



# CRITICAL EFFECTIVE FACTORS TO DIRECT MARKETING VIA TELEVISION MEDIA

by

Ms. Rungratsamee Thanyasiri

A Final Report of the Three - Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

November, 2001



**MS (CEM)**  
**St. Gabriel Library, Au**

**CRITICAL EFFECTIVE FACTORS TO DIRECT MARKETING VIA  
TELEVISION MEDIA**

by  
Ms. Rungratsamee Thanyasiri

A Final Report of the Three-Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

November 2001

Project Title                      Critical Effective Factors to Direct Marketing via Television Media

Name                                Ms. Rungratsamee Thanyasiri


Project Advisor                    Asst.Prof.Dr. Boonmark Sirinaovakul


Academic Year                    November 2001


---


The Graduate School of Assumption University has approved this final report of the three-credit course. CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

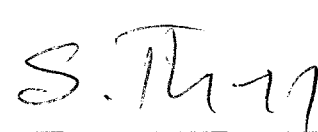
Approval Committee:

The seal of Assumption University of Thailand is a circular emblem. It features a central shield with a cross and a star, flanked by two figures. Above the shield is a crown. The text 'ASSUMPTION UNIVERSITY OF THAILAND' is written in a circle around the shield. Below the shield, there is a banner with the text 'BROTHERS S. GABRIEL' and 'SINCE 1969'. The Thai text 'มหาวิทยาลัยอัสสัมชัญ' is also visible at the bottom of the seal.

  
(Asst.Prof.Dr. Boonmark Sirinaovakul)  
Advisor

  
(Prof.Dr. Srisakdi Charmonman)  
Chairman

  
(Dr. Chamnong Jungthirapanich)  
Dean and Co-advisor

  
(Assoc.Prof. Somchai Thayarnyong)  
MUA Representative

November 2001

## **ABSTRACT**

Demanding buyer, fast-moving technologies, intense global competition, deregulation, and social change create new challenges and opportunities for a wide range of business world.

Home-shopping business, one kind of direct marketing, is able to specify or focus on target consumer by having two way communication between manufacturer or retailer agency and consumer to respond immediately via media such as television, printings, video-text, cable TV, facsimile and computer whilst consumer need to avoid traffic congestion.

This research has objectives to study several factors that affect purchasing decision with the direct-response advertising via television media as well as to study non-purchasing decision reasons.

This research has been conducted and surveyed on the sample of over 400 subjects in the various areas in Bangkok

The result of research shows the main critical success factors of direct sales via television such as Gender of Male, Salary Income, Product Differentiation, and Seller's Reliability having influences on consumer's buying decision. Whilst main attitudes of non-buyer have still thinking trial or test before buying as needful.

## ACKNOWLEDGEMENTS

I am indebted to the following people and organizations. Without them, this project would not have been possible.

I wish to express my sincere gratitude to my advisor and senior Dean of Computer and Engineering Management faculty, Asst.Prof.Dr. Boonmark Sirinaovakul. His assistance, guidance, and constant encouragement have led me to accomplish the research project. I would like to thank many instructors in Computer and Engineering Management (CEM) faculty for all the knowledge they rendered.

Besides, I would like to thank the respondent consumers for giving me a chance to research this project. Above all, I am forever grateful to my family whose willingness to invest in my future has enabled me to achieve my educational goal.

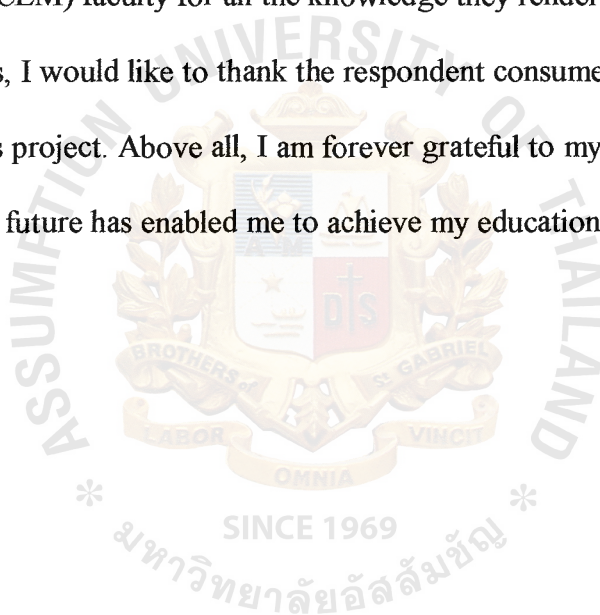


TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	iv
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Overview	1
1.2 Research Objectives	2
1.3 Scope	3
II. LITERATURE REVIEW	4
III. RESEARCH METHODOLOGY	40
IV. SYSTEM EVALUATION	45
4.1 Part1) A Descriptive Statistics	45
4.2 Part2) Inferential Statistics	52
V. CONCLUSIONS AND RECOMMENDATIONS	72
5.1 Conclusions	72
5.2 Recommendations & Further Research	76
APPENDIX A REFERENCE FIGURES AND TABLES	78
APPENDIX B QUESTIONNAIRE	83
BIBLIOGRAPHY	92

## LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
4.1 Questionnaire Results Classified by Age of Samples	47
4.2 Questionnaire Results Classified by Gender of Samples	48
4.3 Questionnaire Results Classified by Status Quo of Samples	49
4.4 Questionnaire Results Classified by Salary Income of Samples	50
4.5 Questionnaire Results Classified by Occupation of Samples	51
4.6 Comparison of the Result of Difference of Buying Decisions Direct - Response Advertising via Television Media between Male and Female	54
4.7 Distribution of Salary Income with Buying Decision Direct - Response Advertising via Television Media	56
4.8 Education Level and Buying Decision Direct -Response Advertising via Television Media	58
4.9 Seller's Reliability and Consumer's Buying Decision	60
4.10 Price Level of the Goods and Consumer's Buying Decision	62
4.11 Demonstration on How to Use the Goods and Consumer's Buying Decision	63
4.12 Foreigner as Demonstrator and Consumer's Buying Decision	65
4.13 Product Differentiation of the Goods and Consumer's Buying Decision	67
4.14 Marketing Promotion along with Direct-Response Advertising via Television Media and Consumer's Buying Decision	69
4.15 Satisfaction Level after Buying the Goods via Television Media	71
A.1 Model of Buyer Behavior	79
A.2 Factors Influencing Behavior	79
A.3 Maslow's Hierarchy of Needs	80

<u>Figure</u>	<u>Page</u>
A.4 Five-Stage Models of the Consumer Buying Process	80
A.5 Successive Sets Involved in Consumer Decision Making	81
A.6 Steps between Evaluation of Alternatives and a Purchase Decision	81
A.7 Marketing-Mix Strategy	82
A.8 Four Types of Consumer Buying Behavior	82





## LIST OF TABLES

<u>Table</u>	<u>Page</u>
2.1 Marketing-Mix Strategy	27
4.1 Questionnaire Results Classified by Age of Samples	46
4.2 Questionnaire Results Classified by Gender of Samples	47
4.3 Questionnaire Results Classified by Status Quo of Samples	48
4.4 Questionnaire Results Classified by Salary Income of Samples	49
4.5 Questionnaire Results Classified by Occupation of Samples	51
4.6 Cross Tab Table: Buying and Watching Commercial Advertisement	53
4.7 Comparison of the Result of Difference of Buying Decisions Direct - Response Advertising via Television Media between Male and Female	54
4.8 Distribution of Salary Income with Buying Decision Direct - Response Advertising via Television Media	55
4.9 Education Level and Buying Decision Direct -Response Advertising via Television Media	57
4.10 Seller's Reliability and Consumer's Buying Decision	59
4.11 Price Level of the Goods and Consumer's Buying Decision	61
4.12 Demonstration on How to Use the Goods and Consumer's Buying Decision	62
4.13 Foreigner as Demonstrator and Consumer's Buying Decision	64
4.14 Product Differentiation of the Goods and Consumer's Buying Decision	66
4.15 Marketing Promotion along with Direct-Response Advertising via Television Media and Consumer's Buying Decision	68
4.16 Satisfaction Level after Buying the Goods via Television Media	70

# I. INTRODUCTION

## 1.1 Overview

With economic expansion, technology development as well as condition of living of Bangkok people facing more and more drastic traffic congestion problem, resulting in Thailand's vast loss in economics during that period. Moreover physical and mental health have been threatened. As of that, consuming behaviors have been adapting and changing to relieve their concern of problems, starting from the consumer with purchasing power but having no time to go shopping as a new target market segment. Thus, in order to cope with that demand, it forced business to provide more marketing channel and more strategies to serve and to support dynamic demand behavior such as department store, supermarket, convenience store, etc. However, even with those mentioned marketing channels, it is still not responding enough and satisfyingly to target markets that increase in number everyday. In addition, typical basic issue in most metropolitan cities, the insufficient car parking lot is the most tedious and boring thing. Therefore, **home-shopping business** becomes a new alternative of marketing channels to consumer. Moreover, it plays more important roles in retail business as consumers being able to order desired products straight from their homes and get delivered to wanted destination comfortably, then consumers will no longer need to go out shopping and waste their time in traffic congestion.

Home-shopping business, one kind of direct marketing, is able to specify or focus on target consumer by having two way communication between manufacturer or retailer agency and consumer to respond immediately via media such as television,

printings, video-text, cable TV, facsimile and computer whilst consumer need not go out shopping amongst terrible traffic condition.

Obviously, variation of media in **home-shopping business** contributes to the efficiency and pros and cons significantly depending on how to reach consumers and how the acceptance of service to consumer. Nowadays, most popular media as direct marketing channels in Thailand are as followings:

- (1) Television is the most popular one due to its capability of showing in both animation and audio.
- (2) Printings as direct mail, it can access to target market directly and specifically. As of its durability compared with television while on-air presenting product only at certain period of time, but printings can provide information of the product at any time consumers are interested in.
- (3) Computer is in the beginning period of booming and starting to affect in home-shopping business. Although most consumers still don't understand much about this service system. This will take some time to develop and to convince customers in reliability, information guidance, and knowledge of services.

## **1.2 Research Objectives**

- (1) To study factors that affect purchasing decision with direct marketing via television advertisement.
- (2) To assess and rank television channels by consumer.
- (3) To compare consumer 's satisfaction and dissatisfaction after buying.
- (4) To study the non-purchasing decision reason via television.
- (5) To use the result of research for marketing planning strategies.

### **1.3 Scope**

#### **(1) Research content**

This research studies the purchasing decision factors via television advertisement, the purchasing behavior via television advertisement, the effect of advertising reliability, and information to determine future marketing strategy.

#### **(2) Population**

Research target is male and female living in Bangkok and having income because of potential purchasing.

#### **(3) Area**

This research is scoped and limited to only Bangkok area because of more broadcasting efficiency of television access and effectiveness of product delivery.



## II. LITERATURE REVIEW

Many years ago, new-product marketers used a mass-market approach in launching their product. They would distribute the product everywhere and advertise it to everyone on the assumption that most people are potential consumers. Many of the promotional tools like managing advertising, sales promotion, and public relations and managing the sales force, were developed in the context of mass marketing: Companies sought to reach thousands and even millions of buyers with a single product and a standard message. Most marketing communications consisted of monologue directed at, not dialogue with, customers.

Yet, not all companies were mass marketers. Among the businesses that gathered customer names and sold directly, were catalog companies, direct mailers, and telemarketers. Their selling tools were mainly the mail and the telephone. Today, new media-computers, modems, fax machines, e-mail, the Internet, and online services-permit more sophisticated direct marketing. Their arrival and reasonable costs have substantially enlarged direct marketing opportunities. Companies can now talk directly with customers and customize their products to meet their customers' needs.

### **The Growth of Direct Marketing (Kotler 1997)**

**Direct Marketing** is an interactive marketing system that uses one or more advertising media to affect a measurable response and/or transaction at any locations.

This definition emphasizes a measurable response, typically customer order. Thus direct marketing is sometimes called **direct-order marketing**.

Today, many direct marketers see direct marketing as playing a broader role, that of building a long-term relationship with the customer (direct relationship marketing) (Russell 1961).

Sales produced through traditional direct-marketing channels (catalogs, direct mail, and telemarketing) have been growing rapidly. Market "demassification" has resulted in an ever-increasing number of market niches with distinct preferences. Higher cost of driving, traffic congestion, parking headaches, lack of time, a shortage of retail sales help, queues at checkout counters all encourage at-home shopping. Consumers are responding favorably to direct marketers' toll free phone number, their willingness to accept telephone orders at night, and their commitment to customer service. The growth of 24 hour via express carriers has made ordering fast and easy.

#### **The Benefit of Direct Marketing (Kotler 1997)**

Direct marketing benefits customers in a number of ways. Consumers report that home shopping is fun, convenient, and hassle-free. It saves time and introduces them to a larger selection of merchandises. Consumers can learn about available products and services without tying up time in meeting salespeople.

Finally, direct marketers can measure responses to their campaigns to decide which have been the most profitable.

#### **Television and Other Major Media Direct-Response Marketing (Kotler 1997)**

Television is used in three ways to market products directly to consumers. The first is through direct-response advertising. Direct-response marketers air television spots, often 60-120 seconds long, that persuasively describe a product and provide customers with a toll-free number for ordering. Recently, some companies have prepared 30-and 60-minute infomercials, which resemble documentaries, carry

testimony from satisfied users of the product or service, and include a toll-free number for ordering or getting further information.

The second television marketing approach is at-home shopping channels, which are entire television channels dedicated to selling goods and services.

A third approach is videotext, in which the consumer's TV set is linked with a seller's computer databanks by cable or telephone lines.

### **Analyzing Consumer Markets and Buyer Behavior (Kotler 1997)**

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Understanding consumer behavior and "knowing customers" is never simple. Customers may state their needs and wants but act otherwise. They may respond to influences that change their mind at the last minute. Nevertheless, marketers must study their target customers' wants, perceptions, preferences, and shopping and buying behavior.

The starting point for understanding buyer behavior is the stimulus-response model shown in Figure A.1 (in Appendix A). Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions.

## **Major Factors Influencing Buying Behavior (Kotler 1997)**

Before developing their marketing plans, marketers need to study consumer markets and consumer behavior. Figure A.2 (in Appendix A) summarizes the factors influencing a consumer's buying behavior. Consumer behavior is influenced by four factors:

### **(1) Culture Factors (Kotler 1997)**

Culture factors exert the broadest and deepest influence on consumer behavior. The roles played by the buyer's culture, subculture, and social class are particularly important.

#### **(a) Culture (Kotler 1997)**

Culture is the most fundamental determinant of a person's wants and behavior. For example: the growing child acquires a set of values, perceptions, preferences, and behavior through his or her family and other key institution.

#### **(b) Subculture (Kotler 1997)**

Each culture consists of smaller subcultures that provide more specific identification and socialization for its members. Subcultures include nationalities, religions, racial groups, and geographical regions. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs.



(c) Social Class (Kotler 1997)

**Social Classes** are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered, and whose members share similar values, interests, and behavior.

Social classes do not reflect income alone but also other indicators such as occupation, education, and area of residence. Social classes show distinct product and brand preferences in many areas, including clothing, home furnishings, leisure activities, and automobiles. The social classes differ in their media preferences. There are also language differences among the social classes. So, the advertiser has to compose and copy a dialogue that rings true to the targeted social class.

(2) Social Factors (Kotler 1997)

In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference groups, family, and roles and status.

(a) Reference Groups (Kotler 1997)

A person's **Reference Groups** consists of all the groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behavior. Groups having a direct influence on a person are called **Membership Groups**. Some membership groups are divided as following:

- (1) Primary groups, such as family, friends, neighbors, and co-worker, with whom the person interacts fairly continuously and informally.

- (2) Secondary groups, such as religious, professional, and trade union groups, which tend to be more formal and require less continuous interaction.

Reference groups expose an individual to new behaviors and lifestyles. They also influence the person's attitudes and self-concept. And they create pressures for conformity that may affect the person's actual product and brand choices. So, marketers try to identify their target customers' reference groups. However, the level of reference-group influence varies among products and brands.

Manufacturers of products and brands where group influence is strong must determine how to reach and influence the opinion leaders in these reference groups. An opinion leader is the person in informal product-related communications who offers advice or information about a specific product. The more cohesive the group, the more effective the group's communication process, and the higher the person esteems the group, the more will the group shape the person's product and brand choices.

(b) Family (Kotler 1997)

The family is the most important consumer-buying organization in society. Family members constitute the most influential primary reference group. We can distinguish between two families in the buyer's life. The family of orientation consists of one's parents and siblings. A more direct influence on everyday buying behavior is one's family of procreation-namely, one's spouse and children.

Marketers are interested in the roles and relative influence of the husband, wife, and children in the purchase of a large variety of products and services.

(c) Roles and Statuses (Kotler 1997)

A person participates in many groups throughout life-family, clubs, organizations. The person's position in each group can be defined in terms of role and status. The role consists of the activities that a person is expected to perform. Each role carries a status. Marketers are aware of the status symbol potential of products and brands.

(3) Personal Factors (Kotler 1997)

A buyer's decisions are also influenced by personal characteristic. These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept.

(a) Age and Stage in the Life Cycle (Kotler 1997)

People buy different goods and services over their lifetime. Consumption is also shaped by the family life cycle. Nine stages of the family life cycle are listed along with the financial situation and typical product interests of each group. Marketers often choose life-cycle groups as their target market.

