**หัวข้อวิทยานิพนธ์** การสื่อสารการตลาดที่ส่งผลต่อการตัดสินใจซื้อ

เครื่องดื่มชูกำลังของผู้บริโภคในเขตกรุงเทพมหานคร

**ผู้วิจัย** นายสมชาย ใจดี

**ชื่อปริญญา** ศิลปศาสตรมหาบัณฑิต (การสื่อสารการตลาด)

**อาจารย์ที่ปรึกษา** รองศาสตราจารย์วิมลพรรณ อาภาเวท

**อาจารย์ที่ปรึกษาร่วม** ดร.วิลาสินี ยนต์วิกัย

**ปีการศึกษา**  2558

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**บทคัดย่อ**

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**คำสำคัญ :** การสื่อสารการตลาด การตัดสินใจซื้อ เครื่องดื่มชูกำลัง

**หัวข้อการค้นคว้าอิสระ** การสื่อสารการตลาดที่ส่งผลต่อการตัดสินใจซื้อ

เครื่องดื่มชูกำลังของผู้บริโภคในเขตกรุงเทพมหานคร

**ผู้วิจัย** นายสมชาย ใจดี

**ชื่อปริญญา** ศิลปศาสตรมหาบัณฑิต (การสื่อสารการตลาด)

**อาจารย์ที่ปรึกษา** รองศาสตราจารย์วิมลพรรณ อาภาเวท

**ปีการศึกษา**  2558

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**บทคัดย่อ**

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**คำสำคัญ :** การสื่อสารการตลาด การตัดสินใจซื้อ เครื่องดื่มชูกำลัง

**Thesis Title** Marketing Communication Affecting Purchasing

Energy Drink Decision Consumer’s in Bangkok

**Researcher** Mr.Somchai Jaidee

**Degree** Master of Arts (Marketing Communication)

**Thesis Advisor** Associate Professor Wimonpan Arpavate

**Thesis Co-Advisor** Dr.Wilasinee Yonwikai

**Academic Year**  2015

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**ABSTRACT**

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**Keyword :** Marketing Communication, Purchasing Decision, Energy Drink

**Independent Study Title** Marketing Communication Affecting Purchasing

Energy Drink Decision Consumer’s in Bangkok

**Researcher** Mr.Somchai Jaidee

**Degree** Master of Arts (Marketing Communication)

**Independent Study Advisor** Associate Professor Wimonpan Arpavate

**Academic Year**  2015

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**ABSTRACT**

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**Keyword :** Marketing Communication, Purchasing Decision, Energy Drink