ABSTRACT

Demanding buyer, fast-moving technologies, intense global competition, deregulation, and social change create new challenges and opportunities for a wide range of business world.

Home-shopping business, one kind of direct marketing, is able to specify or focus on target consumer by having two way communication between manufacturer or retailer agency and consumer to respond immediately via media such as television, printings, video-text, cable TV, facsimile and computer whilst consumer need to avoid traffic congestion.

This research has objectives to study several factors that affect purchasing decision with the direct-response advertising via television media as well as to study non-purchasing decision reasons.

This research has been conducted and surveyed on the sample of over 400 subjects in the various areas in Bangkok.

The result of research shows the main critical success factors of direct sales via television such as Gender of Male, Salary Income, Product Differentiation, and Seller’s Reliability having influences on consumer’s buying decision. Whilst main attitudes of non-buyer have still thinking trial or test before buying as needful.