(b) Occupation (Kotler 1997)

A person's occupation also influences his or her consumption pattern. A blue-collar worker will buy work clothes, work shoes, and lunch boxes. A company president will buy expensive suits, air travel,

1927 ๑.๑

country club membership. So, marketers try to identify the occupational groups that have above-average interest in their products and services. And company can even specialize its products for certain occupational groups, for example; computer software companies will design different computer software for brand managers, engineers, and lawyers.

(c) Economic Circumstances (Kotler 1997)

Product choice is greatly affected by one's economic circumstances. People's economic circumstances consist of their spendable income, saving and assets, debts, borrowing power, and attitude toward spending versus saving. Marketers of income-sensitive goods pay constant attention to trends in personal income, saving, and interest rate.

(d) Lifestyle (Kotler 1997)

\* People coming from the same subculture, social class, and occupation may lead quite different lifestyles.

A person's **Lifestyle** is the person's pattern of living in the world as expressed in the person's activities, interests, and opinions. Lifestyle portrays the "whole person" interacting with his or her environment.

(e) Personality and Self-Concept (Kotler 1997)

Each person has a distinct personality that influences his or her buying behavior.



**Personality** is a person's distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his or her environment.

Personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability (Maloney 1961). Personality can be a useful variable in analyzing consumer behavior, provided that personality types can be classified accurately and that strong correlation exists between certain personality types and product or brand choices.

Related to personality is a person's self-concept (or self-image). So, marketers try to develop brand images that match the target market's self-image.

(4) **Psychological Factors (Pearce II 1989)**

Four major psychological factors-motivation, perception, learning, and beliefs and attitudes influence a person's buying choices.

(a) **Motivation (Robbins 1999)**

A person has many needs at any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, and discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging.

A motive is a need that is sufficiently pressing to drive the person to act. A simple model of the motivational process has just

three elements: needs, goal-directed behavior, and need satisfaction. Psychologists have developed theories of human motivation. Three of the best known- theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg-carry quite different implications for consumer analysis and marketing strategy.

(1) Freud's Theory of Motivation (Robbins 1999)

Freud assumed that the real psychological forces shaping people's behavior are largely unconscious. Thus, a person cannot fully understand his or her own motivations. At a deeper level, consumers may be buying the product because it helps them feel smart and sophisticated. More recent practicing motivational researchers hold that each product is capable of arousing a unique set of motives in consumers, "motivational positioning" (Arnott 1994).

(2) Maslow's Theory of Motivation (Pearce II 1989)

Abraham Maslow sought to explain why people are driven by particular needs at particular times (Manrai 1987). Maslow's answer is that human needs are arranged in a hierarchy, from the most pressing to the least pressing. Maslow argued that five basic needs were almost always experienced in the order shown in Figure A.3 (in Appendix A) (Pearce II 1989).

The five levels of needs in Maslow's hierarchy are as follows:

- (a) Physiological needs: The physiological needs consists of basic and essentially unlearned, primary needs.
- (b) Safety needs: Once the physiological needs are met., safety needs, or security needs, come to the fore. Safety needs reflect a desire to preserve the rewards already achieved and to protect oneself from danger, harm, threat, injury, loss, or deprivation.
- (c) Social needs: Once the satisfaction of their physiological and safety needs is secured, the individual's attention turns to a desire for companionship, love, and belonging.
- (d) Esteem needs: At the fourth level of the hierarchy are an individual's esteem needs, or ego needs. These needs take two different forms. The first one is the need for self-esteem-that is satisfaction with oneself. The second is the need to be held in esteem by others. This need revolves around personal reputation, recognition, peer-group status, and appreciation.
- (e) Self-actualization needs: When all four lower levels of needs are satisfied, individuals often focus on meeting the need for self-fulfillment. Such self-actualization needs are the highest of human needs.

Maslow's theory helps marketers understand how various products fit into the plans, goals, and lives of potential consumers.

(3) Herzberg' Theory of Motivation (Pearce II 1989)

Frederick Herzberg developed a two-factor theory of motivation that distinguishes hygiene factors or dissatisfies (factors that cause dissatisfaction) and motivators or satisfiers (factors that cause satisfaction). The absence of dissatisfies is not enough; rather, satisfiers must be actively present to motivate a purchase.

Herzberg's theory of motivation has two implications.

First, sellers should do their best to avoid dissatisfiers. Second, the manufacturer should identify the major satisfiers or motivators of purchase in the market and then supply them.

(b) Perception (Kotler 1997)

How the motivated person actually acts is influenced by his or her perception of the situation.

\* **Perception** is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.

The key word in the definition of perception is "individual".

People can emerge with different perceptions of the same object because of three processes: selective attention, selective distortion, and selective retention.

(1) Selective Attention (Kotler 1997)

People are exposed to a tremendous amount of daily stimuli. Because a person cannot possibly attend to all of these



stimuli, most stimuli will be screened out-a process called selection attention. The real challenge is to explain which stimuli people will notice. Here are some findings:

- (a) People are more likely to notice stimuli that relate to a current need.
- (b) People are more likely to notice stimuli that they anticipate.
- (c) People are more likely to notice stimuli whose deviations are large in relation to the normal size of the stimuli.

(2) Selective Distortion (Kotler 1997)

Selective distortion is people's tendency to twist information into personal meaning and interpret information in a way that will support rather than challenge their preconception.

(3) Selective Retention (Kotler 1997)

People will forget much that they learn but will tend to retain information that supports their attitudes and beliefs.

Selective retention explains why marketers use drama and repetition in sending messages to their target market.

(c) Learning (Kotler 1997)

**Learning** involves changes in an individual's behavior arising from experience.

Most human behavior is learned. Learning is produced through the interplay of drives, stimuli, cues, response, and reinforcement. A

drive is a strong internal stimulus impelling action. Their drive becomes a motive when it is directed toward a particular drive-reducing stimulus. Cues are minor stimuli that determine when, where, and how the person responds. So, learning theory teaches marketers that they can build up demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement.

(d) Beliefs and Attitudes (Kotler 1997)

A **Belief** is a descriptive thought that a person holds about something.

Of course, manufacturers are very interested in the beliefs that people carry in their heads about their products and services.

Buyers often hold distinct beliefs about brands and products based on their country of origin. Several country -of-origin studies have found the following:

- (1) The impact of country of origin varies with the type of products.
- (2) The more favorable a country's image, the more prominently the "Made in....." label should be displayed in promoting the brand.
- (3) Certain countries enjoy a reputation for certain goods: Japan for automobile and consumer electronics; the United States for high-tech innovation.

An **Attitude** is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea.

People have attitudes toward almost everything: religion, politics, clothes, music, food and so on. Attitudes put them into a frame of mind of liking or disliking an object, moving toward or away from it. A computer company can benefit greatly from researching the attitudes that people hold toward the company, the product, and the brand.

To better understand the concept of attitudes, we should look at an attitude as being made up of three components: cognition, affect, and behavior (William 1975). The cognition component of an attitude is made up of the belief, opinion, knowledge, or information held by a person. The affective component of an attitude is the emotional or feeling part of an attitude. Finally, affect can lead to behavioral outcomes. The behavioral component of an attitude refers to an intention to behave in a certain way toward someone or something.

Attitudes lead people to behave in a fairly consistent way toward similar objects. Attitudes economize on energy and thought. For this reason, attitudes are very difficult to change.

Thus, company would be well advised to fit its product into existing attitudes rather than to try to change people's attitudes.

## **The Buying Process (Kotler 1997)**

To be successful, marketers have to go beyond the various influences on buyers and develop an understanding of how consumers actually make their buying decisions. Specifically, marketers must identify who makes the buying decisions, the types of buying decisions, and the steps in the buying process.

## **Buying Roles (Kotler 1997)**

We can distinguish five roles people might play in a buying decision:

- (1) Initiator: A person who first suggests the idea of buying the product or service.
- (2) Influencer: A person whose view or advice influences the decision.
- (3) Decider: A person who decides on any component of a buying decision.
- (4) Buyer: The person who makes the actual purchase.
- (5) User: A person who consumes or uses the product or service.

## **Buying behavior (Kotler 1997)**

There are four types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands as Table A.2 (in Appendix A).

- (1) Complex buying behavior: they are highly involved in a purchase and aware of significant differences among brands. This is usually the case when the product is expensive, bought infrequently, risky, and highly self-expressive.
- (2) Dissonance-reducing buyer behavior: sometimes the consumer is highly involved in a purchase but sees little difference in the brands. In this case, the buyer will stop around to learn what is available but will buy fairly quickly, perhaps responding primarily to a good price or to purchase convenience.

- (3) Habitual buying behavior: many products are bought under conditions of low consumer involvement and the absence of significant brand differences. There is good evidence that consumers have low involvement with most low-cost, frequently purchased products, not strong brand loyalty.
- (4) Variety-seeking buying behavior: some buying situations are characterized by low consumer involvement but significant brand differences. Brand switching occurs for the sake of variety rather than dissatisfaction.

### **The Stages of the Buying Decision Process (Kotler 1997)**

The model in Figure A.4 (in Appendix A) implies that consumers pass sequentially through all five stages in buying a product.

- (1) Problem Recognition (Kotler 1997)

The buying process starts when buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal and external stimuli. By gathering information from a number of customers, marketers can identify the most frequent stimuli that spark an interest in a product category.

- (2) Information Search (Kotler 1997)

An aroused consumer will be inclined to search for more information. Of key interest to the marketer are the major information sources to which the consumer will turn and the relative influence each will have on the subsequent purchase decision. Consumer information sources fall into four groups:



- (a) Personal sources: Family, friends, neighbors, acquaintances
- (b) Commercial sources: Advertising, salespersons, dealers, packaging, displays
- (c) Public sources: Mass media, consumer-rating organization
- (d) Experiential source: Handling, examining, using the product

The relative amount and influence of these information sources vary with the product category and the buyer's characteristics. Generally speaking, the consumer mostly receives information about a product for commercial source—that is, marketer-dominated sources. But the most effective information comes from personal sources.

Through gathering information, the consumer learns about competing sets of brands and their features. The first box in Figure A.5 (in Appendix A) shows the total set of brands available to the consumers. Consumers will come to know only a subset of these brands (awareness set). Some brands will meet consumer's initial buying criteria (consideration set). Consumers gather more information, only a few will remain as strong contenders (choice set). Consumers make their final choice from this set. The company must also identify the other brands in the consumer's choice set so that it can plan its competitive appeals. In addition, the company should identify the consumer's information sources and evaluate their relative importance. Consumers should be asked how they first heard about the brand, what information came in later, and the relative importance of the different information sources. The answers will help the company prepare effective communications for the target market.

### (3) Evaluation of Alternatives (Kotler 1997)

There are several decision evaluation processes, the most current models of which see the consumer evaluation process as cognitively oriented. That is, they see the consumer as forming product judgements largely on a conscious and rational basis.

Some basic concepts will help us understand consumer evaluation processes: First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy this need. They will pay the most attention to the attributes that deliver the sought benefits.

The consumer develops a set of brand beliefs about where each brand stands on each attributes. The set of benefits about a brand make up the brand image. The consumer's brand image will vary with his or her experiences as filtered by effects of selective perception, selective distortion, and selective retention.

Marketers are trying to influence the consumer's buying decision. But many consumers today are very knowledgeable about attempts by advertisers and salespeople to influence their behavior. Hence, marketers may want to take into account how consumers' own knowledge of persuasion techniques may guide their weight of certain aspects of an advertising campaign or sales presentation.

#### (4) Purchase Decision (Kotler 1997)

In the evaluation stage, the consumer forms preferences among the brands in the choice set. However, two factors can intervene between the purchase intention and the purchase decision (Figure A.6 (in Appendix A)) (Peckham 1975).

The first factor is the attitudes of others. The extent to which another person's attitude reduces one's preferred alternative depends on two things: (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer's motivation to comply with the other person's wishes. The converse is also true: A buyer's preference for a brand will increase if someone he or she likes favors the same brand strongly. The influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all.

The second factor is unanticipated situational factors. These may erupt to change the purchase intention such as lost job, some other purchase might become more urgent. Thus preferences and even purchase intentions are not completely reliable predictors of purchase behavior.

A consumer's decision to modify, postpone, or avoid a purchase decision is heavily influenced by perceived risk (Hollis 1994). The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer self-confidence. Consumers develop routines for reducing risk, such as decision avoidance, information from friends, and preference for national brand and warranties.

Marketers must understand the factors that provoke a feeling of risk in consumers and provide information and support to reduce the perceived risk.

(5) Postpurchase Behavior (Kotler 1997)

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought but continue into the postpurchase period. Marketers must monitor postpurchase satisfaction, postpurchase action, and postpurchase product use and disposal.

(a) Postpurchase Satisfaction (Kotler 1997)

What determines whether the buyer will be highly satisfied, somewhat satisfied or dissatisfied with a purchase? The buyer's satisfaction is a function of the closeness between the buyer's product expectations and the product's perceived performance. If the product's performance falls short of customer expectations, the customer is disappointed; if it meets expectations, the customer is satisfied.

The importance of postpurchase satisfaction suggests that sellers must make product claims that truthfully represent the product's likely performance.

(b) Postpurchase Actions (Kotler 1997)

The consumer's satisfaction or dissatisfaction with the product will influence subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again.

However, marketers should and can take steps to minimize the amount of consumer postpurchase dissatisfaction. Postpurchase communications to buyers have been shown to result in fewer product returns and other cancellations (Lord 1993).

(c) Postpurchase Use and Disposal (Kotler 1997)

Marketers should also monitor how the buyers use and dispose of the product. If consumers store the product in their closet, the product is probably not very satisfying, and word-of-mouth will not be strong.

Thus, the marketers' job is to understand the buyer's behavior at each stage and what influences are operating. Satisfied customers will continue to purchase; dissatisfied customers will stop purchasing the product and are likely to spread the word among their friends. For this reason, companies must work to ensure customer satisfaction at all levels of the buying process.

**The Marketing Process (McCarthy 1996)**

(1) Analyzing Marketing Opportunity (McCarthy 1996)

Marketing research is an indispensable marketing tool, because companies can serve their customers well only by researching their needs and wants, their locations, their buying practices, and so on.

The purpose of market research is to gather significant information about the marketing environment: microenvironment and macroenvironment such as demographic, economic, physical, technological, political, and social/cultural forces that affect its sales and profit. An



important part of gathering environment information includes measuring market potential and forecasting future demand.

Once the marketer has analyzed its market opportunities, it is ready to select target markets.

(2) Developing Marketing Strategies (McCarthy 1996)

Once target market is decided to the home customer, it needs to develop a differentiating and positioning strategy for that target market.

(3) Planning Marketing Programs (McCarthy 1996)

To transform marketing strategy into marketing programs, marketer must make basic decisions on marketing expenditures, marketing mix, and marketing allocations.

Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

There are literally dozens of marketing-mix tools. McCarthy popularized a four-factor classification of these tools called the four Ps: product, price, place, and promotion. Figure A.7 (in Appendix A) shows the company preparing an offer mix of products, services, and prices, and utilizing a promotion mix of sales promotion, advertising, sales forces, public relations, direct mail, and telemarketing to reach the distribution channels and the target customers.

Note that the 4Ps represent the sellers' view of the marketing tools available for influencing buyer. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. Robert

Lauterborn suggested that the sellers' 4Ps correspond to the customers 4Cs.

Table 2.1. Marketing-Mix Strategy.

4Ps	4Cs
Product	Customer needs and wants
Price	Cost to the customer
Place	Convenience
Promotion	Communication

Thus, winning companies will be those who can meet customer needs economically and conveniently and with effective communication.

(4) Managing the Marketing Effort (McCarthy 1996)

The final step in the marketing process is organizing the marketing resources and then implementing and controlling the marketing plan. The company must build a marketing organization that is capable of implementing the marketing plan.

**Assessing Marketing's Critical Roles in Performance (Cravens 2000)**

The **Marketing Concept** holds that the key to achieving organizational goals consists of being more effective than competitors in integration marketing activities toward determining and satisfying the needs and wants of target markets.

The marketing concept rests on four pillars: target market, customer needs, integrated marketing, and profitability. The marketing concept starts with a well-defined market, focused on customer needs, integrating all the activities that will affect

customers, and produce profits by satisfying customers.

**Target Market.** No company can operate in every market and satisfy every need. Companies do best when they define their target market carefully and prepare a tailored marketing program.

**Customer Needs.** Customer-oriented thinking requires the company to define customer needs from the customer's point of view. With the question, why is it supremely important to satisfy the target customer? Because a company's sales of each period come from two groups: new customers and repeat customers.

Customer retention is thus more important than customer attraction. The key to customer retention is customer satisfaction.

**Integrated Marketing.** When all the company's departments work together to serve the customer's interest, the result is integrated marketing. All these marketing functions must be coordinated from the customer's point of view.

**Profitability.** The ultimate purpose of the marketing concept is to help organizations achieve their goals.

#### **Direct Marketing Strategy (Cravens 2000)**

The underlying logic of direct marketing is making direct contact with end-user customers through alternative media (e.g., telephone, mail, advertising media, computer, Internet). Many direct marketing methods are available, each offering certain advantages and limitations.

