



The Study of Relevant Factors Influencing the Purchase of a
UBC Subscription

by

Ms. Thirawan Uarsakchai

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

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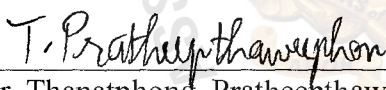
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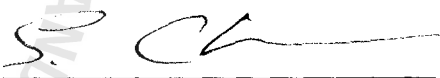
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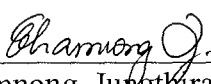
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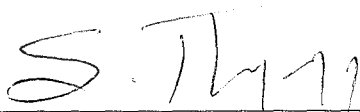
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ABSTRACT

Amid present day competition and technological development, it is clearly true beyond debate that customer-centric organization will outperform competitors and yield higher profit margin. Companies that disregard the importance of understanding customer and customer behavior will be outperformed and be forced to leave both the marketplace and market space. With the mentioned point in mind, the author aims to adopt the model of customer behavior for better understanding of customer behavior in the case study model from the example of UBC Group company.

In order to gain an insight to the behavior of UBC Group's customers, the survey is conducted on the sample size of 400 in Bangkok and neighboring metropolitan areas in order to establish buying behavior with regard to different demographic profiles of the customers and to recommend appropriate marketing strategies to effectively capture the proposed target market.

After conducting the research, it has been found out that different customers exhibit different degree of interest toward UBC's subscription. The research also confirms that the company's existing target on middle to high household income group is valid, however age can also be used as the targeting criteria. By analyzing the data in more in-depth manner, the research has found out that age is negatively correlated with the variety of the program offered, which implies that the younger group of customers generally prefer more diverse choice of programs offered. Moreover, personal income and household income are negatively correlated with the subscription price meaning that as customers have more income both in terms of personal as well as their household, they will be less sensitive to package price.

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Finally, the writer wishes to give her deepest appreciation to her parents, her sister and brother for their love, understanding and encouragement. The writer dedicates this project to them with love and gratitude.

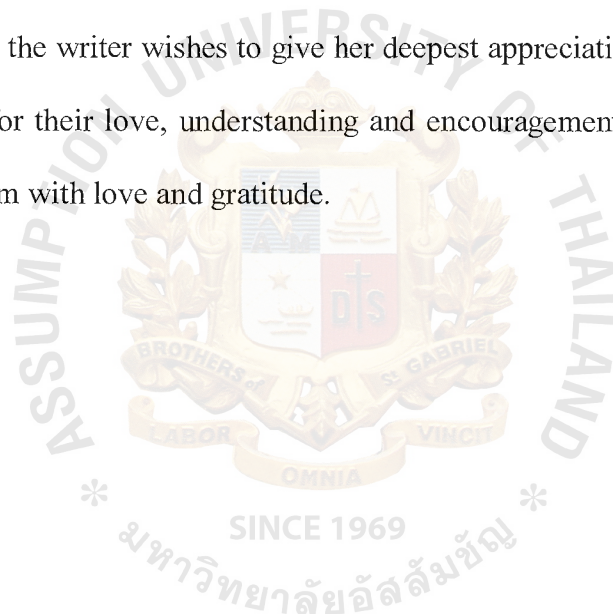


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I. INTRODUCTION

1.1 Company Background

On April 17, 1989, Mass Communication Organisation of Thailand (“MCOT”) and UBC (formerly International Broadcasting Corporation Public Company Limited or IBC) entered a joint venture agreement for the provision of subscription television service that was subsequently amended on May 19, 1994 and April 17, 1998, or the UBC Concession. Under the UBC Concession, UBC is permitted to operate subscription television on behalf of MCOT until September 30, 2014. UBC is entitled to provide subscription television pursuant to the UBC Concession to the whole of Thailand using a satellite to provide direct-to-home service, cable in the provincial areas and MMDS as permitted by the Post and Telegraph Department, and is entitled to use a satellite to provide service to hubs in provincial areas and then, through local cable networks, on to subscribers.

UBC launched South East Asia’s first subscriber-based television network in Bangkok in October 1989 using an MMDS transmission platform. UBC was listed on the Stock Exchange of Thailand on February 3, 1994 with a registered share capital of Baht 180 million. UBC began serving viewers in major cities in all areas of Thailand in 1994 by transmitting programs using Thaicom 1 satellite. The satellite was used to relay signals to MMDS transmitters in the provinces. In 1995, UBC launched its DStv service using Ku-band transmission and MPEGII video compression. This enabled UBC to increase the number of channels being offered, improve sound and picture quality and distribute its service everywhere in Thailand. These services are now transmitted on the newer and more powerful Thaicom 3.

Further on, MCOT and TelecomAsia entered into a memorandum of agreement for a joint venture for the provision of cable television services. Pursuant to its terms, TelecomAsia agreed to set up a public company to operate a cable television business. On June 6, 1994, MCOT and UBC Cable (formerly UTV Cable Network Public Company Limited or UTV) entered into a contract for the joint operation of subscription television services, or the UBC Cable Concession. UBC Cable is permitted to operate subscription television on behalf of MCOT until December 31, 2019. UBC Cable is entitled to provide subscription television pursuant to the UBC Cable Concession in Bangkok and elsewhere.

UBC Cable began providing its Catv service in the Bangkok Metropolitan Areas in September 1995. The service was offered on its high quality hybrid fiber coaxial network which it began deploying in 1994. The cable technology allowed for a number of channels to be offered, with high quality sound and picture and allowed for value added services such as pay per view. By 1997, the hybrid fibre coaxial cable network passed an estimated 800,000 homes. In 1997, UBC Cable sold the cable infrastructure component of its business to its sister company Asia Multimedia Company Limited allowing UBC Cable to focus on content and subscriber management service delivery.

The Origins of UBC Group

The early years of pay television while analogue MMDS technology was used were characterized by poor signal quality, poor picture and sound quality, inadequate content differentiation and resultant poor levels of service. This began to change in 1995 when UBC Cable launched its Catv service and UBC launched its DStv service. The market however became extremely competitive with three major operators in UBC, UBC Cable and Thai Sky as well as numerous regional cable operators. Unlike other markets the regulators opened up the market to competition from the outset. The result

was substantial losses being incurred as each player sought to acquire market share by subsidizing hardware, adding content and not adjusting prices upwards to reflect the increasing cost structures. The realization that the viability of business models was seriously threatened culminated with the devaluation of the Baht in June 1997 and Thailand entering a severe economic recession. As a significant portion of the costs were foreign currency based (in some cases as much as 60%) the devaluation of the Baht further increased the cost structures of operators.

