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## **THE RELATIONSHIP BETWEEN MARKETING MIX AND BUYING DECISION PROCESS ON THE ONLINE SHOPPING IN THAILAND**

### **Abstract:**

The objectives of this study were 1) to study the buying decision process of the consumers on Central Online Shopping website, 2) to study the personal factors influencing the priority of consumers' buying decision process on Central Online Shopping website, 3) to study the relationship between marketing mix and buying decision process on Central Online Shopping website.

The study found that the majority of samples were female, age between 25-30 years old, single status, education with graduated bachelor degree and work as the employees in private company with the average income per month Less than or equal to 40,000 baht. Moreover, different occupations were influencing the priority of consumers' buying decision process on Central Online Shopping website. The marketing mix had positive relationship with the buying decision process.

### **Keywords:**

Marketing mix, online shopping, Thailand

**JEL Classification:** M31