Socioeconomic trends make the availability of direct marketing purchase attractive to many buyers. Households with two working spouses have major time constraints, so the telephone is useful way to make direct purchases at the convenience of the customer. Buyers can shop at home, save time, and avoid shopping congestion.

The products are displayed and their features described. Prices are discounted below list prices. Rapid response to order processing and shipping enables buyers to obtain their purchases in a few days.

Thus, direct marketing promotion has the primary objective of obtaining a purchase response from individual buyers. While the methods differ in nature and scope, all require the development of strategy. Direct marketing provides the way to reach the customer. In many situations, the direct marketing strategy is guided by the organization's marketing strategy. The market target(s) must be identified, the objectives set, positioning strategy developed, the communications strategy, the program implemented and managed, and the result evaluated against performance expectations.

#### **Promotion, Advertising, and Sales Promotion Strategies (Cravens 2000)**

Promotion strategy combines advertising, personal selling, sales promotions, direct marketing, and publicity into an integrated program for communicating with buyers and others who influence purchasing decisions.

Promotion strategy consists of planning, implementing, and controlling communications from an organization to its customers and other target audiences. The function of promotion in the marketing program is to achieve various communications objectives with each audience. An important marketing responsibility is to plan a coordinated and integrated promotion strategy and to select the specific strategies for the promotion components. It is important to recognize that word-of-mouth communications among buyers and the communications of other organizations may also influence the firm's target audience(s).

### **Communications Objectives (Cravens 2000)**

- (1) **Need recognition:** Need recognition may also be important for existing products and services, particularly when buyer can postpone purchasing or choose not to purchase.
- (2) **Finding Buyers:** Promotion activities can be used to identify buyers. When used in this way, the communication seeks to get the prospective buyer to respond.
- (3) **Brand Building:** Promotion can aid a buyer in search of information. One of the objectives of new product promotional activities is to help buyer learn about the product.
- (4) **Evaluation of Alternatives:** Promotion helps buyers evaluate alternative products or brands. Both comparative advertising and personal selling are effective in demonstrating a brand's strengths over competing brands.
- (5) **Decision to Purchase**
- (6) **Customer Retention:** Communicating with buyers after they purchase a product is an important promotional activity. Advertisements stressing a firm's service capabilities, or toll-free numbers placed on packages to encourage users to seek information or report problems are illustrations of postpurchase communications.

### **Developing and Managing an Advertising Program (Cravens 2000)**

Advertising is one of the most common tools companies use to direct persuasive communications to target buyers and public.



### **Setting the Advertising Objectives (Cravens 2000)**

These objectives must flow from prior decisions on the target market, market positioning, and marketing mix.

Advertising objectives can be classified according to whether their aim is to inform, persuade, or remind as following:

- (1) Informative advertising figures heavily in the pioneering stage of a product category, where the objective is to build primary demand.
- (2) Persuasive advertising becomes important in the competitive stage, where company's objective is to build selective demand for a particular brand. Most advertising falls into this category.
- (3) Reminder advertising is highly important with mature products.

The choice of the advertising objective should be based on a thorough analysis of the current marketing situation.

After determining advertising objective, the company can proceed to establish its advertising budget for each product. The role of advertising is to increase demand of the product. The company wants to spend the amount required to achieve the sales goals.

### **Deciding on the Advertising Budget (Cravens 2000)**

After determining advertising objectives, the company can proceed to establish its advertising budget for each product. Although advertising is treated as a current expense, part of it is really an investment that builds up an intangible value called goodwill (or brand equity). Five specific factors to consider when setting the advertising budget are stage in the product life cycle, market share and consumer base, competition and clutter, advertising frequency, and product substitutability.

## **Choosing the Advertising Message (Cravens 2000)**

Advertising campaigns differ in their creativity. Advertisers go through four steps to develop a creative strategy: message generation, message evaluation and selection, message execution, and message social-responsibilities view.

**Message Generation.** In principle, the product's message-the major benefit that the brand offers-should be decided as part of developing the product concept.

**Message Evaluation and Selection.** The advertiser needs to evaluate the alternative messages. A good ad normally focuses on one core selling proposition. The message must first say something desirable or interesting about the product. The message must also say something exclusive or distinctive that does not apply to every brand in the product category. Finally, the message must be believable or provable.

**Message Execution.** The message's impact depends not only upon what is said but also on how it is said. Some ads aim for rational positioning and others for emotional positioning. Message execution can be decisive for products that are highly similar, such as detergents, cigarettes, coffee, and vodka.

Creative people must also find a style, tone, words, and format for executing the message.

**Style.** Any message can be presented in any of the following different execution styles, or a combination of them:

- (1) **Slice of life:** Shows one or more persons using the product in a normal setting.
- (2) **Lifestyle:** Emphasizes how a product fits in with a lifestyle.

- (3) **Fantasy:** Creates a fantasy around the product or its use. Perfume ads commonly use fantasy to appeal to consumers, such as Chanel No. 5's "Share the Fantasy" campaign.
- (4) **Mood or image:** Evokes a mood or image around the product, such as beauty, love, or serenity.
- (5) **Musical:** Uses background music or shows one or more persons involving the product.
- (6) **Personality symbol:** Creates a character that personifies the product.
- (7) **Technical expertise:** Shows the company's expertise, experience, and pride in marketing the product.
- (8) **Scientific evidence:** Presents survey or scientific evidence that the brand is preferred over or outperforms other brands.
- (9) **Testimonial evidence:** This features a highly credible or expert source endorsing the product.

**Tone.** The communicator must also choose an appropriate tone for the ad.

**Words.** Memorable and attention-getting words must be found.

**Format.** Format elements such as ad size, color, and illustration will make a difference in an ad's impact as well as its cost.

An industry study listed the following characteristics for ads that scored above average in recall and recognition: innovation (new product or new uses), before and after illustration, demonstrations, problem solution, and the inclusion of relevant characters that become emblematic of the brand.

**Social-Responsibility Review.** Advertisers and their agencies must make sure that their “creative” advertising doesn’t overstep social and legal norms. Companies must avoid false or deceptive advertising. They must avoid false demonstrations.

In addition, they are legally obligated to avoid bait-and-switch advertising that attracts buyers under false pretenses. To be socially responsible, advertisers must also be careful not to offend any ethnic groups, racial minorities, or special-interest groups.

**Deciding on the Media.** After choosing the advertising message, the advertiser’s next task is to choose advertising media to carry it. The steps are deciding on desired reach, frequency, and impact.

**Deciding on Reach, Frequency, and Impact (Kotler 1997)**

**Media Selection** involves finding the most cost-effective media to deliver the desired number of exposures to the target audience.

The effect of exposures on audience awareness depends on the exposures’ reach, frequency, and impact:

- (1) **Reach (R):** The number of different persons or households exposed to a particular media schedule at least once during a specified time period.
- (2) **Frequency (F):** The number of times within the specified time period that an average person or household is exposed to the message.
- (3) **Impact (I):** The qualitative value of an exposure through a given medium.

Reach is more important when launching new products, flanker brands, extensions of well-known brands, or infrequently purchased brands, or when going after an undefined target market. Frequency is most important where there are strong competitors, a complex story to tell, high consumer resistance, or a frequent-purchase cycle.

## **Evaluating Advertising Effectiveness (Cravens 2000)**

Good planning and control of advertising depend critically on measures of advertising effectiveness. Most measurement of advertising effectiveness is of an applied nature, dealing with specific ads and campaigns.

Most advertisers try to measure the communication effect of an ad - that is, its potential effect on awareness, knowledge, or preference. They would also like to measure the ad's sales effect but often feel it is too difficult to measure. Yet both can and should be researched.

## **Sales Promotion (Kotler 1997)**

Sales promotion is a key ingredient in marketing campaigns. We define it as follows:

**Sales Promotion** consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade (Blattberg 1990).

Where advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, price off, premium, prizes, patronage rewards, free trial, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and demonstrations); trade promotion (prices off, advertising and display allowances, and free goods); business and sales force promotion (trade shows and conventions, contests for sales reps, and specialty advertising).

The rapid growth of sales-promotion media (coupons, contests, and the like) has created a situation of promotion clutter, similar to advertising clutter. There is a danger that consumers will start turning out, in which case coupons and other forms of



promotion will weaken in their ability to trigger purchase. Manufacturers will have to find ways to rise above the clutter by using more dramatic point-of purchase displays or demonstrations.

### **Major Decisions in Sales Promotion (Kotler 1997)**

In using sales promotion, a company must establish its objectives, select the tools, develop the program, pretest the program, implement and control it, and evaluate the results.

### **Establishing the Sales-promotion Objectives (Kotler 1997)**

Sales-promotion objectives are derived from broader promotion objectives, which are derived from more basic marketing objectives developed for the product. The specific objectives set for sales promotion vary with the target market. For consumers, objectives include encouraging purchase of larger-size units, building trial among nonusers, and attracting switchers away from competitors' brands.

### **Selecting the Sales-promotion Tools (Kotler 1997)**

Many sales-promotion tools are available. The promotion planner should take into account the type of market, sales-promotion objectives, competitive conditions, and each tool's cost effectiveness. Sales promotion seems most effective when used together with advertising, for example, when combined with feature advertising, sales volume increased by 19%.

### **Developing the Sales-promotion Program (Kotler 1997)**

In planning sales-promotion programs, marketers are increasingly blending several media into a total campaign concept.

Marketers have several factors to consider.

- (1) First, they must determine the size of the incentive.

- (2) Second, the marketing manager must establish conditions for participation.
- (3) Third, the marketer has to decide on the duration of promotion.
- (4) Fourth, the marketer must choose a distribution vehicle.
- (5) Fifth, the marketing manager must establish the timing of promotion.
- (6) Finally, the marketer must determine the total sales-promotion budget.

#### **Pretesting the Sales-promotion Program (Kotler 1997)**

Although most sales-promotion programs are designed on the basis of experience, pretests should be conducted to determine if the tools are appropriate, the incentive size optimal, and the presentation method efficient. Consumers can be asked to rate or rank different possible deals, or trial tests can be run in limited geographical areas.

#### **Implementing and Controlling the Sales-promotion Program (Kotler 1997)**

Marketing managers must prepare implementation and control plans for each individual promotion. Implementation planning must cover lead time and sell-in time.

#### **Evaluating the Sales-promotion Results (Kotler 1997)**

Evaluation of the promotion's results is crucial. Manufacturers can use three methods to measure sales-promotion effectiveness: sales data, consumer surveys, and experiments. The promotion evidently attracted new triers and also stimulated more purchasing by existing customers. In general, sales promotions work best when they attract competitors' customers to try a superior product and these customers permanently switch as a result.

#### **Public and Ethical Issues in the Use of Direct Marketing (Kotler 1997)**

Direct marketers and their customers usually enjoy mutually rewarding relationships. Occasionally, however, a darker side emerges. Concerns include excesses that

irritate consumers, instances of unfairness, cases of outright deception and fraud, and invasion-of-privacy issues.

- (1) Irritation: Many people find the increasing number of hard sell and direct-marketing solicitations to be a nuisance.
- (2) Unfairness: Some direct marketers take advantage of impulsive or less sophisticated buyers. TV shopping shows and infomercials may be the worst culprit.
- (3) Deception and fraud: Some direct marketers design mailers and write copy intended to mislead buyers. They may exaggerate product size, performance claims, or the “retail price”.
- (4) Invasion of privacy: Invasion of privacy is perhaps the toughest public-policy issue now confronting the direct-marketing industry. It seems that almost every time, consumers order products by mail or telephone, enter a sweepstakes, apply for a credit card, or take out a magazine subscription, their names, addresses, and purchasing behavior are entered into some company’s already bulging database. Thus, many critics worry that marketers may know too much about consumers’ lives, and that they may use this knowledge to take unfair advantage of consumers.

People in the direct-marketing industry are attempting to address these issues. They know that left untended, such problems will lead to increasingly negative consumer attitudes, lower response rates, and calls for greater state and federal legislation to restrict direct-marketing practices. In the final analysis, most direct marketers want the same thing the consumers want: honest and well-designed marketing offers targeted only at consumers who will appreciate and respond to them.

To be successful, direct marketers must plan their campaigns carefully. They must decide on their objectives, target their markets and prospects precisely, design the offer's elements, test the elements, and establish measures to determine the campaign's success.



### **III. RESEARCH METHODOLOGY**

#### **Research Method**

Research for the influence factors affecting direct marketing through television is descriptive research and data collection for primary data with survey research from field research as follows:

- (1) Research pattern determination
- (2) Population or sample
- (3) Data collection
- (4) Data analysis

#### **Research Pattern Determination**

The pattern is mostly used to qualitative model more than quantitative model. It researches the influential factor for the success of direct marketing through television.

#### **Population or Sample**

The population for this research is males or females living in Bangkok and have their own income because they have the potential for buying.

Because of the large number of population and time limitation for researching to ask all population, the 400 samples are selected from the table of TARO YAMANE with important factor = 0.05 and confident factor = 95%. The sampling applies non-probability sampling random with accidental sampling.

#### **Date Collection**

Source of data comes from 2 sources as following:

- (1) Primary data comes from the questionnaire of 400 sets given to people living in Bangkok.

- (2) Secondary data comes from other sources such as articles, brochures, news, etc.

### **Tool for Data Collection**

The method of data collection is that the sample proceeded the questionnaire by themselves and the researcher collected the questionnaires to analyze.

Primary data in this research is collected by questionnaire with the objective and hypothesis of the research. Two parts of question are as follows:

- (1) General background information of the sample such as gender, age, education, income, etc.
- (2) Purchasing behavior information of the sample for purchasing through television.

Questionnaire of this research includes fixed alternative answer that the sample must select only one correct answer and multiple choice for many correct answers. The questionnaire was reviewed by specialist and improved with the pretest to be the completed tool for collecting data.

### **Data Analysis**

After collecting the 400 questionnaires, the researcher proceeded the analysis as follows:

- (1) Data editing

The researcher checks the completeness and relevancy of the answer in questionnaire to separate out the incomplete questionnaire.

- (2) Coding

The researcher codes the answer for close-ended question open-ended answer was arranged to score for the code.



(3) Evaluating

Codes of the answer were evaluated by computer with SPSS software program (statistic package for social sciences for windows) with percentage distribution and other parameter.

**Statistic Method Used with Data Analysis in This Research**

(1) Descriptive Statistics used for describing the sample's contribute. The result can't be referred to other groups. It includes:

(a) Frequency distribution: count the number of contribution group and put in frequency table for some interpretation.

(b) Percentage: present relationship of more than one parameter with the following formula:

$$\sigma = \sqrt{\frac{\sum (X_i - \bar{X})^2}{N}}$$

SD = Standard Deviation,  $\sigma$

$X_i$  = Sample I

$\bar{X}$  = Average

N = Number of Sample

CV = Coefficient Variation =  $\frac{SD}{N} \times 100\%$

To test the value compared with expectation value

(2) Test Statistics used for deciding the assumption of research. The test used is as follows:

(a) Z test

It is used to test the difference of average value for two groups with following formula:

$$Z = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{N_1} + \frac{S_2^2}{N_2}}}$$

$\bar{X}_1$  = Average of Sample1 Group1

$\bar{X}_2$  = Average of Sample2 Group2

$S_1$  = Standard Deviation of Sample Group1

$S_2$  = Standard Deviation of Sample Group2

$N_1$  = Number of Sample Group1

$N_2$  = Number of Sample Group2

(b) Chi-Square or  $X^2$  test

It is used to test the relationship of two value with following formula:

$$\sigma = \sum_{i=1}^r \sum_{j=1}^c (O_{ij} - E_{ij})^2$$

$O_{ij}$  = Value from roll i column j

$E_{ij}$  = Expectation of roll i column j

$O_i$  = Summary of Value in roll i

$O_j$  = Summary of Value in column j

$R$  = Number of Sample in first contribute

C = Number of Sample in another contribute

E<sub>i</sub> = Expectation in roll i

E<sub>j</sub> = Expectation in column j

E<sub>ij</sub> =  $\frac{O_i \times O_j}{N}$



## **IV. SYSTEM EVALUATION**

### **The Analysis of Data and the Interpretation of Data**

To minimize the scope and to conduct more feasibility, this analysis of data and the interpretation of data are studied and presented in two parts.

#### **Part 1) A descriptive statistics**

This statistics is used to measure central tendency of samples population as well as to let us understand the characteristic of those samples.

#### **Part 2) An inferential statistics**

In order to analyze data getting from questionnaire, this level of statistics will be brought in not only to study but also to correlate interesting subjects.

### **4.1 Part 1) A Descriptive Statistics**

As a descriptive statistics is statistics concerning about the dispersion of the population not to mention the central tendency of population which will show the character of the group of population studied for instance age, average income, sex, occupation, status quo, etc.

This research is conducted by accidental randomized sampling of 400 samples.

This research shows the characteristic of samples in details as follows:

#### **(1) Age of Samples**

A group of samples has the span of age over 20 years old. It can be categorized as well as presented how relates in percentage of “Ever-Bought it?” on each span of age as following:

Table 4.1. Questionnaire Results Classified by Age of Samples.