Thai Sky could not sustain its operations amidst increasing costs, dwindling revenues and the impact of the Baht devaluation on its business plan going forward and ceased operations by the end of 1997. Thai Sky's closure, the Baht devaluation and increasing losses forced the realization on the remaining two major operators that they would face a similar fate unless they combined forces to deliver pay television services in Thailand. As such, a merger between UBC and UBC Cable was consummated on May 4, 1998 with the acquisition by UBC of the cable television business formerly operated by UBC Cable, in exchange for a 49.5% shareholding in UBC.

The acquisition and related transactions consisted of:

- (1) UBC acquiring a 97.9% shareholding in UBC Cable from Telecom Holding
- (2) UBC acquiring a 99.9% shareholding in Cineplex Company Limited from Telecom Holding
- (3) UBC's signal transmission and distribution subsidiary, Satellite Service, acquiring certain set-top box and cable transmission assets from Asia Multimedia and Network Engineering Consultant Company Limited
- (4) an agreement between its subsidiary, UBC Cable, and Asia Multimedia under which UBC Cable leased carrying capacity on Asia Multimedia's

cable network. In addition, Asia Multimedia agreed to supply certain other related services

The group believes that there is a critical mass of subscribers necessary to sustain pay television services economically in Thailand. In consummating the combination, the company sought to increase its subscriber base in order to approach this critical mass. In addition, the company sought to reduce the cost of providing the pay television services. The company believes that the combination allowed it to provide its subscribers with improved quality of service and greater variety of programming.

The company instituted several changes in our operations as a result of the combination. The company implemented new subscriber management systems and processes, instituted price increases and reorganized its customer service infrastructure and policies. In addition, the company enacted a strict termination policy for subscribers in arrears.

By August 1998 the company had completed a series of capital raising exercises culminating with an international institutional private placement. A total of Baht 5,860.4 million was raised allowing UBC Group to clear all outstanding debt and raise sufficient cash to fund growth of its business.

In February 1999 the company discontinued its analogue MMDS service which was inherent with poor signal quality, poor picture and sound quality, inadequate content differentiation and resultant poor levels of service and focused on the viable DStv and Catv platforms. In 2000 the company began trials as part of a study involved around launching a digital MMDS and service as this would overcome the inherent limitations of the analogue service as on digital MMDS and the company could offer the entire UBC programming line up with high quality picture and sound, using improved encryption systems.

The company believes it successfully integrated these changes by the end of the second quarter of 1999. Since that time, the company has experienced stable growth in the number of its subscribers, revenue per subscriber and total pay television revenue. During the 4th quarter 2001, UBC Group added its 400,000th subscriber and continues to expand its customer base countrywide. In October 2003, UBC Cable launched Thailand's first digital cable service. UBC Cable has negotiated additional bandwidth from Asia Multimedia Company Limited to enable it to deliver the same content on digital cable as is offered by UBC on its satellite platform. There is no additional charge for this bandwidth and is provided for 5 years. UBC Cable plans to shut down its analogue cable services in the next 5 years and make use of the bandwidth currently used to transmit analogue services to transmit digital services. This will enable UBC Cable to offer more services and offerings with no incremental bandwidth cost with the hope of increasing revenue per megabit of bandwidth utilized. Through its significant position in the market secured by its high quality content, leading edge technology and subscriber management service expertise, UBC Group will increase its business, significantly increasing Thai pay television penetration levels.

Company Mission

The company will provide superior content and a memorable entertainment experience, to targeted customers, through multi-platforms and relevant technology, in a socially responsible manner, which creates long term shareholder value.

Strategy for Execution

The content the company carries will always be premium and superior to what is generally available on competing services and alternative platforms such as free television. The company will localize its content for the market and expand its procurement of locally produced content. The depth and breadth of the company's

content will be a core area of focus. The company will procure international content that is suited to the tastes and requirements of its target market adding its localization expertise and complementing it with local content that is not generally available in other media or that differentiates itself in terms of execution.

Business Overview

Television broadcasting in Thailand was under the control of the Broadcasting Directing Board of the Prime Minister's office until September 1992. It is now under the control of the Mass Communications Organization of Thailand (MCOT), and the Public Relations Department of Thailand (PRD), both controlled by the Prime Minister's Office. The Thai government does not allow advertising over pay television, on the theory that pay television operators receive adequate revenue from various fees. However, as pay television expanded to include premium international programming, the cost of services has risen significantly.

While UBC is Thailand's only nationwide provider of pay television, the company's position is not secured by a regulatory dispensation and the company will continue to face threats of new entrants. MCOT granted pay television licenses to two other companies in 1996, but these have not launched, or announced an intention to launch, pay television services. PRD grants annual operating licenses, and has licensed several regional cable pay television operators, of which an estimated 78 are presently operating. In addition there are an estimated 350+ cable operators in the provinces operating without the necessary licenses. These operators employ small, provincial cable systems. Unofficial estimates are that these operators together with the 78 licensed operators service between 1 – 1.5 million homes. The provincial cable systems have come under increased scrutiny of copyright owners who are also encouraging the government to ensure that all operators comply with Copyright Laws. Copyright owners

have instituted legal proceedings against provincial cable operators. Moreover, the Thai Government has recently announced initiatives to also tackle the problem.

The company has made commitment to provide high quality of services, which requires significant investment in infrastructure e.g. transmission platforms, encryption technology, decoder hardware, programming, marketing, customer care hardware and systems. UBC has made these investments and can afford the opportunity to creators of quality content to utilize this platform for transmission of services if the relationship is mutually beneficial. Additionally, pay back periods depend on the critical mass of subscribers to generate adequate contribution margins, of which Thai pay television market size is possibly not large enough to sustain multiple operators as has been the case in smaller international markets. This phenomenon is directly related to the critical mass of subscribers discussed above.

Subscription Rates

Subscription rates in Thailand remain comparatively low when compared to other markets in the region. One of the key reasons for this has been the unruly competitive techniques employed resulting in sales being price rather than product focused and also resulting in the quality programming being split across 2 companies. However, with the merger the programming has been consolidated under one brand requiring only a single subscription to be taken to receive the best of both worlds. The company has and can continue to focus on securing premium programming for its viewers at favourable terms as its bargaining power over program suppliers is significantly stronger post the merger. And as Thailand recovers from the impacts of the recession and consumer confidence returns, UBC Group believes it will be well poised to encourage consumer discretionary spending to be directed towards its products and services. The following analysis

provides a picture of pay television market potential in Thailand. It details UBC's strengths and weaknesses as well as UBC's target customer group.

