

## ABSTRACT

The number of mobile phone users has been increasing continuously; consequently, it makes mobile business to grow rapidly in order to serve the enhanced demand of consumers in the mobile market. It would be beneficial for marketers to understand buyers better by focusing on the study of consumer's behavior towards mobile phones.

The purpose of this project is to study the consumer's buying behavior towards mobile phones in Bangkok area. It also attempts to examine the critical factors that customers in Bangkok consider in purchasing mobile phones. Furthermore, the marketing mix is contained in order to verify the relationship.

Questionnaires have been developed and distributed to the target population, which are people in Bangkok Metropolis area in order to collect the primary data. The target population is people who live in Bangkok and have experience in purchasing or using mobile phones. After gathering data, the data is examined, analyzed and summarized by using the Statistical Package for Social Science (SPSS).

The hypotheses are demonstrated by using Chi-square technique to substantiate a difference between consumer's behavior and demographic factors. The relationship between the marketing mix and consumer's behavior focused on factors influence purchasing are corroborated by using the test of Spearman's correlation coefficient.

Results of the study are analyzed in order to prove those hypotheses. According to the result, the demographic factors have effected to the consumer's behavior. The marketing mix factors also have a relationship among consumer's buying behavior towards mobile phone.