Span of Age	Count	%	Yes	%	No	%
20-25 years old	66	15.4	25	5.8	41	9.6
26-30 years old	114	26.6	47	11.0	67	15.6
31-35 years old	110	25.6	53	12.4	57	13.3
36-40 years old	69	16.1	35	8.2	35	7.9
41-45 years old	43	10.0	23	5.4	20	4.7
45 years old up	27	6.3	13	3.0	14	3.3
<b>Total</b>	<b>429</b>	<b>100.0</b>	<b>196</b>	<b>45.7</b>	<b>233</b>	<b>54.3</b>

A majority group of samples has the span of age between 26 years to 40 years totaling 68.3 percent. This group, also known as working people who possess and earn income. According to the result, a group of samples aged between 31 years to 35 years makes their decision to buy goods via television media at the highest rate or about 12.4 percent. The first runner-up is a group of samples aged between 26 years to 30 years or 11.0 percent and the third is a group of samples aged between 36 years to 40 years or as 8.2 percent.

However, the table above not only presents that among the highest sample groups of making decision to buy via television media, but there are also the highest percentage of not making decision to buy via television media.

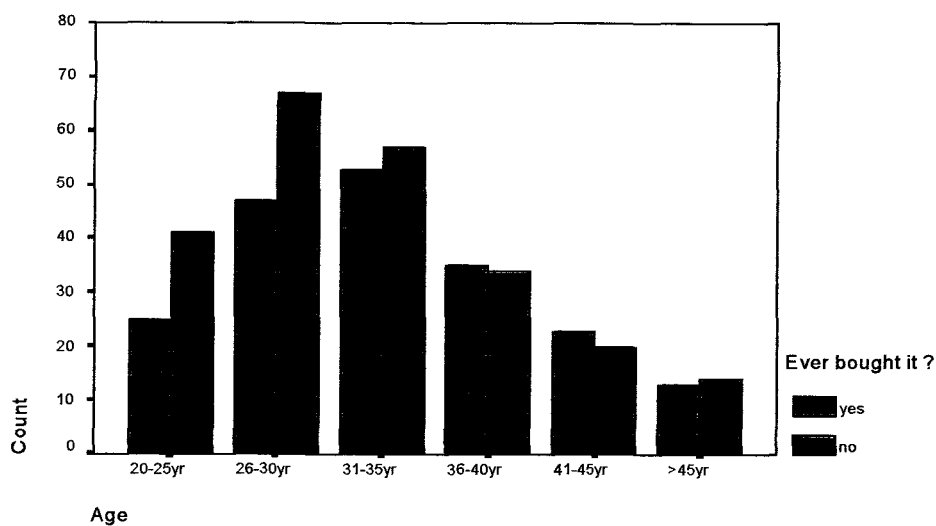


Figure 4.1. Questionnaire Results Classified by Age of Samples.

## (2) Gender of Samples

Table 4.2. Questionnaire Results Classified by Gender of Samples.

Gender	Sample	%	Yes	%	No	%
Male	168	39.2	91	21.2	77	17.9
Female	261	60.8	105	24.5	156	36.4
<b>Total</b>	<b>429</b>	<b>100.0</b>	<b>196</b>	<b>45.7</b>	<b>233</b>	<b>54.3</b>

Samples in this research consist of 168 samples of male or 39.2 percent and 261 samples of female or 60.8 percent. Samples of male 39.2 percent, males tend to have higher percentage of making decision to buy than that of not making decision to buy by 3.3%. On the other hand, females tend to have lesser percentage of making decision to buy compared with percentage of not to buy by 11.9%.



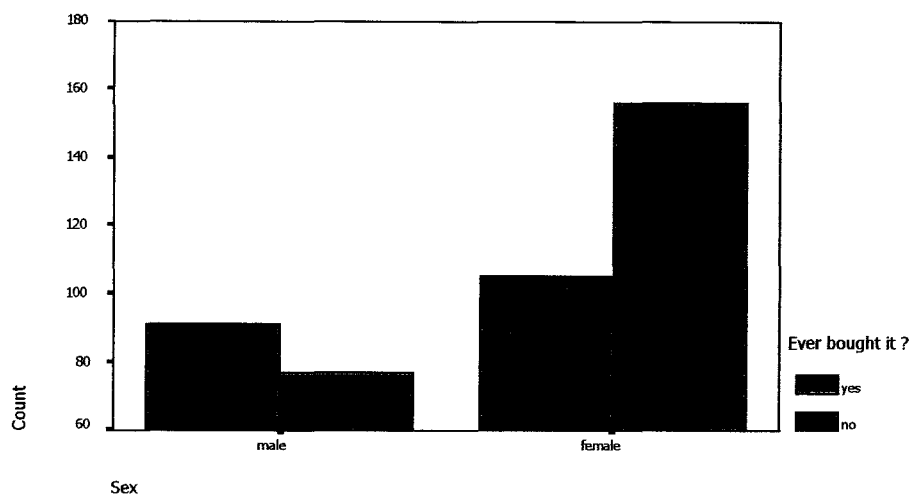


Figure 4.2. Questionnaire Results Classified by Gender of Samples.

### (3) Status Quo of Samples

Table 4.3. Questionnaire Results Classified by Status Quo of Samples.

Status quo	Count	%	Yes	%	No	%
Single	230	53.6	82	19.1	148	34.5
Married	193	45.0	109	25.4	85	19.6
Widow/Divorce	6	1.4	5	1.2	1	0.2
<b>Total</b>	<b>429</b>	<b>100.0</b>	<b>196</b>	<b>45.7</b>	<b>233</b>	<b>54.3</b>

In this study, 230 of 429 samples or 53.6 percent are single. The rest, 193 samples or 45 percent are married and just 1.4 percent or 6 samples are widowed/divorced. According to the result, it shows that the samples with married status tend to make decision to buy via television media at the highest rate or 25.4 percent. Samples with single status are the second group to making decision to buy via television media but they are also the group with the highest rate of not making decision.

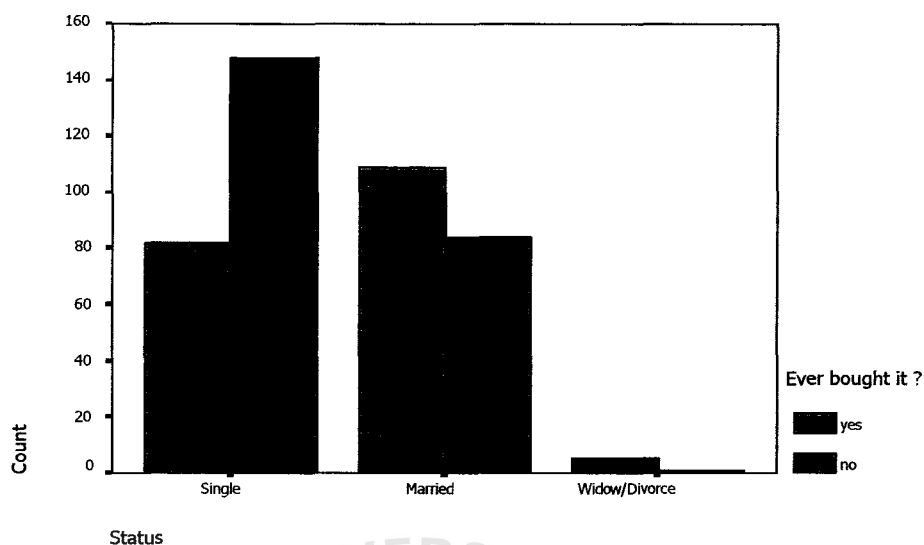


Figure 4.3. Questionnaire Results Classified by Status Quo of Samples.

#### (4) Salary Income of Samples

Table 4.4. Questionnaire Results Classified by Salary Income of Samples.

Span of Age	Count	%	Yes	%	No	%
<10,000	92	21.4	32	7.5	60	14.0
10,001-20,000	197	45.9	90	21.0	107	24.9
20,001-30,000	74	17.2	33	7.7	41	9.6
30,001-40,000	36	8.4	25	5.8	11	2.6
40,001-50,000	13	3.0	8	1.9	5	1.2
>50,000	17	4.0	8	1.9	9	2.1
<b>Total</b>	<b>429</b>	<b>100.0</b>	<b>196</b>	<b>45.7</b>	<b>233</b>	<b>54.3</b>

Most of the samples in this research have salary income between 10,001-30,000 or 63.1 percent, 21.4 percent of samples have salary income less than 10,000 baht per month. This group is rather a big portion in this research. Moreover, the percentage of making decision to buy of this group is significant. However, the result

also shows that a group with the salary income between 10,001-20,000 baht is the highest percentage of making decision to buy via television media.

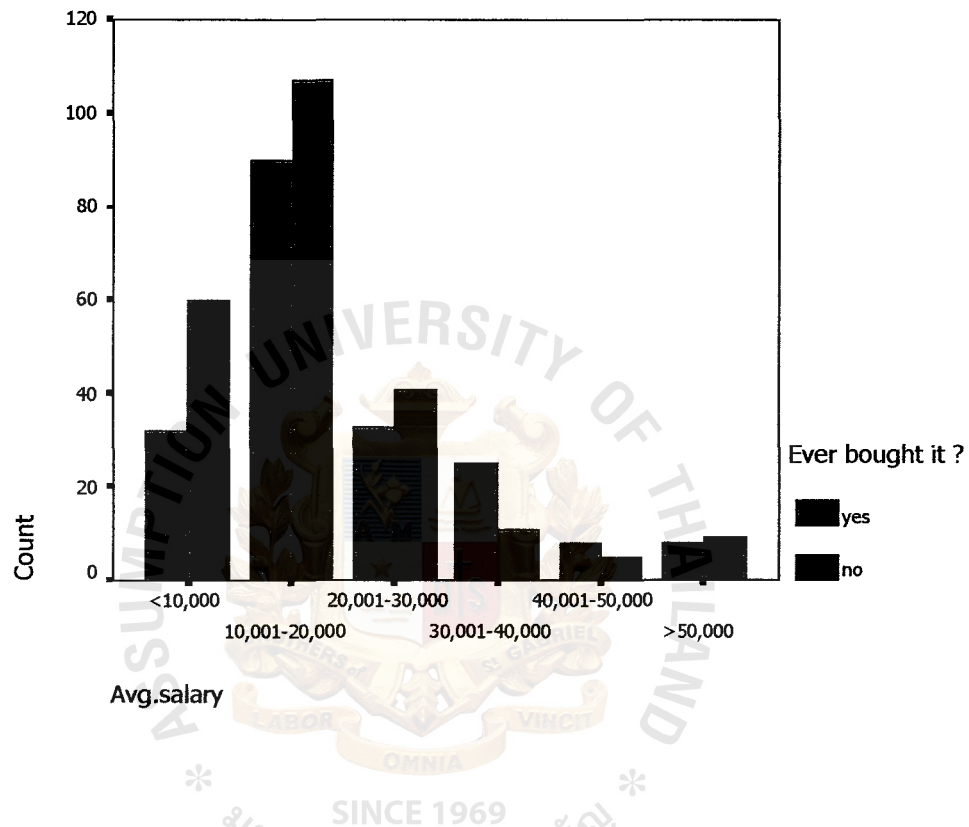


Figure 4.4. Questionnaire Results Classified by Salary Income of Samples.

## (5) Occupation of Samples

Table 4.5. Questionnaire Results Classified by Occupation of Samples.

Occupation	Count	%	Yes	%	No	%
Student/College	16	3.7	5	1.2	11	2.6
Housewife	9	2.1	4	0.9	5	1.2
State Officer	76	17.8	33	7.7	43	10.0
Employee	292	68.2	138	32.2	154	36.0
Own business	28	6.5	12	2.8	16	3.7
Others	7	1.6	4	0.9	3	0.7
<b>Total</b>	<b>428</b>	<b>100.0</b>	<b>196</b>	<b>45.8</b>	<b>232</b>	<b>54.2</b>

Majority groups of study are company's employees of 68.2 percent and state officers of 17.8 percent. The rest are college students, housewives, business owners and merchants. From the result, company's employees group tends to make decision to buy at the highest 32.2 percent. However, the highest rate of not making decision belongs to this group too.

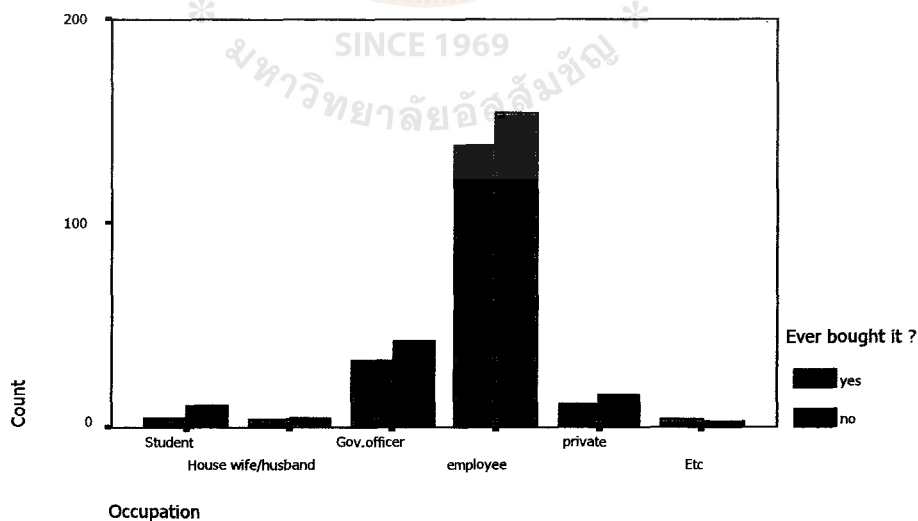


Figure 4.5. Questionnaire Results Classified by Occupation of Samples.

## 4.2 Part 2) Inferential Statistics

It is hard to do a study by questionnaire of all the population to get the result of data analysis as well as to have conclusions on the interesting subjects. In this regard, Inferential statistics will be brought in together with applying the theory of probability as a means of the study. A result of this study then, will be used to infer the conclusion of all the population.

In this research, 429 samples are selected randomly and those samples will be used as representative of all the population that are expected as target group of direct-marketing business via television media by having following mathematical research hypothesis:

- (1) Direct-response advertising via television media has an influence on the consumer buying decision:

*H<sub>0</sub>: Direct-response advertising via television media has no influences to the consumer buying decision*

*H<sub>1</sub>: Direct-response advertising via television media has an influence to the consumer buying decision*

Test Statistics: Chi-square by Cross Tab

Table 4.6. Cross Tab Table: Buying and Watching Commercial Advertisement.

Seeing Commercial Ads through Television	Making Decision to buy				Total	%
	Ever	%	Never	%		
1 times/week	28	6.5	44	10.3	72	16.8
2 times/week	33	7.7	37	8.6	70	16.3
3 times/week	19	4.4	15	3.5	34	7.9
> 3 times/week	116	27.0	129	30.1	245	57.1
Never	-	-	8	1.9	8	1.9
<b>Total</b>	<b>196</b>	<b>45.7</b>	<b>211</b>	<b>54.3</b>	<b>429</b>	<b>100.0</b>

From Table 4.6, 57.1% of samples have seen direct-response advertising through television media more than 3 times a week and at least 98.1 percent of samples have experienced seeing direct-response advertising via television media.

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-square	9.826	4	.043

However, from a result of Chi-square as testing statistics, it shows that direct-response advertising via television media has no influences significantly on the consumer's buying decision at the confidence level of 0.05

- (2) Buying decision from direct-response advertising through television media of female is more than that of male:

*H<sub>0</sub>: Buying decision direct-response advertising via television media of female is not different from that of male*

*H<sub>1</sub>: Buying decision direct-response advertising via television media of male is more than that of female*



### Test Statistics: T-test as Independent

Table 4.7. Comparison of the Result of Difference of Buying Decisions Direct-Response Advertising via Television Media between Male and Female.

Gender	Average	Standard Deviation	t	Significant
Male	1.46	0.50	-2.838	0.005
Female	1.60	0.49		

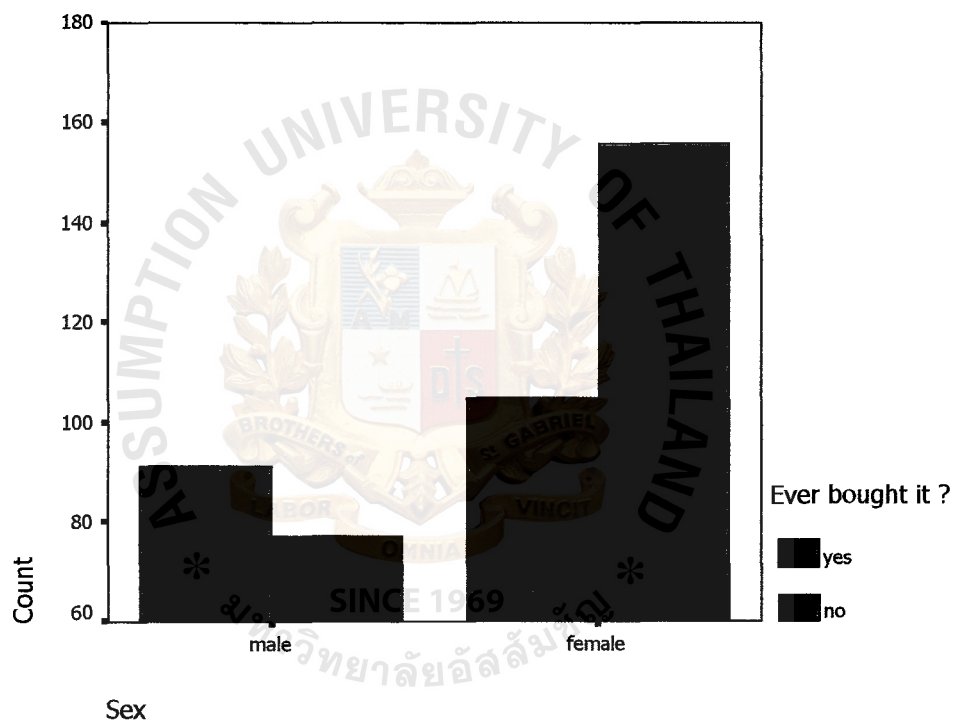


Figure 4.6. Comparison of the Result of Difference of Buying Decisions Direct-Response Advertising via Television Media between Male and Female.