UBC's Strengths

Dominant Player

UBC Group is presently the dominant and by far the most significant player in providing pay television services in Thailand. Through its unique utilization of leased satellite and cable transmission platforms, it has nationwide coverage, enabling it to offer its high quality content with absolute picture and sound clarity utilizing the latest technology.

Strong Programming

Further, the programming offered is among the strongest available in the region and is offered at an extremely competitive price. When compared to possible alternatives such as video rental, cinema attendance etc. the UBC product compares extremely favourably in terms of value for money offering 37+ channels for as little as Baht 47 per day.

Strong Representation

Strong representation by accredited agents who support sales, service and collection efforts of the group, are also considered an important element of UBC Groups' success.

High Quality after Sales Service

UBC provides customer service through customer care and billing centres in four cities, including Bangkok. These centres use the Mindport IBS subscriber management system, or IBS, supplied by Irdeto B.V., a subsidiary of MIH Limited. IBS provides advanced billing capabilities and allows customer-specific information to be accessed and acted upon quickly by our customer service representatives.

The company has one call centre with customer service representatives who utilize the IBS system to route customers to Thai, English or Japanese-speaking representatives. These representatives handle queries ranging from technical and service support to programming information. The company also keeps track of abandoned calls, which are characterized as calls placed by customers who hang up due to a prolonged wait for service, and work on increasing its response time to improve service and strive to continually improve operations in order to ensure that UBC is perceived as a customer-friendly organization.

The company also provides the subscribers with complete technical support, including installation, maintenance and service calls and disconnection of services.

Ability to Transform the Market from Price Driven to Value Driven

A further challenge will be to transform the Thai market from a purely price-driven market to a value-driven market. Pre-merger and uncontrolled competition resulted in consumers being conditioned purely on price rather than the comparative value brought into the home. This value flows from the merger and is one of many advantages derived, as the group focuses on defining and identifying the value UBC brings into the home.

Weaknesses

Inadequate Level of Sales Acquisition

UBC needs to expand its sales acquisition levels beyond its present agent and branch infrastructure, to encompass the modern electronic goods retail distribution infrastructure to gain a larger presence in the market.

UBC Target Customer Group

There are many factors involving buying decision of pay television services. The most important include interest, product awareness and income level, as well as lifestyle.

Household Income > Baht 20,000 per month is the core focus

Total household income exceeding Baht 20,000 per month is the core focus for UBC's future growth. It is important to note that UBC's focus is on household rather than individual incomes, as the service appeals to the household as a whole, given the extensive variety and depth of programming. Programming appeals to all age groups from cartoons for the kids and music for the kids, to infotainment for the adults, to movies and sport for the entire family.

Thai Income Distribution by Region

The following table shows household income distribution of each region:

Table 1.1. Thailand Household Income.

Province	No. of Households	Household Income (Baht)			
		< 15,000	15,000-19,999	20,000-29,999	> 30,000
Greater Bangkok	3,158,200	46.9%	14.0%	15.0%	24.1%
Central Region	3,318,300	73.6%	9.6%	9.8%	7.0%
Northern Region	3,353,400	85.7%	5.5%	5.5%	3.3%
Northeastern Region	5,395,700	89.3%	4.5%	2.6%	3.6%

Southern Region	2,204,300	81.9%	7.0%	5.7%	5.4%
Nationwide	17,429,900	77.0%	7.7%	7.2%	8.1%



Table 1.2. UBC Target Customer by Income.

UBC Subscriber Income Profiles

Household Income	Nationwide	Bangkok
20,000 to 30,000	15%	16%
>30,000	70%	70%

Information based on UBC research.

Market Potential

The following table shows the number of households matched with UBC subscriber income profile:

Table 1.3. UBC Target Customer by Area.

Household Income	Bangkok	Up-Country
20,000 to 30,000	473,730	775,564
>30,000	761,126	656,221
Market Potential	1,234,856	1,431,784

1.2 Objectives

- (1) To identify the target customers of UBC
- (2) To identify the factors that influence the purchase of a UBC subscription
- (3) To develop an appropriate marketing plan for UBC from the results finding of the research

1.3 Scope

The scope of this project is to identify the target customers of UBC and find out the factors that influence their subscription decision and analyze the importance of each factor that influence the subscription of UBC.



II. LITERATURE REVIEWS

2.1 The Centrality of Customers to the Marketing Concept

An organization which embraces the marketing concept “tries to provide products that satisfy customer needs through co-ordinated sets of activities that also allow the organisation to achieve its goals. “Customer satisfaction is the major aim of the marketing concept” (Dibb *et al.*, 1994). The marketing concept is a management philosophy which guides the way in which an organization does business. Dibb *et al.* (1994) emphasize that the marketing concept “is a way of thinking – a management philosophy guiding an organisation’s overall activities”. The marketing concept should affect all areas and activities of the organization and not just the marketing activities. It is therefore important that top management is fully committed to the marketing concept and that it forms the basis for all goals and decisions within the organization. At the core of the marketing concept is customer focus. This customer focus is the central theme of this article.

The customer focus of the marketing concept is further developed in the definition of marketing offered by Dibb *et al.* (1994), to accommodate not only the customer, but also the two-way exchange relationship between the customer and the seller:

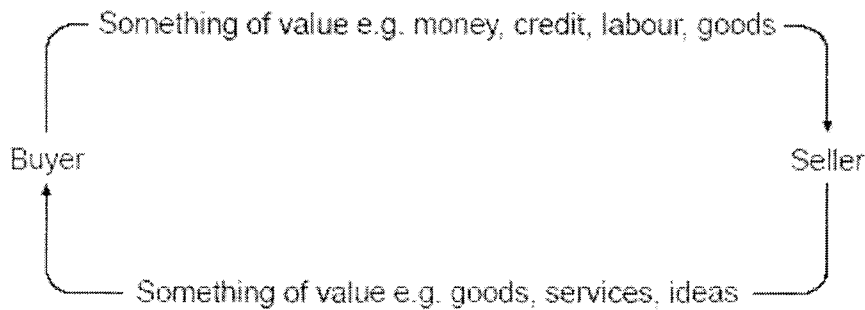


Figure 2.1. Model of Buyer and Seller Interaction.

