

THESIS TITLE	MARKETING MIX AND SOCIAL MEDIA FACTORS AFFECTING THE PURCHASING DECISIONS OF BAG INDEED
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ABSTRACT

The research of marketing mix and social media factors affecting purchasing decisions of Bag Indeed brand has objective as follow 1) To study demographic characteristics of representative sample who bought Bag Indeed. 2) To study online purchasing behaviors. 3) To study marketing mix that affected Bag Indeed purchasing decision. 4) To study social media factors of Bag Indeed. 5) To study purchasing decision of Bag Indeed. The studies found that the respondents are women. Most of them are single with age range between 31-40 years old. Moreover, they are mostly company employees with income around 20,001-30,000 THB. On the marketing mix (7P), the overall process has the most important average value which is 4.36. On the social media factors, the overall website purchasing has the most opinion average value which is 4.38. The purchasing decision on word of mouths has the most opinion average value which is 4.45.

The hypothesis test results found that the different in online purchasing behaviors has no effects on Bag Indeed purchasing decisions. However, online purchasing behaviors on product category and reasons of purchasing decision are different. Bag Indeed purchasing reasons have differences in statistically significant at the level of .05 The social media factors of Bag Indeed on website and facebook fanpage have effects on purchasing decision of Bag Indeed.