From the result of the study, it shows that buying decision direct-response advertising via television media of female is significantly different from that of male at the confidence interval of 0.05. In addition to the

graph above, it shows samples of male are likely to have higher rate of making decision than that of female.

This result contrasts to what is normally perceived.

- (3) Buying decision direct-response advertising via television media has relationship with salary income:

*H<sub>0</sub>: Buying decision direct-response advertising via television media has no relationship with salary income*

*H<sub>1</sub>: Buying decision direct-response advertising via television media has relationship with salary income*

Test Statistics: Chi-square by Cross Tab

Table 4.8. Distribution of Salary Income with Buying Decision Direct-Response Advertising via Television Media.

Salary Income	Buying Decision				Total	%
	Ever	%	Never	%		
<10,000	32	7.5	60	14.0	92	21.4
10,001-20,000	90	21.0	107	24.9	197	45.9
20,001-30,000	33	7.7	41	9.6	74	17.2
30,001-40,000	25	5.8	11	2.6	36	8.4
40,001-50,000	8	1.9	5	1.2	13	3.0
>50,000	8	1.9	9	2.1	17	4.0
Total	196	45.7	233	54.3	429	100.0

Chi-square Test Result:

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-square	13.962	5	.016

From test statistics, Chi-square, it is found that buying decision direct-response advertising via television media has relationship with salary income of the sample group at the confidence level of 0.05. It is 45.9

percent of samples make decision to buy have salary income between 10,001 – 20,000 baht/month. And 92.9 percent of samples that decide to buy have salary income less than 40,000 baht/month.

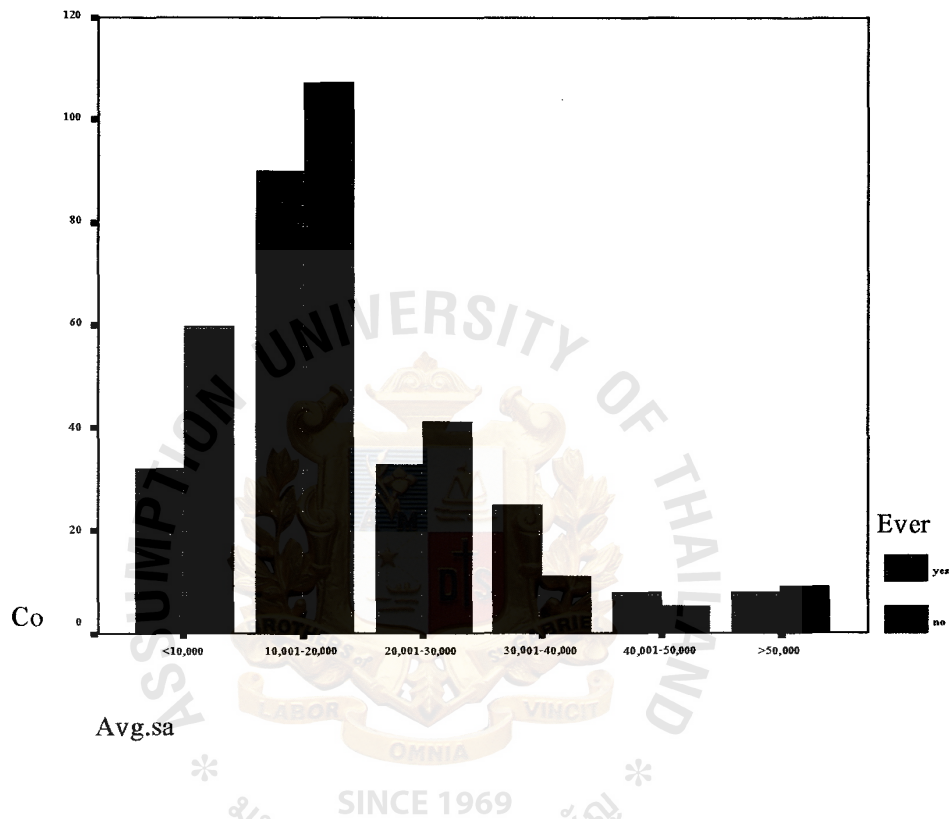


Figure 4.7. Distribution of Salary Income with Buying Decision Direct-Response Advertising via Television Media.

(4) Buying decision direct-response advertising via television media has relationship with educational level:

$H_0$ : Buying decision direct-response advertising via television media has no relationship with educational level

$H_1$ : Buying decision direct-response advertising via television media has relationship with educational level

Test Statistics: Chi-square by Cross Tab

One-way Anova

Table 4.9. Education Level and Buying Decision Direct-Response Advertising via Television Media.

Education Level	Buying Decision				Total	%
	Ever	%	Never	%		
<Matthayom	6	1.4	4	0.9	10	2.3
M a t t h y o m - Vocational	25	5.9	21	4.9	46	10.8
High Vocational	29	6.8	28	6.6	57	13.4
>Bachelor Degree	133	31.2	180	42.3	313	73.5
Total	193	45.3	233	54.7	429	100.0

#### Chi-square Test Result:

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-square	4.103	3	.251

It is found that buying decision direct-response advertising via television media has no relationship with educational level of population at the confidence level of 0.05. In addition, the test result from test statistics, One-way Anova also shows that there is no significant difference internally of buying decision direct-response advertising via television media and educational level of population.

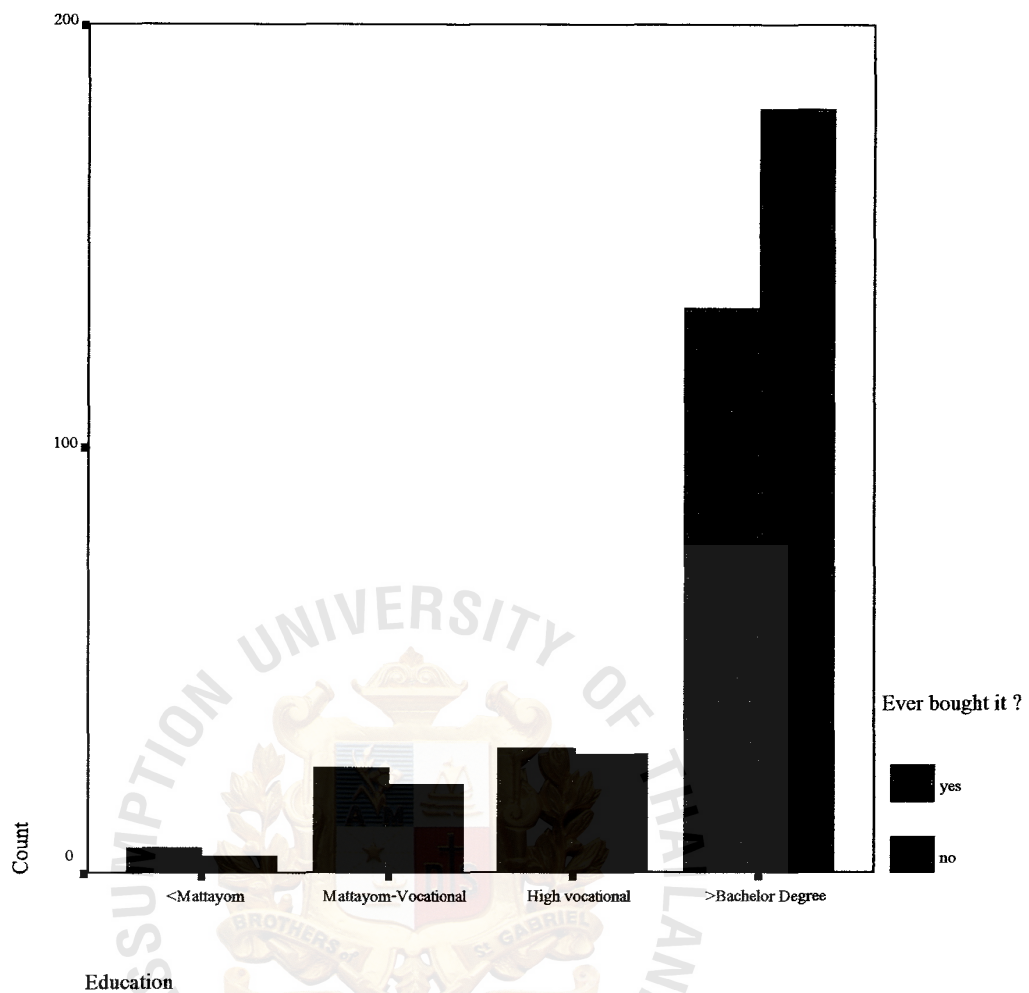


Figure 4.8. Education Level and Buying Decision Direct-Response Advertising via Television Media.

- (5) Seller's reliability has an influence to consumer's buying decision direct-response advertising via television media:

*H<sub>0</sub>: Seller's reliability has no influence to consumer's buying decision direct-response advertising via television media*

*H<sub>1</sub>: Seller's reliability has influence to consumer's buying decision direct-response advertising via television media*

Test statistics: Chi-square by Cross Tab

Table 4.10. Seller's Reliability and Consumer's Buying Decision.

Credit of Seller	Buying Decision				Total	%
	Ever	%	Never	%		
No Influence to decide	183	42.8			183	42.8
Has Influence to decide	12	2.8			12	2.8
Not buying ***			233	54.4	233	54.4
Total	195	45.6	233	54.4	428	100.0

**Remark:**

\*\*\* Some of the samples have not ever bought the goods so there is no information totally of 233 samples.

**Chi-square Test Result:**

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	428	2	.000

From the result, seller's reliability has significant influence to consumer's buying decision direct-response advertising via television media at the confidence level of 0.05.



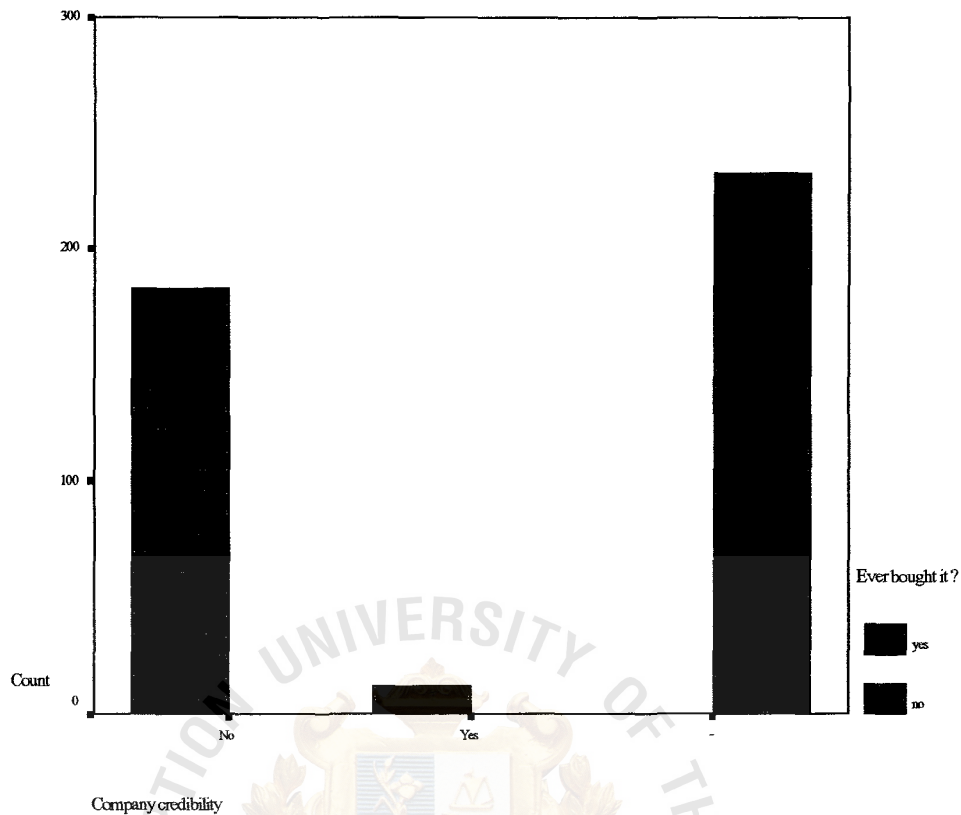


Figure 4.9. Seller's Reliability and Consumer's Buying Decision.

(6) Price level of the goods has influence to consumer's buying decision:

$H_0$ : Price level of the goods has no influence to consumer's buying decision

$H_1$ : Price level of the goods has influence to consumer's buying decision

Test statistics: Chi-square by Cross Tab

Table 4.11. Price Level of the Goods and Consumer's Buying Decision.

Price Level	Buying Decision				Total	%
	Yes	%	No	%		
No Influence	122	28.5			122	28.5
Has Influence	73	17.1			73	17.1
Not bought ***			233	54.4	233	54.4
Total	195	45.6	233	54.4	428	100.0

**Remark:**

\*\*\* Some of the samples have not ever bought the goods so there is no information totally of 233 samples.

Chi-square Test Result:

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	428	2	.000

As a result, it is found that price level of the goods has influence to consumer's buying decision significantly at confidence level of 0.05.

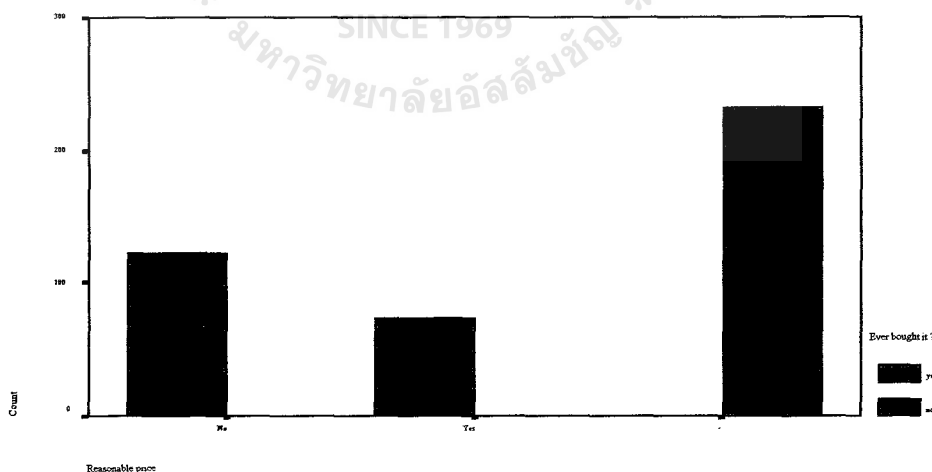


Figure 4.10. Price Level of the Goods and Consumer's Buying Decision.

- (7) Demonstration in direct-response advertising via television media has influence to consumer's buying decision:

*H<sub>0</sub>: Demonstration on direct-response advertising via television media has no influence to consumer's buying decision*

*H<sub>1</sub>: Demonstration on direct-response advertising via television media has influence to consumer's buying decision*

Test Statistics: Chi-square by Cross Tab

Table 4.12. Demonstration on How to Use the Goods and Consumer's Buying Decision.

	Consumer's Buying Decision	Demonstration factor					-	Total
		Least	Less	Fair	Much	Very much		
Yes	Count	2	10	86	73			189**
	Percent	0.9%	4.7%	40.4%	34.3%			88.7%
No	Count					24	24	24
	Percent					11.3%	11.3%	11.3%
Total	Count	2	10	86	73	24	24	213
	Percent	0.9%	4.7%	40.4%	34.3%	11.3%	11.3%	100.0%

**Remark:**

\* Due to some samples have never bought the goods so there is no information required. However, 209 of 233 samples have given information excessively and wrongly. In this regard, there are only 24 samples left for this study.

\*\* Survey samples are totally 196. However, there are 7 samples who filled questionnaire incompletely, so 189 samples are used in this study.

Chi-square test Result:

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	213	5	.000

From the result, it shows that demonstration on how to use the goods has a significant influence on consumer's buying decision especially at the level of "Fair to Much " as following graph.

