

ABSTRACT

The purpose of this thesis is to study about consumer perception of intrusion toward personal privacy of direct marketing activities. Direct marketing activity of this thesis involves with 6 categories: catalog shopping, brochure shopping, sale person call, television shopping program, radio shopping program and Internet shopping program.

The objective of this thesis is to study consumer perception of intrusion about privacy and factors that affect consumer privacy by direct marketing activities.

This thesis uses hypothesis-testing method to analyze data. There are 4 hypotheses that set to be accordance with research problem and objective. The methods to be applied are Chi-square and ANOVA testing. Survey technique and self-administrated questionnaire are used as the method for collecting data. There are 400 respondents with non-probability sampling from the consumers in Bangkok.

It is found that the respondents pay attention to high level with privacy of the consumer data. The importance is used of private data without authorization because the respondents considered with personal idiosyncrasy. Nevertheless, the opinion of most respondents with direct marketing activities has tendency to intrude privacy. However, the respondents believed that each direct marketing activity has unequal tendency to intrude privacy of the consumers. Moreover, the demographic factors such as age, education and income have relationship with privacy concern of consumer private data that depends on situation and the level of age, income and education.

Apparently, the Thai respondents are experienced with a catalog buying as well as Canadian and experienced to direct mail more than Japanese and American. Moreover, it is still found that the Thai respondents pay attention to privacy identity information closely.

The purpose of the direct marketer that using direct marketing activity to increase the net sale to create the grand sale. However, the result of research is found that the direct marketer should consider privacy of consumer to direct marketing activity to create grand sale in the future.