

Title	Factors Affecting Decision Making in Selecting Warehousing Services: A Case Study of NIM SEE SENG Cold Storage Company Limited
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ABSTACT

This study aimed to explore factors affecting the decision to use warehousing services. A set of questionnaires was used for data collection administered with 150 clients using warehousing services of NIM SEE SENG Cold Storage Co., Ltd. (Headquarters). Obtained data were analyzed by using Statistical Package for the Social Sciences Program. The hypothesis of this study was socio-economic attributes (sex, age, educational attainment, occupation) had an effect on the difference in a level of the importance in the decision to use warehouse services.

Findings showed that most of the respondents were male, 31-40 years old, bachelor's degree holders, and traders. Their agricultural yields were used for warehousing services and in the form of chilled. They spent 501-1000 baht per services using and the agricultural yields were kept there for not more than 7 days. The following were factors had an effect on the decision to use warehousing services at a high level: 1) product or services, 2) price, 3) distribution channel, 4) personnel, 5) service process, and 6) environment evidence but market promotion was found at a moderate level.

For the hypothesis testing, findings showed that sex, educational attainment, and occupation had no different effect on a level of importance in the decision to use warehousing services excepted age.