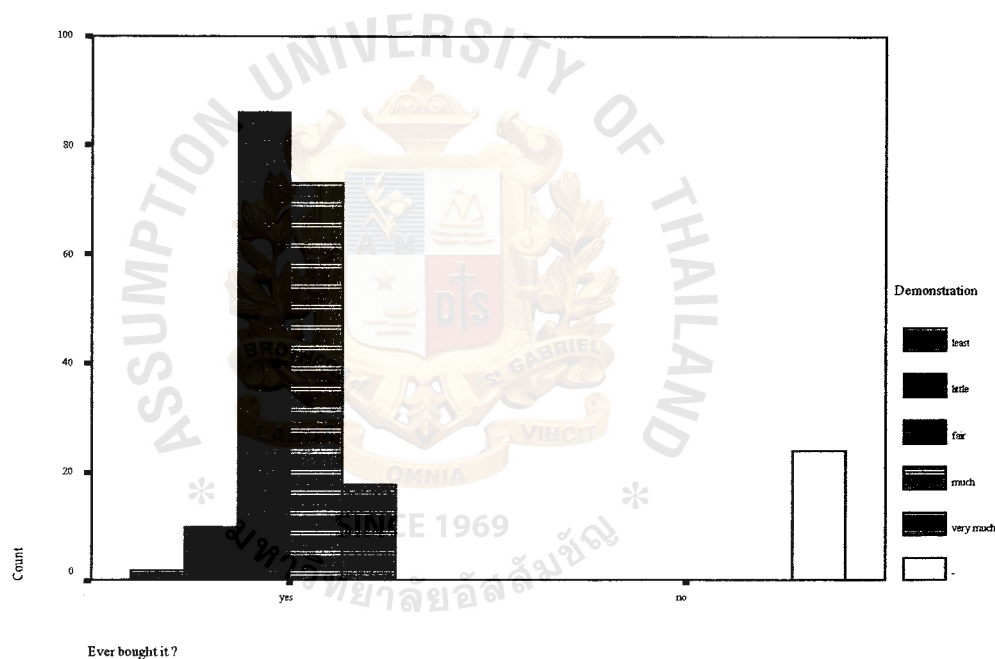


Figure 4.11. Demonstration on How to Use the Goods and Consumer's Buying Decision.

(8) Foreigner as Demonstrator has influence to consumer's buying decision:

*H<sub>0</sub>: Foreigner as Demonstrator has no influence to consumer's buying decision*

*H<sub>1</sub>: Foreigner as Demonstrator has influence to consumer's buying decision*

Test statistics: Chi-square by Cross Tab

Table 4.13. Foreigner as Demonstrator and Consumer's Buying Decision.

	Consumer's Buying Decision	Demonstrator as foreigner has influence					-	Total
		Least	Less	Fair	Much	Very much		
Yes	Count	13	21	88	55	12		189**
	Percent	6.1%	9.9%	41.3%	25.8%	5.6%		88.7%
No	Count						24	24
	Percent						11.3%	11.3%
Total	Count	13	21	88	55	12	24	213
	Percent	6.1%	9.9%	41.3%	25.8%	5.6%	11.3%	100.0%

**Remark:**

\* Due to some samples have never bought the goods so there is no information required. However, 209 of 233 samples have given information excessively and wrongly. In this regard, there are only 24 samples left for this study.

\*\* Survey samples are totally 196. However, there are 7 samples who filled the questionnaire incompletely so 189 samples are used in this study.

**Chi-square Test Result:**

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	213	5	.000

As a result of the study, it is found that foreigner as demonstrator has influences significantly to consumer's buying decision especially at the level of "Fair to Much " as following graph.

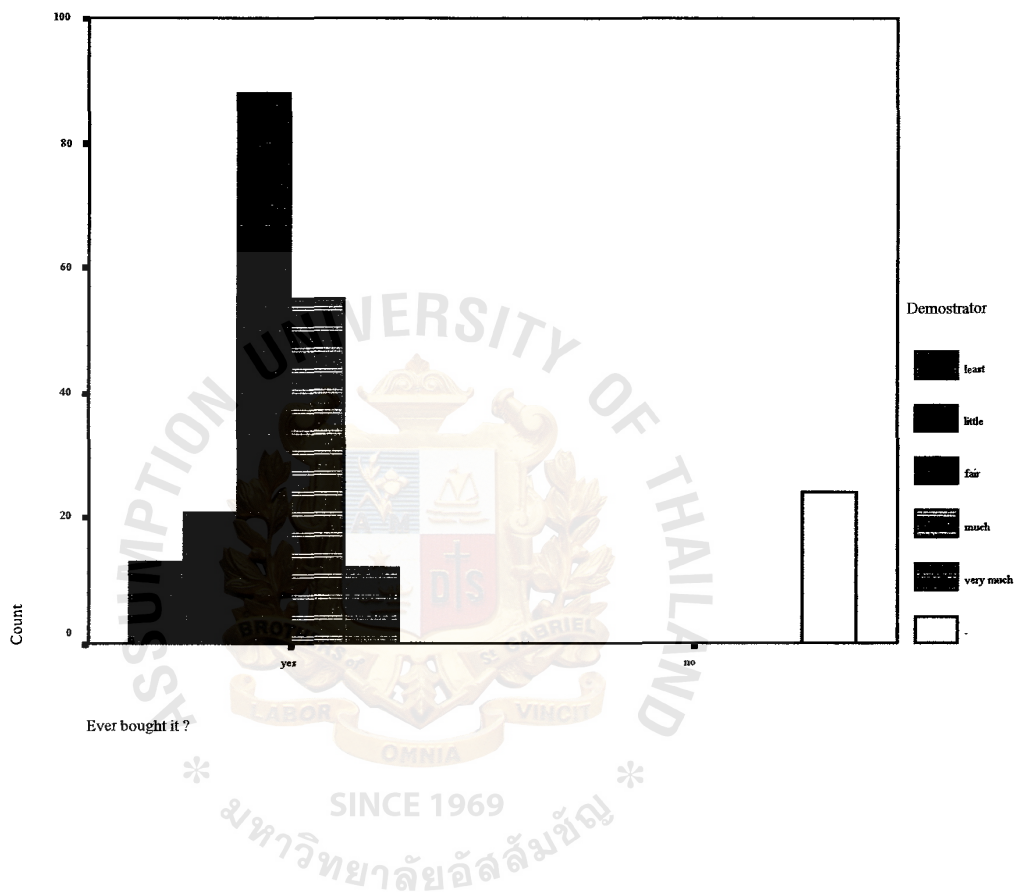


Figure 4.12. Foreigner as Demonstrator and Consumer's Buying Decision.

(9) Product Differentiation has influence on consumer's buying decision:

*H<sub>0</sub>: Product Differentiation has no influence to consumer's buying decision*

*H<sub>1</sub>: Product Differentiation has influence to consumer's buying decision*

Test statistics: Chi-square



Table 4.14. Product Differentiation and Consumer's Buying Decision.

	Consumer's Buying Decision	Product Differentiation has influence					Total
		Least	Less	Fair	Much	Very much	
Yes	Count	4	13	65	77	33	192**
	Percent	1.9%	6.0%	30.1%	35.6%	15.3%	88.9%
No	Count						24
	Percent						11.1%
Total	Count	4	13	65	55	33	213
	Percent	1.9%	6.0%	30.1%	35.6%	15.3%	100.0%

**Remark:**

\* Due to some samples have never bought the goods so there is no information required. However, 209 of 233 samples have given information excessively and wrongly. In this regard, there are only 24 samples left for this study.

\*\* Survey samples are totally 196. However, there are 4 samples who filled the questionnaire incompletely so 192 samples are used in this study.

Chi-square test Result:

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	216	5	.000

From study result, it is found that product differentiation has influence on consumer's buying decision significantly at confidence level of 0.05 as presented by a following graph.



Figure 4.13. Product Differentiation and Consumer's Buying Decision.

- (10) Marketing promotion along direct-response advertising via television media has influence on consumer's buying decision:

$H_0$ : Marketing promotion along direct-response advertising via television media has no influence to consumer's buying decision

$H_1$ : Marketing promotion along direct-response advertising via television media has influence to consumer's buying decision

Test statistics: Chi-square

Table 4.15. Marketing Promotion along with Direct-Response Advertising via Television Media and Consumer's Buying Decision.

	Consumer's Buying Decision	Marketing Promotion has influence					Total
		Least	Less	Fair	Much	Very much	
Yes	Count	6	9	66	75	36	192**
	Percent	2.8%	4.2%	30.6%	34.7%	16.7%	88.9%
No	Count						24
	Percent						11.1%
Total	Count	6	9	66	75	36	213
	Percent	2.8%	4.2%	30.6%	34.7%	16.7%	100.0%

**Remark:**

\* Due to some samples have never bought the goods so there is no information required. However, 209 of 233 samples have given information excessively and wrongly. In this regard, there are only 24 samples left for this study

\*\* Survey samples are totally 196. However, there are 4 samples who filled the questionnaire incompletely so 192 samples are used in this study

**Chi-square Test Result:**

	$\chi^2$	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	216	5	.000

From study result, it shows that marketing promotion along with direct-response advertising via television media has influence significantly on consumer's buying decision at confidence level of 0.05 or it can be presented as a graph as follows:

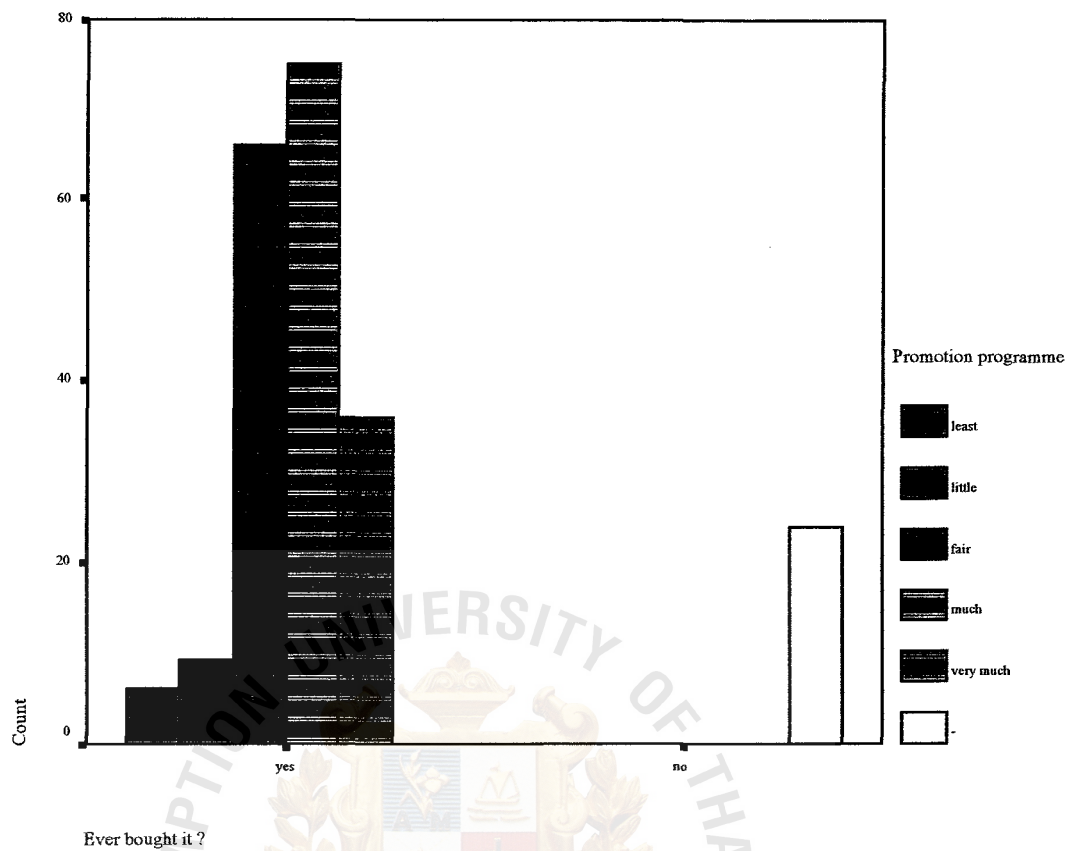


Figure 4.14. Marketing Promotion along with Direct-Response Advertising via Television Media and Consumer's Buying Decision.

(11) Consumer's high satisfaction after buying goods via television media:

$H_0$ : Consumer has a low level of satisfaction after buying goods via television media

$H_1$ : Consumer has a high level of satisfaction after buying goods via television media

Test statistics: Percentage and Frequency

Table 4.16. Satisfaction Level after Buying the Goods via Television Media.

	Consumer's Buying Decision	Satisfaction Level					-	Total
		Least	Less	Fair	Much	Very much		
Yes	Count	8	17	125	42	1		193**
	Percent	2.2%	4.6%	33.6%	11.3%	0.3%		51.9%
No	Count						179	179
	Percent						48.1%	48.1%
Total	Count	8	17	125	42	1	179	372
	Percent	2.2%	4.6%	33.6%	11.3%	0.3%	48.1%	100.0%

**Remark:**

\* Due to some samples have never bought the goods so there is no information required. However, 54 of 233 samples have given information excessively and wrongly. In this regard, it has been left out so there are only 179 samples left for this study.

\*\* Survey samples are totally 196. However, there are 3 samples who filled the questionnaire incompletely so 193 samples are used in this study.

From the result, it shows that consumer has a satisfaction after buying goods via television media at “fair to much” level of satisfaction.

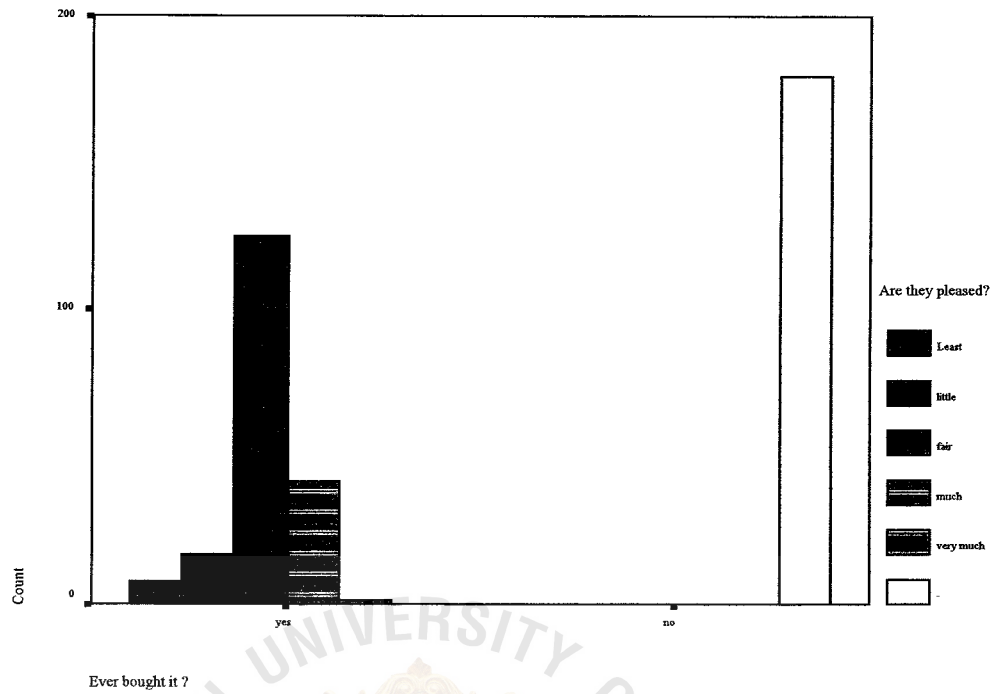


Figure 4.15. Satisfaction Level after Buying the Goods via Television Media.



## **V. CONCLUSIONS AND RECOMENDATIONS**

### **5.1 Conclusions**

#### **Critical Success Factors Influencing Consumer's Buying Decision**

From the result of the study, the critical success factors of direct-response advertising via television media consist of many factors as follows:

##### **(1) Gender**

It is found that male tends to make decision to buy goods from direct-response via television easier than female does. This result is a big contrary to much perception that female is more likely to make buying decision than male does.

The reason behind this result may come from the fact that male prefers comfort from television media rather than going out to buy the product. Moreover, male accepts taking higher risk than female does. For female, she may want to try on goods before making any decision. That's why female makes decision more difficult than male does.

##### **(2) Salary Income**

Income is a fundamental and essential factor of living. The more people earn, the more they pay. However, the study result shows that people having income on range of 10,000-20,000 baht/month make buying decision of 45.9 percent and the second group of people or 17.2 percent have the income on range of 20,001-30,000 baht/month.

(3) Seller's Reliability

In the present, consumers realize their right so they consider seller's reliability concerning a well-known company before making decision. This trend is good for quality of living. As far as this is concerned, seller or entrepreneur must create and maintain its trustworthiness at the best that lead to increasingly positive consumers' attitudes.

(4) Price Level

From the result of this research, there are 37.49 percent of buyers who take price level as first priority of making buying decision. It shows that consumers are more price-oriented.

(5) Demonstration

There is the differentiation between direct-response via television media and other direct-response media at which consumer is able to touch and try the goods. Thus, to achieve on direct-response via television media, demonstration becomes one of the critical success factors influencing to consumer buying decision from "fair-to-much" level. Consumers may need the demonstration to see how it can be used so as to ensure its response to their needs.

(6) Foreigner as Demonstrator

This variable is one of the critical success factors influencing to consumer's buying decision from "fair-to-much" level. Thai people always like to have a welcome and hospitality from a foreigner and like to believe in what foreigner says than Thai does.

## (7) Product Differentiation

Due to the product differentiation concept, the product can't be presented in the shopping store such as department store or other places besides television media. As a result, consumers have to buy the product directly via television media channel only. This issue becomes one of the critical success factors.

## (8) Marketing Promotion

From the model of consumer behavior that has been researched and concluded many times, this research is one the evidence confirming that marketing promotion is one of the most critical success factors influencing consumer's buying decision.

