

ABSTRACT

This project aims to study the possibility of establishing a funeral arrangement business in Bangkok by surveying the opinions of Thai people towards funeral arrangement service. The samples of population are those who have been a master of ceremony or participated in funeral arrangements.

The findings include the following: Most of the respondents are interested in funeral arrangement service. The major reason that they are interested in the service is that the service provides more convenience. Most of the respondents believe that the expense for 7-days Thai Buddhist Funeral Arrangement is around 70,001 – 80,000 Baht, and more than 100,000 Baht for 7-days Chinese Buddhist Funeral Arrangement. As for the opinion of the respondents towards the pricing of Thai and Chinese Buddhist Funeral Arrangement packages, most of them think that the price is cheap and reasonable respectively. This reflects in the respondents' buying decision. Most of the respondents would buy the funeral package when the time comes to conduct funeral arrangement. For Pre-Need Planning Service, most of the respondents are not interested in the service because of a personal belief of not buying funeral service in advance.

This survey also serves as a primary study for those who would like to invest in funeral business. However, further research such as consumer behavior research and marketing research should be conducted.