

TOPIC : Marketing Mix Affecting To Customer Decisions on Demand
 In Access to use Ford Car Service Center Si Lom Branch, Bangkok

BY : Yaouadee Kaewseethong

DEGREE : Master of Business Administration

MAJOR : Marketing

ADVISOR : (Professor Dr. Dr.Vijit Supinit).....
 (Dr.Vijit Supinit)
//

ABSTRACT

This Research aimed to study levels of customers’ decision to use services at Ford Car Services Si Lom Road branch, to compare the customers’ decision to use the services, and to investigate the service marketing that effected the customers’ decision to use the service at this branch. The samples are 300 customers who brought their cars to fix at Ford Car services Si Lom Road branch. The research fool was a questionnaire. The data was analyzed by using a computer program and employing frequency, percentage, mean, standard deviation, t-test, F-test and backwards statistic for statistical analysis.

The study revealed the following results:

1. In overall and each aspect, the customers expressed their opinions toward the service marketing at a high level. The highest average was the physical features. The second highest was the personnel. The lowest average was the market promotion.

2. In overall and each aspect, the levels of the customers’ decision was at a high level. The highest average was the appointment. The second highest was the welcoming. The lowest Average was the repairmen.

3. According to the customers’ general information the customers who were different in gender, age, occupation and income had different decisions towards using the services. However,

the customers with different education and the frequency of using the services had no different in the decision to use the services.

4. For the service marketing, the process of services, personnel and physical features effected the customers' decision to use the service at this branch.