

## **ABSTRACT**

Due to the competition in cable TV market, it is necessary for every cable operator to know the critical factors affecting consumers' selection and spending. Therefore, the objectives of this thesis are to identify the major factor influencing consumers, classified by demographic characteristics, for selection of cable TV; and to measure the acceptable prices of cable TV's packages and services.

By interviewing with 20 respondents, the acceptable prices of cable TV's packages and services are found to set up the questionnaire and to see how the consumers select cable TV packages and services.

Relating to the above objective, the conceptual framework and the hypothesis statement have been developed to see the relationship between demographic factors (sex, age, education, income, marital status, and residential status) and cable TV factors (number of channel, number of variety, consumer selective privilege in the program category, and price).

To achieve the objective, the study has used product cards and questionnaire to survey with 400 representative respondents in Bangrak area where the household density is the highest. Quota sampling method is used to ensure the desire characteristics of various subgroups. Conjoint analysis is used to compute the importance scores and utility scores in order to understand the influence of each cable TV factor on the respondents' preference, and to show cable TV package in favour of each particular consumer group. Moreover, One-way ANOVA and T-test are used to test for hypothesis at the significance level of 0.05.

Conjoint analysis results show that price is the most important factor for consumers' selection, while number of category (variety) and number of channel are

second and third factors for consumers' consideration. The least important factor is the selective privilege for program category in the package. In addition, T-test and One-way ANOVA indicate that gender and income do not affect cable TV selection while age, education level, marital status, and residential status are important to the selection of consumers for example "married without children respondents" consider price and the number of channel factors differently from "single" and "married with children" groups. Because "married without children respondents" have more saving money and do not have to concern much on their spending limitation while "single" and "married with children" groups have to share their spending for other necessities and activities such as educational fees, rental fee, and utilities expenses.

From the findings, the product differentiation strategy is recommended because different groups of consumers have different interests in cable TV. According to this, market is segmented based on residential status of the consumers, because it responds variously to each factor of cable TV (number of channels, number of categories, self-selective privilege, and price). The target consumers are people living in private house, parents' home, or condo/apartment. Therefore, to satisfy the specific needs and interests of the target groups, each cable TV package is provided as below:-

**Basic package (1)** including Company selective privilege+20 channels+3 categories+Baht 325/month is for People living in private home.

**Basic Package (2)** including Company selective privilege+20 channels+5 categories+Baht 470/month is for People living in parents' home.

**A La Carte (1)** including Consumer selective privilege+16 channels+3 categories+Baht 325/month is for Rental Condo/Apartment.