### **The Attitude of Non-Buyer via Television Media**

From the survey on the attitude of non-buyer concerning the critical success factors influencing consumer's buying decision, results are as follows:

**Price Motivation.** The consumers take it as the most important factor before making any buying decision. In this research, they feel that product presenting on television media have rather high price or over pricing. To be able to have more successful direct-response via television media, price of product should be of appropriate level along with the quality of product or lower price compared to price competition situation. In fact, some products can be found and sold in the superstore/department store and even having a lower price than that of the price in advertising on television. Besides, consumers can touch and try on the product as well.

**New Design and Innovation Factor.** Consumer takes it as the most important factor because consumer always wants to have new innovation product to respond to

their needs, However, consumer still wants to touch and try on the product if it's possible

**Comfort to Buy Factor.** Consumers mostly are aware of current traffic situation. If it is possible to buy via television media, it is interesting. They could save their time to go out for shopping and just wait at home for its delivery. However, most of non-buyers feel that they should be able to touch and try on the product before buying to ensure that it works as seen on TV. In addition, at some shopping malls, consumers could make a negotiation on price but not on TV. Besides, the dispatch fee will be charged to consumer as well.

**Demonstration Factor.** Consumers consider this factor as one of the most important factors before buying decision because the customers can know the using method and benefit of the product only from advertising on TV. However, non-buyers feel an exaggerated commercial advertising and are unbelievable in product quality. In addition, there is no record of assurance by government agency.

**Marketing Promotion Factor.** Consumers take this issue into consideration because setting price of product on television media is rather high even if there is a promotion discount. The obvious strategy of direct-marketing promotion often seen is a discount with giving more premiums. Sometimes, consumers like it, sometimes it is over their need. The result is not making decision to buy.

**Demonstrator Factor.** Even consumers don't consider it as the first factor but it is one of the factors needed to be aware of. Demonstrator now is not well -known, so its impact to convince consumer is not so strong. It should be improved to make it more interesting.

**Seller's Reliability Factor.** Because consumers have to pay for goods in advance and wait for its delivery, so seller's reliability needs to be verified and well acknowledged. Otherwise, consumers might feel that it is a deceptive program.

**On-Air Frequency Factor.** The more consumers see, the more chances to buy are. Air- time of direct-sale program is often after midnight. It is difficult for consumers to see and even if they have seen, they would have not made decision to buy at that time because they are so sleepy.

**Time Delivery Factor.** It is quite difficult for anyone that once pays for cost of goods but doesn't get it at right time. This factor should be as short as possible and should be on time of delivery as well.

## **6.2 Recommendations & Further Research**

From the research, many influencing factors still remain unclear and they aren't included in this research as follows:

### **(1) Advertising Time of Presentation**

The research didn't emphasize on advertising time of presentation. Most of the samples have sometimes seen the advertising via television at the nighttime because the entrepreneurs intended to present at the cheapest advertising cost via television. In fact, most of the consumers didn't pay attention on television at the nighttime so we can't say that our customers can see our advertising and decide to not buy our products.

### **(2) Product Warranty Period & Satisfaction Warranty**

The direct-marketing via television media often announces for the best warranty such as product warranty period within 30 days, satisfaction

warranty that the customers can return the product if they will be not satisfied.

It may be one of the influencing factors to buy from customer even though they will lose the profit from product returned. However, most of the Thai people are considered to be kind and considerate like eastern culture. They will not return the product for unreasonable reasons. Nevertheless, the future research can focus on product warranty period and satisfaction warranty to analyze these factors toward whether the consumers decide to buy.

#### **Suggestion for Further Research**

The study can expand to a broader scope. The research can be conducted in different media instead of only television media. The more sample size, the more solid based illustration is. Future study can go deeper to focus on one of the specific issues such as specific product for health care products. Deeper discussion will help us to have better understanding of that specific issue.





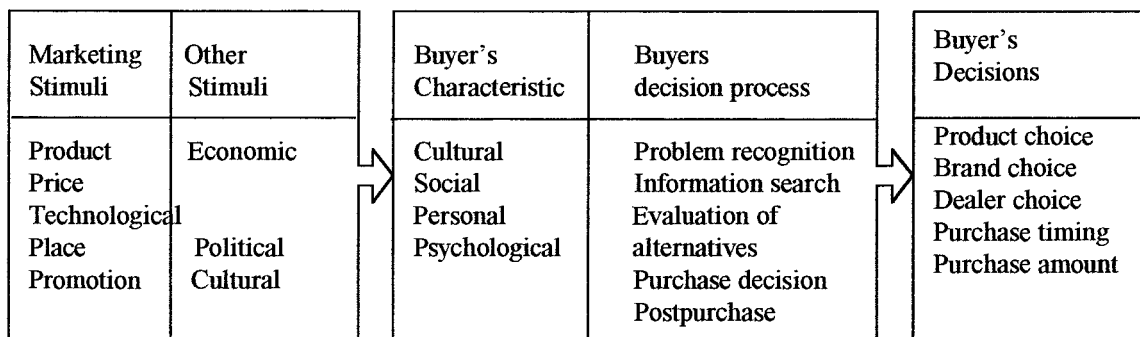


Figure A.1. Model of Buyer Behavior.

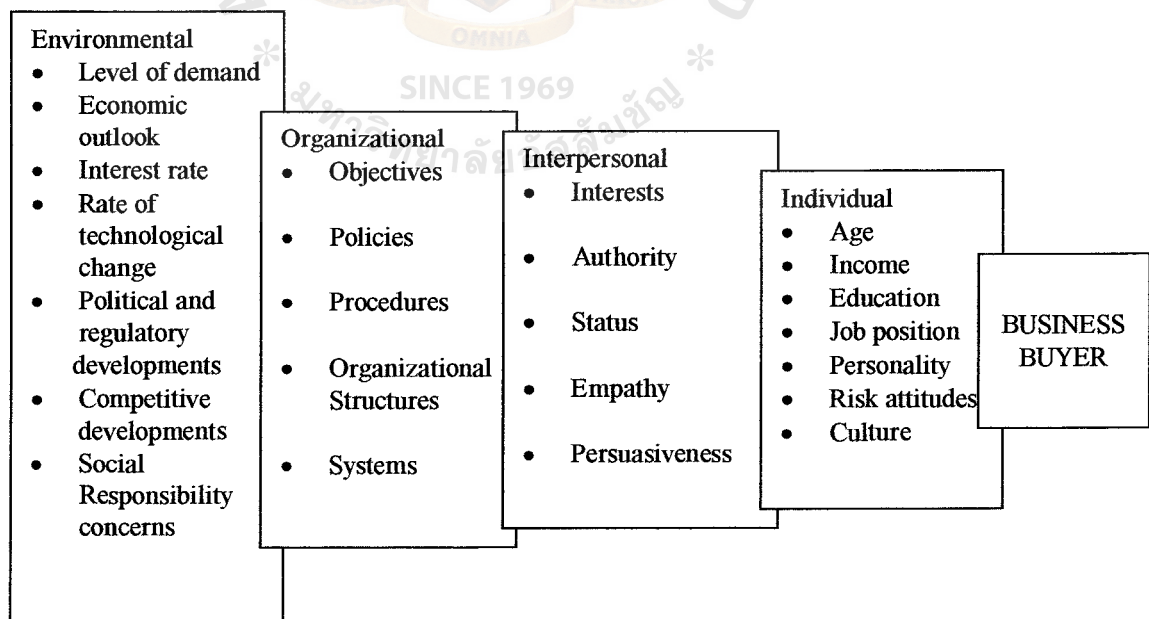


Figure A.2. Factors Influencing Behavior.

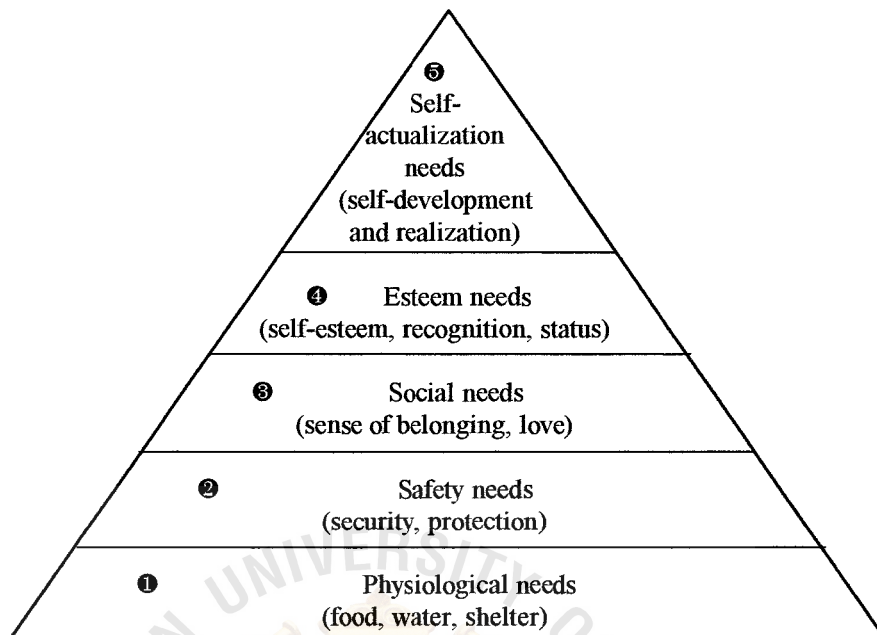


Figure A.3. Maslow's Hierarchy of Needs.

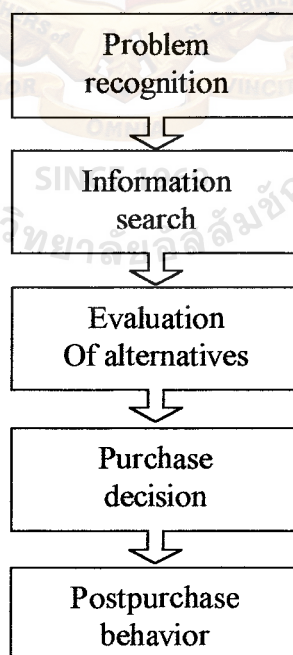


Figure A.4. Five-Stage Models of the Consumer Buying Process.

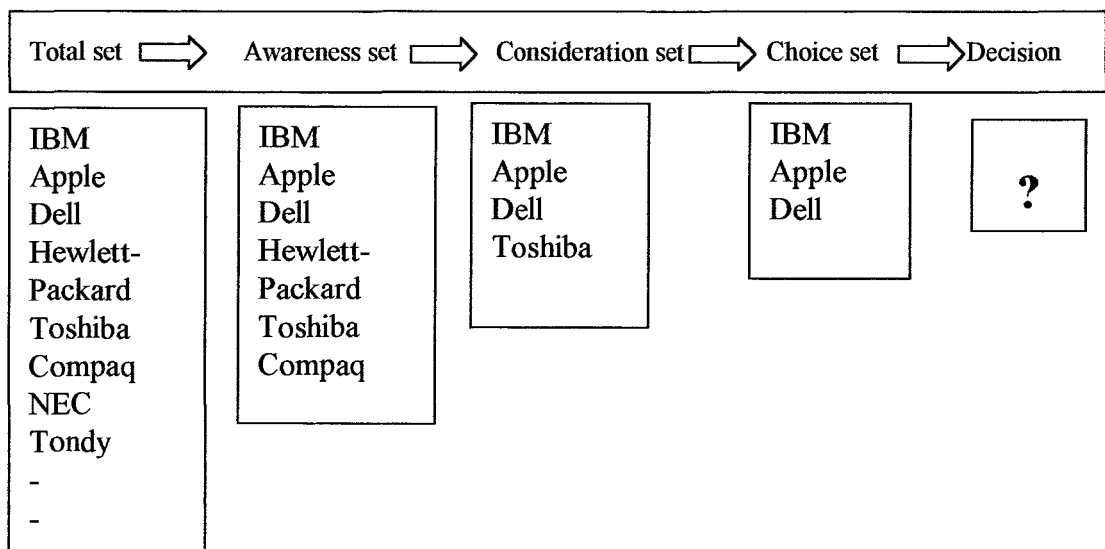


Figure A.5. Successive Sets Involved in Consumer Decision-Making.

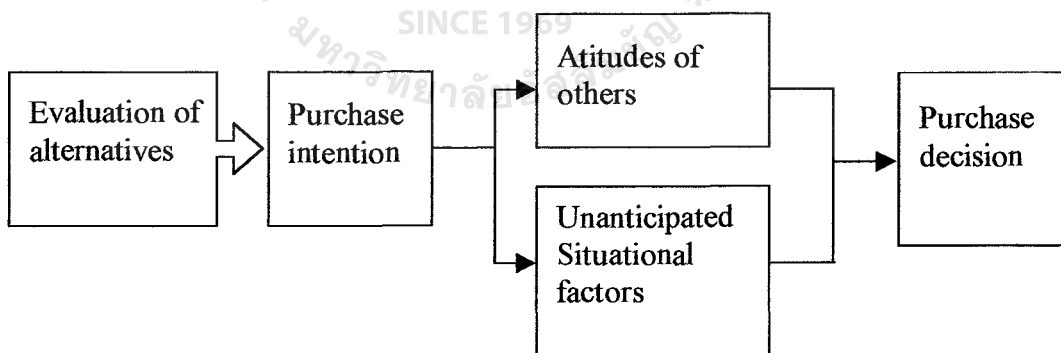


Figure A.6. Steps Between Evaluation of Alternatives and a Purchase Decision.

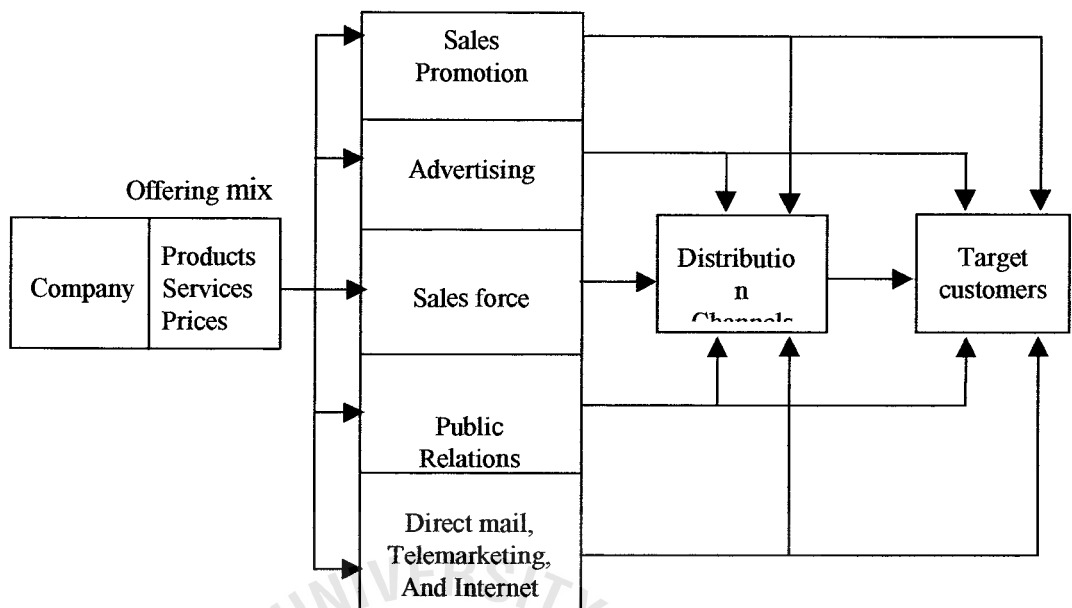


Figure A.7. Marketing-Mix Strategy.

	High Involvement	Low Involvement
<b>Significant Differences between Brands</b>	Complex buying behavior	Variety-seeking buying behavior
<b>Few Differences between Brands</b>	Dissonance-reducing buying behavior	Habitual buying behavior

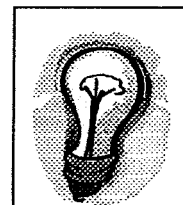
Figure A.8. Four Types of Consumer Buying Behavior.