Both customer orientation and exchange relationships concepts need to be examined and interpreted specifically to demonstrate their relevance to public sector services. Here the concept of customer satisfaction needs to be tempered with concerns about the public good. In addition, the wide range of stakeholder groups, including local government officers, the electorate, local and national businesses, political parties and pressure groups, as well as the end-consumer, lead to questions about who is the customer, or who represents the customer in a specific marketing context. For public services marketing, the societal marketing concept has a particular relevance:

The organisation's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's wellbeing (Kotler, 1994, p. 29).

The societal marketing concept recognizes the organizations' ethical and social responsibility as part of a global community and challenges businesses and specifically marketers to address the potential conflict between consumer wants, consumers' interests and long-run societal welfare, in their marketing policies and strategies.

2.2 Customers and Benefits and Segmentation

Customers seek benefits or solutions, not products. When they buy a product, whether it be a good or a service, they buy a cluster of product features, but may want only one or two of these features. Generally customers are seen as members of a market. A market is an aggregate of people, who as individuals or in organizations, have needs for products in a product class and who have the ability, willingness and authority to purchase such products. Normally undifferentiated marketing is unsuccessful and some kind of segmentation is introduced as an aid to gaining a better understanding of customers and the benefits which customers seek. Market segmentation, then, is important in understanding customers. Market segmentation is the process by which customers can be grouped into smaller, more similar segments to achieve a sufficient group size to be able to offer a standard marketing mix.

Segmentation offers:

- (1) a better understanding of customers;
- (2) a better understanding of competitors;
- (3) And more effective targeting of resources.

There is a range of different segmentation variables, or ways to segment markets. Demographic variables such as age, sex, occupation and social class have traditionally been used for market segmentation. These have been popular, not because they are necessarily the best segmentation variables, but rather because the data on these variables are relatively readily available. Good segmentation relates to customer needs and should be informed by the factors which influence the consumer purchasing process as summarized below.

Personal factors

There are three personal factors:

(1) *Demographics:*

Demographic variable comprises of personal-related factors such as sex, age, race, ethnic origin, income, family life cycle and occupation. The examples of stages in the life cycle include bachelor stage; newly married couples; full nest I – youngest child under six; full nest II – youngest child six or over; full nest III – older couples with dependent children; empty nest I – older married couples, no children; empty nest II – older married couples, retired, no children; solitary survivor I – in labour force; solitary survivor II – retired. The example of life stages flow can be seen from the table below:

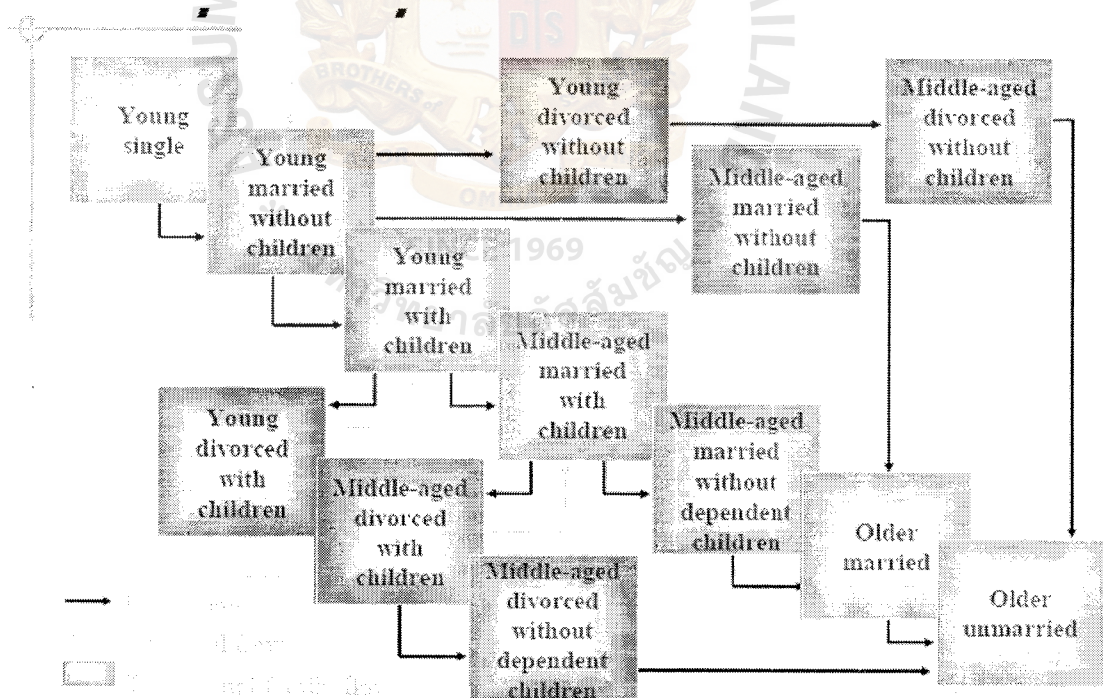


Figure 2.2. Modern Family Lifecycle.

(2) *Situational:*

These are external circumstances that influence customers at the time of the purchase decision, for example lay-off from work; immobility because of small children; shortages, such as petrol or food products; and amount of time available for decision.

(3) *Level of involvement:*

It is the degree of interest in which customer places on the buying decision. Moreover, it encompasses customers' emotional commitment and time spent searching for a product in a particular situation. There are two types of involvement:

High Involvement:

- (1) It can be expensive, have serious personal consequences, and/or reflect one's social image.
- (2) It typically entails extensive information search, consideration of several product attributes and brands, the formation of attitudes, and word-of-mouth communication.
- (3) Example: the purchase of an automobile or stereo system.

Low Involvement:

- (1) It involves little information search or consideration of various brands, except on the basis of price.
- (2) It usually doesn't involve any personal consequences. It tends to be privately consumed.
- (3) Example: the purchase of soap or toothpaste.

