

## **ABSTRACT**

SMS sales promotion is one of the important tools in marketing field. It can make a lot of benefits to organizations. Primary benefit is to increase sales immediately. It is a short-term strategy that the organizations always launch and satisfy customer's needs.

In order to identify the case study of SMS sales promotion and consumer behavior (Demographic Factor) impact on consumer decision making of Black Canyon Coffee customers, the research objectives encompass relationship between SMS sales promotion and consumer decision making towards Black Canyon Coffee customer. In addition, this study focus on final decision making, not the process of decision making of consumer behavior especially on demographic.

The research instrument is 400 questionnaires, which were completed by the population who use SMS promotion of Black Canyon Coffee in Bangkok area. After the information was gathered from respondents, the data were processed by SPSS program. Descriptive analysis was used to describe general information by using percentage and frequency analysis. Pearson correlation coefficient, Spearman's Rho, independent t-test, ANOVA and factor analysis were used to examine the eight hypotheses.

According to the survey result and the hypotheses testing, the SMS promotion are positively related to consumer decision making such as SMS promotion is easy to understand, easy to recognize, and customer's expectation is satisfied by SMS promotion.

There is difference in consumer's decision making toward SMS promotion for Black Canyon Coffee when segment by gender, in term of *“SMS promotion from Black Canyon Coffee satisfies you and will use the next SMS promotion from Black Canyon again”*

There is difference in consumer's decision making toward SMS promotion for Black Canyon Coffee when segment by age, in term of *“can visualize emotional experience when notice SMS promotion from Black Canyon Coffee and will use it”*

There is difference in consumer's decision making toward SMS promotion for Black Canyon Coffee when segment by education level, in term of *“SMS promotion from Black Canyon Coffee satisfies you and can visualize emotional experience when notice SMS promotion from Black Canyon Coffee and will use it*

There is difference in consumer's decision making toward SMS promotion for Black Canyon Coffee when segment by occupation level, in term of *“ SMS promotion from Black Canyon Coffee is more expensive than competing brands and will use the next SMS promotion from Black Canyon Coffee again”*