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GORRAGOT POOLGIRD: A STUDY OF RELATIONSHIPS BETWEEN PRICE PERCEPTIONS AND DEMOGRAPHIC FACTORS IN THE BAKERY PRODUCTS IN BANGKOK. INDEPENDENT STUDY ADVISOR: PROF. CHAICHANA TEERASUKITTIMA, PH. D., 77 pp.

The purposes of this research were represents a study about the demographic factors that effect on price perception of bakery products in Bangkok. An independent study on the knowledge of price of bakery products that classified by demographic factors; gender and age, as well as studying about the effect of demographic factors on price perception of Bakery products in Bangkok. The demographic factors are gender, age, and education level due to they are the main importance influences in price perception.

The research instruments were study based on a survey questionnaire which delivers to the samples who step out of a bakery shop in Tops Supermarket in Bangkok in order to receive a fresh memory on price. The perception measures by feeling of the samples on price of bakery product in Bangkok.

The results of this research were as follow:

1. It shows that the most of the sample in Bangkok who believe they check on the price cannot remember the exact price of bakery products.
2. Demographic factors have an effect on price perception especially gender, age, and education.
3. The awareness in terms of price is different for individual as well as the perception on a specific product.

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