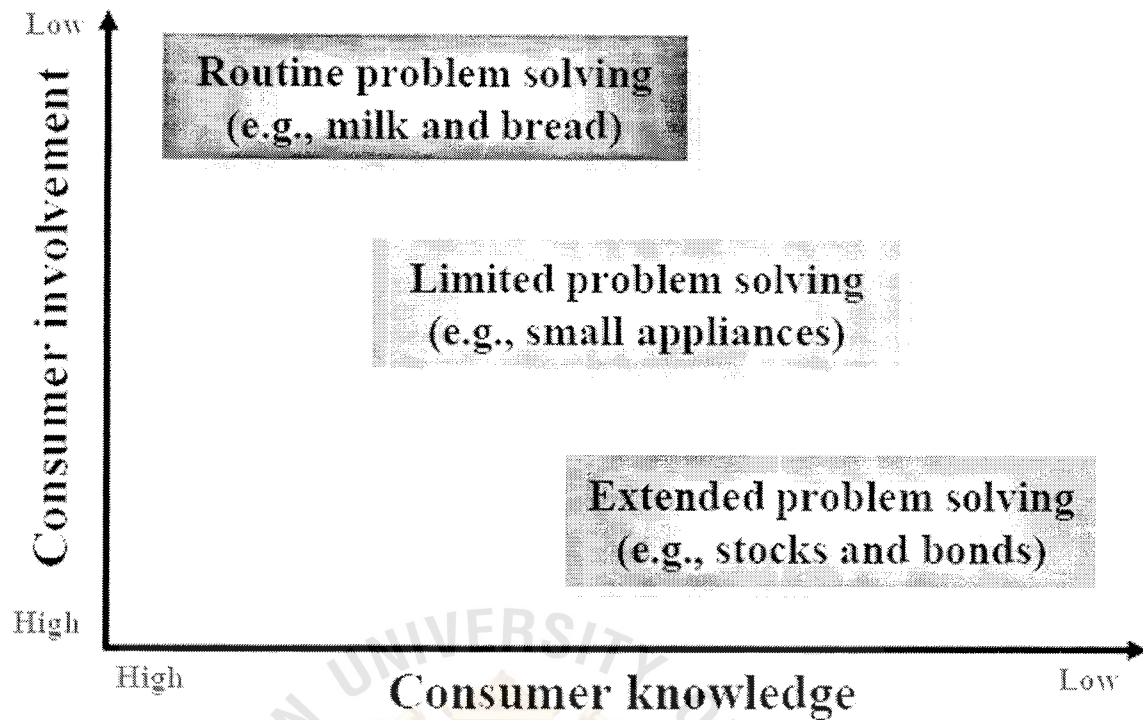


Figure 2.3. Psychological factors.

There are four psychological factors:

(1) *Perception:*

The process of selecting, organizing and interpreting information inputs to produce meaning and how this is achieved.

(2) *Motives and motivation:*

Motives are the internal energy-giving forces which direct a person's activities towards satisfying a need or achieving a goal. Motivation is the set of mechanisms for controlling movement towards goals.

(3) *Ability and knowledge:*

Ability in relation to information processing relating to a specific product, while knowledge is the familiarity with product and expertise.

(4) *Attitude:*

Attitude constitutes the knowledge and positive or negative feelings about an object or activity. Attitudes are learned through experience and interaction with other people. Negative attitudes may need special management. Marketers need to measure attitudes to price, packaging, brand and location.

Social factors

There are four social factors:

(1) *Roles and family:*

Role is a set of actions and activities which a person in a particular position is supposed to perform, based on expectations of individuals and surrounding persons. For example, women may adopt one or more of the roles of wife, grandmother, part-time university student. Many of the roles which an individual is called on to adopt are related to the family.

(2) *Reference groups:*

A reference group is a group with which an individual identifies in as much as they adopt many of the values, attitudes and behaviours of group members. A reference group is a source of information and a point of comparison. Most people have several reference groups, e.g. families, friends, religious, civic and professional organizations. In general, the most influential reference group is the family.

(3) *Social classes:*

A social class is an open group of individuals who have similar social rank. As it is open, people move in and out. The criteria for grouping vary between countries, e.g. occupation, education, income, wealth, race and ethnic groups, possessions, etc. It is assumed that those in the same class have common patterns of behaviour, e.g. attitudes, values, possessions, likelihood of having children, etc.

(4) *Culture:*

Culture is evident in our surroundings in everything which is made by human beings, e.g. food, furniture, buildings, clothing, tools and intangible concepts such as education, legal system, health care and religion. Culture determines many behaviour in life whether they be what people wear and eat, where they live and travel, and other features of their lifestyle. An organization will identify market segments to which it might offer its services.

To achieve effective segments, the segmentation must be:

- (1) measurable and identifiable;
- (2) sufficiently large;
- (3) accessible, with an appropriate marketing mix;
- (4) relevant to the type of market (for example, segmentation on the basis of pets owned is relevant in the pet food market but not in the car market).

Once an organization has identified appropriate market segments, it needs to identify those segments for which it will seek to provide a product or service. This process is known as targeting. The organization may adopt a single-segment strategy or a multi-segment strategy. Single-segment strategies allow specialization and are a good way of entering the market. A multi-segment strategy involves two or more segments, for which the organization develops differing marketing mixes. This approach offers

potential for increasing aggregate sales, but offers more complex management challenges.

2.3 The consumer buying process

A focus on the consumer buying process offers two useful perspectives: the decision-making process associated with consumer buying and the factors which affect the buying process. Together they emphasize that, although customer benefits must be at the core of any marketing strategy, unless the customer can be convinced of the value of those benefits, and continues to identify with the benefits that a specific service or product offers, purchase or use of the service will not happen, or be repeated. One model of the consumer decision-making process involves the following stages:

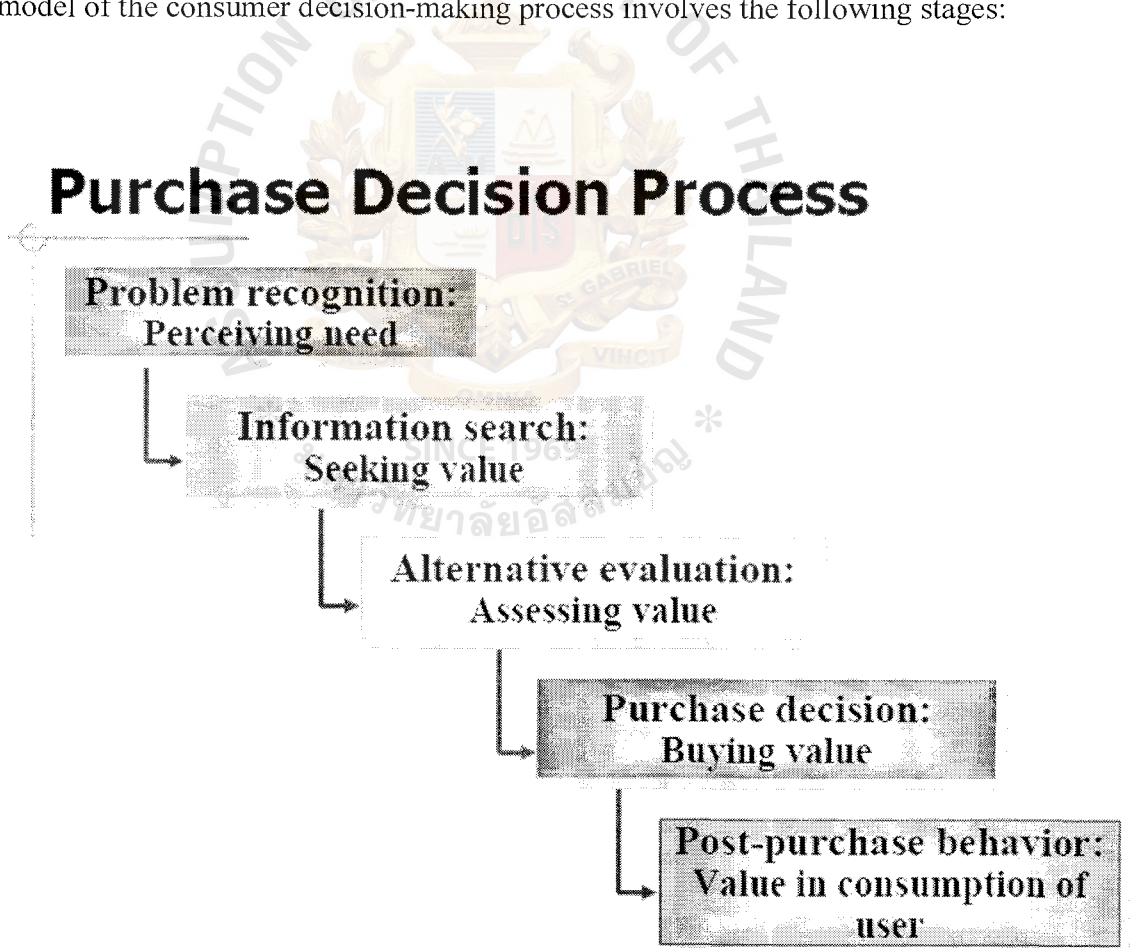


Figure 2.4. Purchasing Decision Process.

- (1) Problem recognition is simply the awareness of a need. The need may be perceived or real. The problem recognition process occurs every time consumers decide they need something whether it be toilet paper or a new home. This is the first and most basic step in the purchase decision process. Marketers can effectively initiate consumers' awareness of a need with the right advertising campaign. For instance, the concession advertising prior to the start of a feature movie is geared toward making moviegoers aware that they "need" a drink and a snack.
- (2) Information search is the process where consumers gather information on a prospective product. Consumers may rely on their past experiences, information recall, friends and family, publications, the media and the company to provide them with information on the product being considered. The extent of the information search is typically related to the cost of the product and the consumer's prior knowledge and experience with the product and/or product category. This is the process where the consumer will develop their purchase set, or group of products that they will consider purchasing. If a consumer is considering the purchase of a pick-up truck, at this stage they will collect information and research automobile manufacturers and their trucks. However, the information search may be less extensive when the consumer considers purchasing less-expensive or daily-use items. Marketers can significantly impact the decision process by providing product information. Detailed product information, available product features/attributes and benefits may satisfy potential consumers' need for information. Marketing at this step allows companies to "toot their own horn" to a degree and explain the advantages of their product. In some

instances, companies compare their product to competing products to help the consumer realize that their product is clearly superior to its competitors'. One consideration is that comparison information may be misinterpreted or may confuse potential consumers. If this happens, the potential consumer might mistake the competing product as having the advantage over the product being marketed.

- (3) Evaluation of criteria is the process where consumers determine what features they would prefer. Consumers evaluate and assign a value to various product features and attributes. Think about purchasing an automobile. There are numerous features that can be added or removed from an automobile. The consumer decides on what features they desire. Because there is generally a cost associated with the various features, consumers have to rank the features and decide which ones are most important to them. If the consumer is not satisfied with the selection or the evaluation of the product criteria, they will revert back to the information search process. Again, marketers have an opportunity to supply information and tout the advantages of its product's features and attributes. Detailed feature and attribute descriptions and benefits allow consumers to thoroughly evaluate the product as well as allow the consumer to think about trade-off between competing products.
- (4) Purchase decision occurs when the consumer actually makes the purchase. It includes the product, method of payment, package, location of purchase and all other factors that are associated with purchasing the product. This step is directly influenced by marketers. If the marketing campaign was effective, consumers purchase the product. Marketers have an impact on this portion

of the process by their interaction with consumers. Advertising directly impacts the purchase decision by stimulating consumers' awareness of a need, providing relevant product information and helping them evaluate the product and derive that this is their best purchase option.

- (5) Post purchase evaluation refers to the consumers' purchase decision afterthoughts. At this stage, the consumers determine their level of satisfaction with the product and question themselves as to whether they have made the right purchase decision. Marketeers can lessen their anxieties by offering warranties, money-back guarantees, after-sales support and generous return policies. Understanding the principles of the consumer decision process allows marketers to gain insight into the process a consumer undertakes when purchasing their products. It is also important to understand that the actual purchasing behavior process may not necessarily include all five steps depending on the product being purchased.

2.4 Types of Consumer Behavior

All organizations need to recognize that consumers use the decision-making process discussed above in different ways at different times. Some of these variations are because of the differing types of purchases. One way of examining these different types of approach is to categorize them thus:

- (1) *Routine response behaviour* occurs with low-cost purchases, which involve little cost and decision effort.
- (2) *Limited decision making* occurs when a product is bought occasionally and the purchaser finds it necessary to collect information about an unfamiliar brand.

- (3) *Extensive decision making*, which occurs when purchases which are unfamiliar, expensive or infrequent are under consideration.
- (4) *Impulse buying*, which is unplanned.

All of these approaches may apply to any specific service or product, since different customers may use a different approach to the same service. Thus, for some people, a visit to a library is a routine response behavior, as they are regular visitors. For others, such a visit may be tantamount to impulse buying, such as when they find themselves in a town centre with time to kill

2.5 Factors Affecting Consumer Buying Behavior

Factors which affect the consumer buying process can be divided into personal, psychological, and social, as summarized earlier. Personal factors are factors associated with the individual, such as demographic factors, lifestyle and factors associated with the specific purchase decision, such as the situation and level of involvement in the decision. Psychological factors are concerned with cognitive processing, which will be based on knowledge and information processing, but influenced by attitudes and perception. Individuals do not operate alone in the decision-making process. Social factors which influence purchasing include the individual's roles, reference groups, social class and general cultural factors.

