

The Consumer Behavior and the Customer Loyalty of CP Fresh Mart Consumers in Bangkok

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Abstract : The objectives of this research were to study the consumer behavior that affects the customer loyalty of CP Fresh Mart in Bangkok province. The sample of the study comprised 400 consumers over 15 years old who made the purchase through CP Fresh Mart in Bangkok. The questionnaires were used as the data gathering instrument, and the data were analyzed applying Percentage, Mean, Standard Deviation, Independent Sample t-test, Two- Way ANOVA, and Least Significant Difference, and Pearson's Correlation Coefficient also. The result of hypothesis testing showed that the respondents of different gender, age, level of education, income, marital status and occupation had differences in consumer behavior through customer loyalty of CP Fresh Mart and the factors on customer loyalty in the aspects of re-purchase, word of mouth and price sensitive, promotion, process, and personnel had positive relationship with the consumer behavior through of CP Fresh Mart in Bangkok as well as.

Keywords : consumers in Bangkok, consumer behavior, customer loyalty, CP Fresh Mart, operating budget

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