**APPENDIX B**  
**QUESTIONNAIRE**



## แบบสอบถาม



### เรื่อง ปัจจัยที่มีอิทธิพลต่อความล้มเหลวของการขายตรงทางสื่อโทรทัศน์

วัตถุประสงค์ : แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการศึกษาวิชา

มหาวิทยาลัยอัสสัมชัญ โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อความล้มเหลวของการขายตรงทางสื่อโทรทัศน์ และพฤติกรรมในการเลือกซื้อสินค้า

คำชี้แจง : กรุณาตอบแบบสอบถามนี้ โดยทำเครื่องหมาย ( ) หน้าข้อความที่ตรงกับความเห็นของท่านมากที่สุด หรือเติมข้อความลงในช่องว่างที่กำหนดไว้ให้ครบถ้วนตามความต้องการ

เฉพาะเจ้าหน้าที่

#### ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

1. เพศ ( )

1. ( ) ชาย 2. ( ) หญิง

2. อายุ ( )

1. ( ) 20 - 25 ปี 2. ( ) 26 - 30 ปี  
3. ( ) 31 - 35 ปี 4. ( ) 36 - 40 ปี  
5. ( ) 41 - 45 ปี 6. ( ) มากกว่า 45 ปีขึ้นไป

3. สถานภาพ ( )

1. ( ) โสด 2. ( ) สมรส  
3. ( ) มีคู่ / แยกกันอยู่ / หย่าร้าง

4. ระดับการศึกษาสูงสุด ( )

1. ( ) ต่ำกว่ามัธยมศึกษา 2. ( ) มัธยมศึกษา - ปวช.  
3. ( ) อนุปริญญา 4. ( ) ระดับปริญญาตรีขึ้นไป

5. อาชีพ ( )

1. ( ) นักเรียน / นักศึกษา 2. ( ) แม่บ้าน / พ่อบ้าน  
3. ( ) ข้าราชการ / รัฐวิสาหกิจ 4. ( ) พนักงานบริษัทเอกชน  
5. ( ) ธุรกิจส่วนตัว / ค้าขาย 6. ( ) อื่นๆ ( โปรดระบุ )

6. รายได้เฉลี่ยต่อเดือนของท่าน ( )

1. ( ) ต่ำกว่า 10,000 บาท 2. ( ) 10,001 - 20,000 บาท  
3. ( ) 20,001 - 30,000 บาท 4. ( ) 30,001 - 40,000 บาท  
5. ( ) 40,001 - 50,000 บาท 6. ( ) มากกว่า 50,000 บาทขึ้นไป

**ส่วนที่ 2 ข้อมูลในส่วนของการปฏิบัติการซื้อสินค้าของผู้บริโภค**

7. ท่านเคยชมรายการโฆษณาขายสินค้าผ่านทางสื่อโทรทัศน์หรือไม่ ( )
1. ( ) เคยชม 1 ครั้งต่อสัปดาห์
  2. ( ) เคยชม 2 ครั้งต่อสัปดาห์
  3. ( ) เคยชม 3 ครั้งต่อสัปดาห์
  4. ( ) เคยชมมากกว่า 3 ครั้งต่อสัปดาห์
  5. ( ) ไม่เคย
8. ท่านเคยซื้อสินค้าจากโฆษณาทางรายการโทรทัศน์หรือไม่ ( )
1. ( ) เคย
  2. ( ) ไม่เคย ( กรุณาข้ามไปตอบข้อที่ 15 และ 16 )
9. ท่านเคยซื้อสินค้าผ่านโฆษณารายการขายสินค้าทางโทรทัศน์ทางช่องใด ( สามารถตอบได้มากกว่า 1 ข้อ ) ( )
1. ( ) ช่อง 3
  2. ( ) ช่อง 5
  3. ( ) ช่อง 7
  4. ( ) ช่อง 9
  5. ( ) ช่อง 11
  6. ( ) ITV
  7. ( ) Cable TV
10. ท่านเคยซื้อสินค้ามาแล้วกี่ครั้ง ( )
1. ( ) 1 ครั้ง
  2. ( ) 2 ครั้ง
  3. ( ) 3 ครั้ง
  4. ( ) มากกว่า 3 ครั้ง
11. ท่านเคยซื้อสินค้าครั้งล่าสุดเมื่อใด ( )
1. ( ) น้อยกว่า 1 เดือน
  2. ( ) 1 - 3 เดือน
  3. ( ) 4 - 6 เดือน
  4. ( ) มากกว่า 6 เดือน
12. ระดับราคาสินค้าที่ท่านซื้อคือ ( )
1. ( ) ต่ำกว่า 1,000 บาท
  2. ( ) 1,001 - 2,000 บาท
  3. ( ) 2,001 - 3,000 บาท
  4. ( ) มากกว่า 3,001 บาท
13. สินค้ากลุ่มใดที่ท่านเคยซื้อ ( สามารถตอบได้มากกว่า 1 ข้อ ) ( )
1. ( ) อุปกรณ์เครื่องใช้ในครัว
  2. ( ) อุปกรณ์ช่าง
  3. ( ) อุปกรณ์ออกกำลังกาย
  4. ( ) เครื่องประดับ
  5. ( ) อาหาร / เครื่องดื่ม เพื่อสุขภาพ
  6. ( ) อุปกรณ์ไฟฟ้าในบ้าน
  7. ( ) อุปกรณ์รถยนต์
  8. ( ) เครื่องเขียน
  9. ( ) อื่นๆ โปรดระบุ \_\_\_\_\_

14. เหตุผลที่ท่านตัดสินใจซื้อสินค้าผ่านทางสื่อโทรทัศน์ (เรียงลำดับ 1,2,3,4) ( )

- |   |                               |
|---|-------------------------------|
| 1. ( ) สินค้าน่าสนใจตรงกับความต้องการ     | 2. ( ) มั่นใจในคุณภาพสินค้า   |
| 3. ( ) ราคาเหมาะสม                        | 4. ( ) ไม่มีสินค้าทดแทน       |
| 5. ( ) ความน่าเชื่อถือของบริษัท           | 6. ( ) ความสะดวกในการสั่งซื้อ |
| 7. ( ) สามารถสอบถามรายละเอียดข้อมูลสินค้า | 8. ( ) อื่นๆ โปรดระบุ _____   |

15. สินค้ากลุ่มใดที่ท่านจะซื้อครั้งต่อไป ( )

- |  |                           |
|--|---------------------------|
| 1. ( ) อุปกรณ์เครื่องใช้ในครัว         | 2. ( ) อุปกรณ์ช่าง        |
| 3. ( ) อุปกรณ์ออกกำลังกาย              | 4. ( ) เครื่องประดับ      |
| 5. ( ) อาหาร / เครื่องดื่ม เพื่อสุขภาพ | 6. ( ) อุปกรณ์ไฟฟ้าในบ้าน |
| 7. ( ) อุปกรณ์รถยนต์                   | 8. ( ) เครื่องเขียน       |
| 9. ( ) อื่นๆ โปรดระบุ _____            |                           |

16. เหตุผลที่ท่านไม่ต้องการซื้อสินค้าผ่านทางสื่อโทรทัศน์ (สามารถตอบได้มากกว่า 1 ข้อ) ( )

- |   |                                    |
|---|------------------------------------|
| 1. ( ) สินค้าไม่ตรงกับความต้องการ         | 2. ( ) ไม่มั่นใจในคุณภาพสินค้า     |
| 3. ( ) ราคาแพง                            | 4. ( ) สินค้ามีจำหน่ายตามท้องตลาด  |
| 5. ( ) ความน่าเชื่อถือของบริษัท           | 6. ( ) ไม่มีความสะดวกในการสั่งซื้อ |
| 7. ( ) ไม่สามารถถามรายละเอียดข้อมูลสินค้า | 8. ( ) อื่นๆ โปรดระบุ _____        |

17. หลังจากที่ท่านใช้สินค้าแล้วท่านมีความพึงพอใจระดับใด ( )

- |                   |             |
|-------------------|-------------|
| 1. ( ) น้อยที่สุด | 2. ( ) น้อย |
| 3. ( ) ปานกลาง    | 4. ( ) มาก  |
| 5. ( ) มากที่สุด  |             |

18. ท่านคิดจะซื้อสินค้าผ่านทางสื่อโทรทัศน์อีกหรือไม่ ( )

- |             |                               |
|-------------|-------------------------------|
| 1. ( ) ซื้อ | 2. ( ) ไม่ซื้อ (ข้ามไปข้อ 23) |
|-------------|-------------------------------|

19. เหตุผลในการตัดสินใจซื้อสินค้าครั้งต่อไป (สามารถตอบได้มากกว่า 1 ข้อ) ( )

- |   |                               |
|---|-------------------------------|
| 1. ( ) สินค้าน่าสนใจตรงกับความต้องการ     | 2. ( ) มั่นใจในคุณภาพสินค้า   |
| 3. ( ) ราคาเหมาะสม                        | 4. ( ) ไม่มีสินค้าทดแทน       |
| 5. ( ) ความน่าเชื่อถือของบริษัท           | 6. ( ) ความสะดวกในการสั่งซื้อ |
| 7. ( ) สามารถสอบถามรายละเอียดข้อมูลสินค้า | 8. ( ) อื่นๆ โปรดระบุ _____   |

20. เหตุผลในการตัดสินใจไม่ซื้อสินค้าผ่านทางสื่อโทรทัศน์ครั้งต่อไป ( )

- |                                |                             |
|--------------------------------|-----------------------------|
| 1. ( ) คุณภาพไม่เป็นไปตามโฆษณา | 2. ( ) บริการหลังการขาย     |
| 3. ( ) ปัญหาในการจัดส่งสินค้า  | 4. ( ) อื่นๆ โปรดระบุ _____ |

21. เสร็จสิ้นการชำระเงินค่าสินค้าแบบใดที่ท่านตัดสินใจเลือก

(       )

1. (    ) เงินสด
2. (    ) การผ่อนชำระ
3. (    ) บัตรเครดิต
4. (    ) โอนเงินผ่านธนาคาร

22. กรุณาใส่เครื่องหมายบอกระดับความสำคัญในแต่ละปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้า

ปัจจัย	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1 แรงจูงใจด้านราคา					
2 สินค้าไม่มีวางจำหน่ายตามท้องตลาด (ความแปลกใหม่ของสินค้า)					
3 ความสะดวกในการสั่งซื้อ					
4 รูปแบบการนำเสนอของสินค้า					
5 การโฆษณา					
6 รายการจูงใจ (เช่น การลดราคา การแถม)					
7 ผู้สาธิตสินค้า					
8 การสาธิตสินค้า					
9 ความน่าเชื่อถือของบริษัทที่นำเสนอสินค้า					
10 ความบ่อยครั้งในการเห็นโฆษณา					
11 การจัดส่ง และเวลาจัดส่ง					

ข้อเสนอแนะในด้านอื่นๆ เช่น คุณภาพสินค้า ราคาสินค้า ช่องทางการจัดจำหน่าย เป็นต้น

---



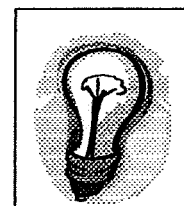
---



---

( ขอขอบคุณมากค่ะ )

## Questionnaire



### " Critical Effective Factors to Direct Marketing via Television Media "

This survey has been designed to gather information for the above mentioned research topic.

Your kind cooperation would be advantageas for the study and I do hope that your given information will make seller understand and learn from your's vies.

All responses received would strictly remain confidential.

Please mark your answer with ✓ in the blank space provided which is mostly true to your opinion.

For Officer

#### Part1 General Information

1. Sex ( )
1. ( ) Male 2. ( ) Female
2. Age ( )
1. ( ) 20 - 25 Year 2. ( ) 26 - 30 Year  
3. ( ) 31 - 35 Year 4. ( ) 36 - 40 Year  
5. ( ) 41 - 45 Year 6. ( ) 46 Year up
3. Marital Status ( )
1. ( ) Single 2. ( ) Married  
3. ( ) Divorced
4. Occupation ( )
1. ( ) Student 2. ( ) House-wife  
3. ( ) State Officer 4. ( ) Emplpyee  
5. ( ) Business Owner 6. ( ) Other
5. Education ( )
1. ( ) Matthayom 2. ( ) Matthayom - Vocational  
3. ( ) High Vocational 4. ( ) > Bachelor Degree
6. Level of Salary Income ( )
1. ( ) <10,000 baht 2. ( ) 10,001 - 20,000 baht  
3. ( ) 20,001 - 30,000 baht 4. ( ) 30,001 - 40,000 baht  
5. ( ) 40,001 - 50,000 baht 6. ( ) >50,000 baht

## Part 2 The Question of Purchasing Behavior

7. Have you ever seen the direct-response advertising via T.V. media? ( )

- |                       |                                |
|-----------------------|--------------------------------|
| 1. ( ) 1 times / week | 2. ( ) 2 times / week          |
| 3. ( ) 3 times / week | 4. ( ) More than 3 time / week |
| 5. ( ) Never          |                                |

8. Have you ever bought the goods the direct-response advertising via T.V. media? ( )

- |               |   |
|---------------|---|
| 1. ( ) I have | 2. ( ) I haven't ( Skip to No. 15 & 16) |
|---------------|---|

9. Which channel have you bought the goods the direct-response advertising via T.V. media? ( )

- |                   |                  |
|-------------------|------------------|
| 1. ( ) Channel 3  | 2. ( ) Channel 5 |
| 3. ( ) Channel 7  | 4. ( ) Channel 9 |
| 5. ( ) Channel 11 | 6. ( ) ITV       |
| 7. ( ) Cable TV   |                  |

10. How many times do you buy the goods the direct-response advertising via T.V. media? ( )

- |                |                          |
|----------------|--------------------------|
| 1. ( ) 1 times | 2. ( ) 2 times           |
| 3. ( ) 3 times | 4. ( ) More than 3 times |

11. When do you buy the goods the direct-response advertising via T.V. media last time? ( )

- |                          |                           |
|--------------------------|---------------------------|
| 1. ( ) Less than 1 month | 2. ( ) 1 - 3 months       |
| 3. ( ) 4 - 6 months      | 4. ( ) More than 6 months |

12. Which the price level have you bought the goods? ( )

- |                             |                            |
|-----------------------------|----------------------------|
| 1. ( ) Less than 1,000 baht | 2. ( ) 1,001 - 2,000 baht  |
| 3. ( ) 2,001 - 3,000 baht   | 4. ( ) More than 3,001baht |

13. Which group of the goods have you bought the direct-response advertising via T.V. media? ( )

(able to answer more than one)

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1. ( ) Kitchen Utensils           | 2. ( ) Craft Equipment    |
| 3. ( ) Health Exercise            | 4. ( ) Ornament           |
| 5. ( ) Health Food                | 6. ( ) Electric Appliance |
| 7. ( ) Car Accessories            | 8. ( ) Stationary         |
| 9. ( ) Other please specify _____ |                           |

14. What is the reason you decide to buy the direct-response advertising via T.V. media? ( )

(able to answer more than one)

- |                              |                                   |
|------------------------------|-----------------------------------|
| 1. ( ) Consumer need's goods | 2. ( ) Quality confidence         |
| 3. ( ) Reasonable price      | 4. ( ) Product differentiation    |
| 5. ( ) Company's reliability | 6. ( ) Ordering convenience       |
| 7. ( ) More information      | 8. ( ) Other please specify _____ |

15. Which type of goods that you decide to buy next time? ( )

(able to answer more than one)

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1. ( ) Kitchen Utensils           | 2. ( ) Craft Equipment    |
| 3. ( ) Health Exercise            | 4. ( ) Ornament           |
| 5. ( ) Health Food                | 6. ( ) Electric Appliance |
| 7. ( ) Car Accessories            | 8. ( ) Stationary         |
| 9. ( ) Other please specify _____ |                           |

16. What is the reason you don't decide to buy the direct-response advertising via T.V. media? ( )

(able to answer more than one)

- |                              |                                    |
|------------------------------|------------------------------------|
| 1. ( ) Not necessary goods   | 2. ( ) Not confidence for quality  |
| 3. ( ) Expensive price       | 4. ( ) Product non-differentiation |
| 5. ( ) Company's reliability | 6. ( ) Ordering not convenience    |
| 7. ( ) Less information      | 8. ( ) Other please specify _____  |

17. Which level of satisfaction do you have after trying the goods? ( )

- |                |               |
|----------------|---------------|
| 1. ( ) Worst   | 2. ( ) Worse  |
| 3. ( ) Regular | 4. ( ) Better |
| 5. ( ) Best    |               |

18. Do you want to buy the goods next time? ( )

- |            |           |
|------------|-----------|
| 1. ( ) Yes | 2. ( ) No |
|------------|-----------|

19. What is the reason you decide to buy the direct-response advertising via T.V. media next time? ( )

- |                              |                                   |
|------------------------------|-----------------------------------|
| 1. ( ) Consumer need's goods | 2. ( ) Quality confidence         |
| 3. ( ) Reasonable price      | 4. ( ) Product differentiation    |
| 5. ( ) Company's reliability | 6. ( ) Ordering convenience       |
| 7. ( ) More information      | 8. ( ) Other please specify _____ |





## BIBLIOGRAPHY

1. Blattberg, Robert C. and Scott A. Neslin. Sales Promotion. Englewood Cliffs, NJ: Prentice Hall, 1990.
2. Colley, Russell H. Defining Advertising Goals for Measured Advertising Result. New York: Association of National Advertisers, 1961.
3. Cravens, David W. Strategic Marketing. United States of America: Irwin/McGraw Hill Companies, Inc., 2000.
4. Hollis, Nigel. "The Link between TV Ad Awareness and Sales." United States of America: Journal of the Market Research Society, January, 1994.
5. Kotler, Philip. Marketing Management. United States of America: Prentice-Hall, Inc., 1997.
6. Lord, Kenneth R. and Robert E. Burnkrant. "Attention versus Distraction." United States of America: Journal of Advertising, March, 1993.
7. Maloney, John C. Marketing Decisions and Attitude Research. Chicago: American Marketing Association, 1961.
8. Manrai, Lalita. Effect of Labeling Strategy in Advertising. United States of America: Northwestern University, 1987.
9. McCarthy, E. Jerome Basic Marketing. Homewood IL: Irwin, 1996.
10. PearceII, John A. and Richard B. Robinson, Jr. Management. United States of America: McGraw-Hill, Inc., 1989.
11. Peckham, J. O. The Wheel of Marketing. New York: Privately Printed, 1975.
12. Robbins, Stephen P. and Mary Coulter. Management. United States of America: Prentice-Hall, Inc., 1999.



