

ABSTRACT

TITLE : A STUDY OF PROMOTION MIX AND CONSUMER BEHAVIOR
AFFECTING DECISION TO SELECT PHARMACY IN MUEANG UBON
RATCHATHANI DISTRICT, UBON RATCHATHANI PROVINCE

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The study of promotion mix and consumer behavior influencing the decision to choose pharmacy services in Ubon Ratchathani Municipality, Ubon Ratchathani Province aims to: 1) investigate the service usage behavior of customer groups affecting the decision to choose pharmacy services, 2) study the promotion mix influencing the decision to choose pharmacy services in Ubon Ratchathani Municipality, Ubon Ratchathani Province. The research sample group consists of 403 consumers who utilize pharmacy services in Ubon Ratchathani Municipality, Ubon Ratchathani Province. A questionnaire was utilized as the data collection tool. Data analysis and processing used descriptive statistics for frequency distribution, percentage, mean, and standard deviation. Additionally, inferential statistics employing multiple regression analysis were used to test hypotheses.

The research findings indicate that the majority of respondents are female, aged between 21 to 30 years old, have attained a bachelor's degree level of education, are employed as private company employees, and have an average monthly income exceeding 20,000 baht. From the study of consumer behavior influencing the selection of pharmacy services, it was found that significant statistical factors include: the products purchased by consumers, the reasons for purchase, individuals involved in the purchasing decision, and the purchasing behavior of consumers. These factors influence the choice of pharmacy services in Ubon Ratchathani Municipality, Ubon Ratchathani Province, at a statistically significant level of 0.05. Additionally, it was found

that both aspects of promotion mix, namely personal selling and sales promotion, significantly influence the decision to choose pharmacy services in Ubon Ratchathani Municipality, Ubon Ratchathani Province, at a statistically significant level of 0.05 for both factors.

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