Purchasing will also be influenced by individuals' attitudes to risk and innovation. The following summarizes a widely accepted model of the roles of customers in the diffusion of innovation:

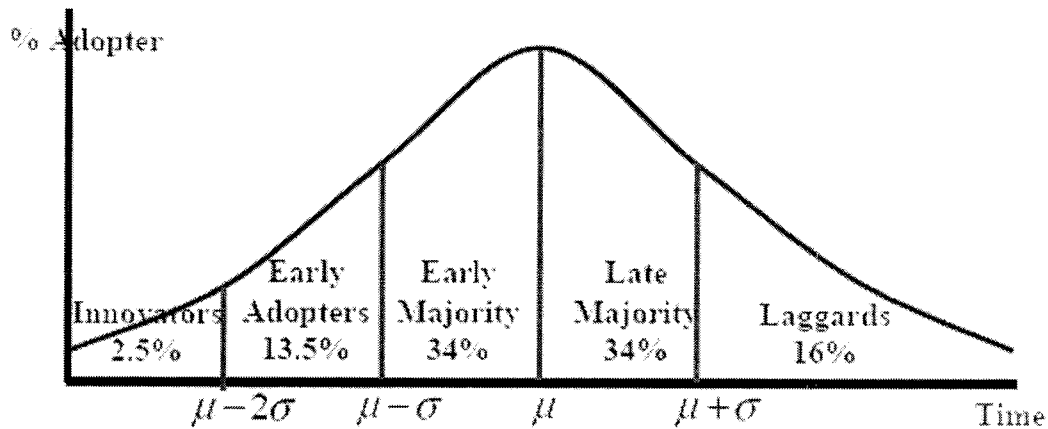


Figure 2.5. The Adopter Categories.

Usage and loyalty are also important factors. In terms of usage, customers may be categorized by status and usage rate. Examples of usage status are: nonusers, ex-users, potential users, first-time users and regular users. Usage rate may be heavy, medium, or light

Loyalty to brand, or in the case of library and information services, to a specific service point or delivery mechanism, is also important and perhaps not unrelated to attitudes to innovation. There are four categories of customers in relation to loyalty:

- (1) *hard core loyals*: are those customers who buy the brand all of the time;
- (2) *soft core loyals*: are those customers who are loyal to two to three brands;
- (3) *shifting loyals*: are those customers who move between brands;
- (4) *switchers*: are those customers with no loyalty to any specific brand.

III. RESEARCH METHODOLOGY

3.1 Research Design

Instrument Design

We design to use the descriptive research design to describe the characteristic of promotion toward the buying decision. In descriptive research design we use the secondary data to save time and cost of the reverent information and also collect the primary data to get more information about the attitude of the respondents in terms of promotion.

3.2 Research Hypothesis

Hypothesis 1: Test of relationship between gender and the factor selecting UBC

H1o: There is no relationship between gender and the factor selecting UBC.

H1a: There is a relationship between gender and the factor selecting UBC

Hypothesis 2: Test of relationship between age and the factor selecting UBC

H2o: There is no relationship between age and the factor selecting UBC.

H2a: There is a relationship between age and the factor selecting UBC

Hypothesis 3: Test of relationship between marital status and the factor selecting UBC

H3o: There is no relationship between marital status and the factor selecting UBC.

H3a: There is a relationship between marital status and the factor selecting UBC

Hypothesis 4: Test of relationship between education and the factor selecting UBC

H4o: There is no relationship between education and the factor selecting UBC.

H4a: There is a relationship between education and the factor selecting UBC

Hypothesis 5: Test of relationship between occupation and the factor selecting UBC

H5o: There is no relationship between occupation and the factor selecting UBC.

H5a: There is a relationship between occupation and the factor selecting UBC

Hypothesis 6: Test of relationship between personal income and the factor selecting UBC

H6o: There is no relationship between personal income and the factor selecting UBC.

H6a: There is a relationship between personal income and the factor selecting UBC

Hypothesis 7: Test of relationship between household income and the factor selecting UBC

H7o: There is no relationship between household income and the factor selecting UBC.

H7a: There is a relationship between household income and the factor selecting UBC

3.3 Sample design

Target Population

The target population for the research is current customers of UBC and people who live in the same residence.

Sampling Frame

In this research, the researcher used the mall intercept as mean of data collection. First, the researcher listed all of the supermarkets and discount stores within the Bangkok area such as Tops supermarket (marketplaces), Tesco Lotus, Home Fresh Mart (in the Mall), Carrefour, Seven-Eleven, and Big C.

Sampling Units

The researcher selected department stores or shopping areas in the Bangkok area from the list mentioned above in the sampling frame.

Unit of Analysis

To analyze and interpret the data gathered, the researcher used the data from people who are in the list of the target population or current customers of UBC and people who live in the same residence.

3.4 Sample size

Table 3.1. Theoretical Sample Sizes for Different Sizes of Population.

Population	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,344

Source: Anderson, G., *Fundamentals of Education Research*, 1996, pp.202

The number of households in Thailand is 17,429,900 and when compared with table 4.1 it shows that in this research the researcher needed to gather at least 384 sets of questionnaire. In this research, the researcher collected 400 sets of questionnaire.

3.5 Research Instruments/ Questionnaire

In this study, structured questionnaires will be used for data collection because the questionnaire is the most flexible method compared to other methods. Structured questionnaires help respondents to make quick decisions by making a choice among the several alternatives that are provided.

Structured questionnaire is used as a tool for collecting the data needed for the research and the questionnaires are distributed directly to the respondents.

The questionnaires consist of three parts:

- (1) The first part, the question is a screening question. The researcher uses this question to screen out the respondents who are not in the target population.
- (2) The second part, the questions are about the demographic background of respondents that consist of 7 questions, which are multiple choice. Each respondent was asked questions about his or her demographic information, which are gender, age, marital status, education, occupation, personal income and household income.
- (3) The second part, the questions are about the purchasing behavior of current UBC customers and the source of interpersonal conflict. There are 12 questions, which consists of questions about information source, influencer, factor effecting their installation decision, and promotions that they like.

3.6 Collection of Data / Gathering Procedure

The researcher has used both primary and secondary data in this study. To collect the primary data, the researcher was required to distribute 384 copies of the self-administered questionnaires to the respondents who have UBC installation at there residence. The researcher has used convenience sampling to collect the primary data. In addition, the researcher has also used the secondary data to support the primary data as the researcher can almost gather them faster and at a lower cost than the primary data.

