

Abstract

Research Title: Strategies Entrepreneur and factors of affecting the selection of retailers Traditional in Dusit District, Bangkok: Dimension Analysis Owner

A study of strategies Entrepreneur and factors affecting the selection of retailers Traditional in Dusit District, Bangkok: Dimension Analysis Owner The objective of this research was to study the strategies and factors of affecting the selection of traditional retailers in Dusit District, Bangkok As a whole, 400 retailers.

The results of the study showed that the overall strategy was the overall product strategy (= 4.57), with emphasis on the quality of the products being released. The overall price strategy was at a high level (= 4.07), The overall distribution strategy was at a high level (= 4.10), The overall marketing promotion strategy was moderate.

The analysis of the influence of strategic marketing mix has to choose retailer traditional find variables that have a positive correlation with the strategy of the marketing mix with a choice of merchant services, the traditional retail clients receive services (y) are statistically significant at the 0.01 level, including the price (x_2) and distribution channels (x_3), The correlation coefficient is equal . 772 and . 538 respectively.

Suggestion

1. Study the marketing strategies of other area entrepreneur to be used as a guide for improvement. And strategic planning for successful operations because of retail business. At present more competition.
2. Study other factors in addition to the variables studied. To see the image of a retail store. And find a strategy to improve the retail store better.