

## ABSTRACT

Presently, petroleum retailing industry has become strongly competitive. Every company is moving to build up efficiency to compete and use many strategies to maintain or increase their market share. Companies are using price strategy, improved product quality, advertising, sales promotion and improved look of service stations. In addition, convenience store (C-store) has become the most important part supporting petrol service stations. More importantly, convenience stores in gas stations has become one of the key criteria for consumers to select which petrol service stations they will visit.

At the present time, the form of convenience stores is beginning to change and will continue to take place. Therefore, this research will study the relationship between demographics and lifestyles factors related to the consumers' patronage at Q8 convenience store in petrol station to better understand consumers' behaviors and to be able to carve marketing strategies accordingly.

According to the research findings, respondents' genders skewed toward males. Most of respondents aged between 21 – 25 years old, are bachelor's degree holders, employees of private sectors, and have an average monthly income of less than or equal to 10,000 baht. When shopping at Q8 convenience stores, most respondents spend 50 to 100 baht per shopping trip. Top items purchased at Q8 convenience stores are snacks, bottled water, and soft drink. Reasons for shopping at Q8 convenience stores are mainly due to convenience location, and parking.

From the hypotheses testing, there are relationships between consumers' purchase decision at Q8 convenience store and age, gender, income, education, and occupation. In conclusion, there is relationship between demographic factors and consumers' purchase decision in terms of purchase amount. There is no relationship in consumers' purchase decision at Q8 convenience stores when segmented by marital status.

In addition, there is relationship of consumers' purchase decision at Q8 convenience stores when segmented by activities, and opinions. In contrast, there is no relationship found in consumers' purchase decision at Q8 convenience stores when segmented by interest of consumers.

The research findings provide important implications for retailers to understand relationship between purchase behavior and consumer demographics and lifestyles. Several recommendations included in this report such as price and promotion strategy, combo set, package strategy, food and drink destination, value-added service, and best-in-class-service training program.