. In addition, they buy products by cash and receive information from modern trade stores’ leaflet and poster. Also, their most favorite sales promotion is discount coupon. And for their opinion towards marketing factor: they express that the location of modern trade store for its proximity to their residence is the most important marketing factor involved with their purchasing behavior.

The hypothesis tests show that demographic factor and marketing factor have significant relationship with purchasing behavior of senior citizen at modern trade in Bangkok Metropolitan areas.