

The Customer Satisfaction of Convenience Stores in the Municipality Northern Part of Thailand

Authors : Sivilai Jayankura

Abstract : The objective is to study the behaviors, lifestyles and consumption of the student of Suan Sunandha Rajabhat University. This paper is survey research by using a questionnaire to collect the data with students of Suan Sunandha Rajabhat University for 385 sampling, random coincidence sampling has been provide. Data analysis by descriptive statistics include the distribution, frequency, percentage, average, and standard deviation. The result found that the majority of students are female, and spend their time with their own ideas, like socializing with friends and shopping at the shopping mall, see the movie at the theaters and at the night time will enjoy with their mobile phone and found they long for the quality-price and also brand name regarding the dress. The media and promotion is a key factor impact to the decision to purchase the product and service with mobile phones will be good business to expand business channel also.

Keywords : consumption of teenager, internet, lifestyle behavior, Suan Sunundha Rajabhat University

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