

THESIS TITLE	MARKETING COMMUNICATION STRATEGIES FOR PURCHASING DECISION OF HANDYMAN TOOLS THROUGH ONLINE MEDIA IN BANGKOK: CASE STUDY OF CHUMPHOL LOHAKIT (8888) CO.,LTD
KEYWORDS	MARKETING COMMUNICATION STRATEGIES, PURCHASING DECISION
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ABSTRACT

The purposes of this research were to explore 1) study demographic characteristics affecting to that affected purchasing behavior of handyman tools at Chumphol Lohakit (8888) Co.,Ltd., 2) the marketing communication strategies that affected purchasing behavior of handyman tools at Chumphol Lohakit (8888) Co.,Ltd., and 3) study online media influencing the consumers' purchasing decision of handyman tools toward Chumphol Lohakit (8888) Co.,Ltd. The samples used in the research were 400 customers of Chumphol Lohakit (8888) Co.,Ltd in Bangkok. Questionnaire was used as an instrument to collect the data in this study. Statistics used for data analysis included Frequency Distribution, Percentage, Mean, Standard Deviation, T-test independence, One-way Analysis of Variance. When the statistically significant difference was found, the difference was tested by LSD (Least Significant Difference), and Pearson's Correlation Coefficient was used to test the relationship.

The research findings revealed that the respondents were female with approximate to male, aging between 25 – 30 years old, being single status with approximate to marital status, holding bachelor's degree or equivalent, working at private company with an average monthly income of 10,000 – 30,000 baht. The marketing communication strategies toward

purchasing decision of handyman tools was overall in the high level, it found that Sale Promotion was the highest average, followed by Personal Selling, Public Relation, Advertising, Direct Marketing. In regard to online media opinion in purchasing decision of handyman tools, it was overall in the high level and it revealed that website [www. chumphol-online. com](http://www.chumphol-online.com) was the highest average, followed by Facebook@chumphol8888fanclub which had a same average as Line@chumphol8888 and then by Lazada Toolclub-online.

The consumers' behavior toward purchasing decision of handyman tools was overall in the high level. The highest average was found in the easy and quick order through Line@chumphol8888, followed by quality of handyman tools product of Chumphol Lohakit (8888) Co.,Ltd. and operational quality and efficiency of personal. The convenience and rapidness of working process and delivery system were the lowest average.

The hypothesis testing from the study revealed that demographic factors including different ages, status, education levels, careers and monthly incomes had differently affected the consumers' behavior toward purchasing decision of handyman tools through online media at the statistical significance of 0.05 level, except different genders had not differently affected the consumers' behavior toward purchasing decision of handyman tools through online media. Factor of marketing communications strategies were related to purchasing decision of handyman tools through online media. Factor of online media were correlated with purchasing decision of handyman tools through online media. Furthermore, it was found that demographic factors and purchasing decision of handyman tools through online were not relevant. The marketing communication strategies factors in regard to Advertising, Personal Selling, Sale Promotion, Public Relation, and Direct Marketing and purchasing decision of handyman tools through online were relevant in the moderate level. And online media factors from website [www. chumphol-online. com](http://www.chumphol-online.com), Facebook@chumphol8888fanclub, Line@chumphol8888, and Lazada Toolclub-online and the purchasing decision of handyman tools through online were relevant in the high level.