

Management of Livestock Farm Outlet in the Department of Livestock Development Welfare Stores Since 2017^{1/}

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Abstract

Livestock Farm Outlet of the Department of Livestock Development has been established since 2017, act as the welfare shop and specialising in selling and promoting livestock farm products. This study aims to investigated the demographic characteristics and target customer behaviour which were included purchase intention and decisions. Quantitative, qualitative and survey research were conducted by questionnaires and depth interview. Data were collected from 350 participants and descriptive statistics were used to analyse all data. The result shows that the majority of respondents were satisfied with the shop that providing excellent customer services by expert advices, solved problem properly, interested in customer needs. The majority of respondents be considerate of shop's advertising and public relations, especially shop's location and direction. Furthermore, the shop's atmosphere and environment is a key factors that affected the customer behaviour and purchase decision as well.

Keywords: Satisfaction, Restaurant Business, Customer Needs

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