THAI CONSUMER BEHAVIOR IN NIGHT MARKET IN LUANG PRABANG LAOS

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ABSTRACT

The purposes of this research were (1) to study Thai consumer behavior in night market in Luang Prabang Laos, (2) to examine factors influence of Thai consumer purchase decision. The data from 385 questionnaires were analyzed and processed by computer.

The results of this study revealed that the majority respondents were female, age between 30-39 years old, high school education, married, entrepreneur career, with income 15,001 – 20,000 Bath per month. The majority of Thai consumer purchase was souvenirs, local handicraft, clothing, cotton, and any others. The main reason of buying was gifts and for user, Thai consumer was very important of all factors in marketing mix. Gender was not significantly different toward with overall, age was significantly different toward with product and price, education was significantly different toward with product and place, statute was significantly different toward with promotion, career was significantly different toward with product and place, and income was significantly different toward with product and place.

KEYWORDS: Thai Consumer Behavior, Night Market, Luang Prabang, Laos