For the primary data collection the research uses two major methods for data collection as follows:

- (1) Self-distributing, and
- (2) Hire freelancer

The researcher collected secondary data from books, journals, web-sites, business magazines and thesis that are relevant to and help the researcher understand customers' purchase decisions and nature of the automobile industry.

After the required data are collected, it will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) program will be employed to summarize the data as needed.

3.7 Statistical Treatment of Data

Data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) was used to summarize the data where needed. All the statistical manipulations of the data have to follow commonly accepted research practices. The form of data presentation from these procedures would also be presented in an easily interpreted format. The computer was used to ensure accuracy and to minimize costs for performing all statistical procedure.

Data was analyzed by using two major statistic methods, which are Descriptive Statistics, and Inferential Statistics. In the descriptive statistics section, the data will be presented by chart and graph. For the inferential statistics, the researcher uses Pearson Correlation to test the hypothesis.

The interpretation of Pearson Correlation is interpreted as follows:

Perfect negative relationship	=	-1
Very strong negative relationship	=	-0.81 < -0.99
Strong negative relationship	=	-0.61 < -0.80
Moderate negative relationship	=	-0.41 < -0.60
Weak negative relationship	=	-0.21 < -0.40
Very Weak negative relationship	=	-0.01 < -0.20
No relationship	=	0

Very Weak positive relationship	=	$0.01 < 0.20$
Weak positive relationship	=	$0.21 < 0.40$
Moderate positive relationship	=	$0.41 < 0.60$
Strong positive relationship	=	$0.61 < 0.80$
Very strong positive relationship	=	$0.81 < 0.99$
Perfect positive relationship	=	1



IV. DATA ANALYSIS

This chapter is concerned with the analysis of primary data from 400 questionnaires, which were responded by the target respondents. The data analysis part can be divided into two major sections. The first section explains the descriptive statistics in the form of a frequency table. The second section is the inferential statistics, the hypotheses testing between dependent and independent variables.

4.1 Descriptive Statistics

Descriptive statistics display characteristics of the location, spread and shape of an array of data. The researcher attempts to describe or define a subject, often by creating a profile of a group of problems, people or events through the collection of data and the tabulation of the frequencies on research variables or their interaction (Cooper and Schindler, 2001). In this research, the researcher will interpret the data using the frequency distribution technique. For the purpose of analyzing the data, the analysis of descriptive statistics is segmented as follows:

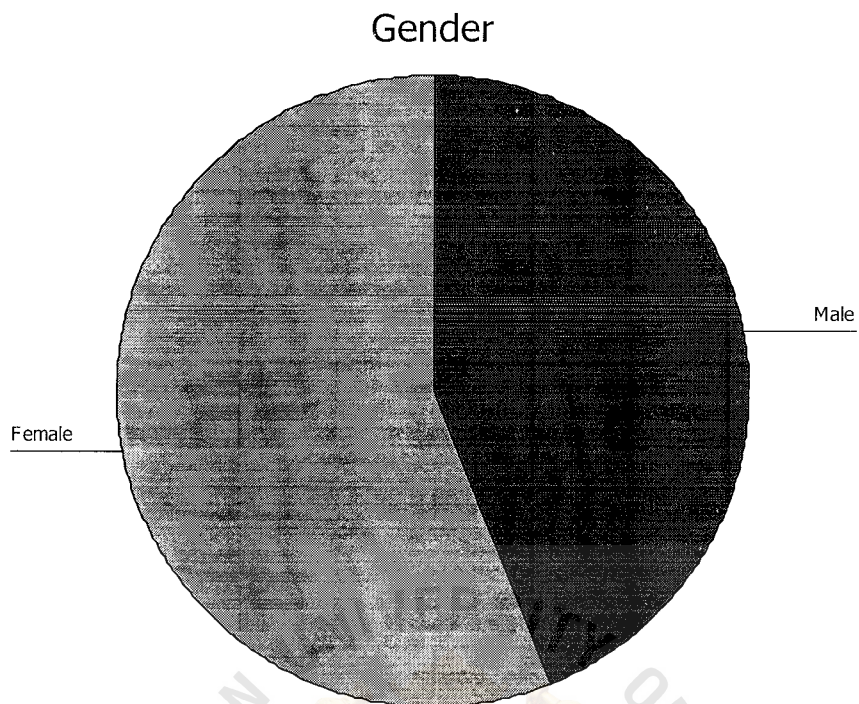
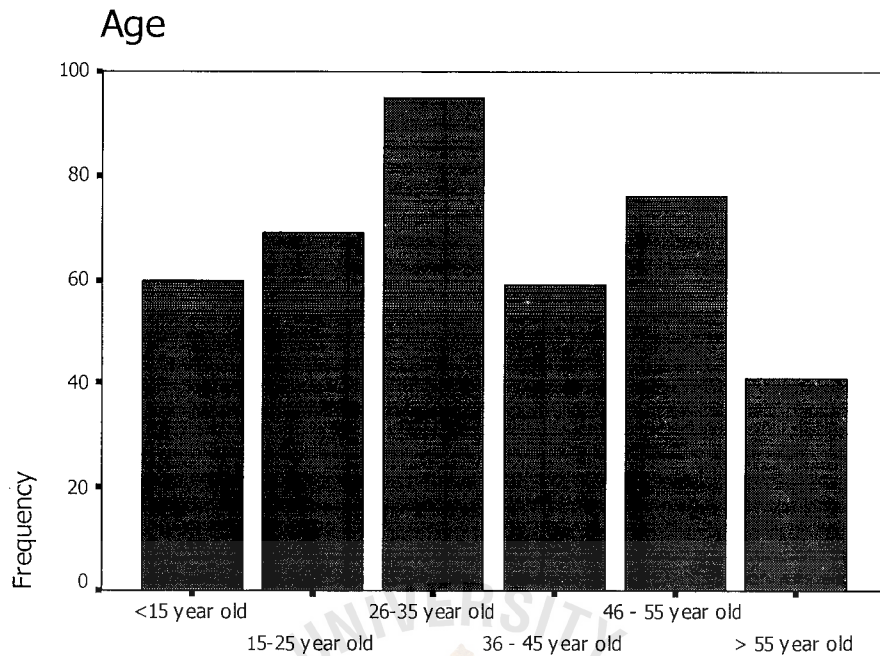


Figure 4.1. Gender.

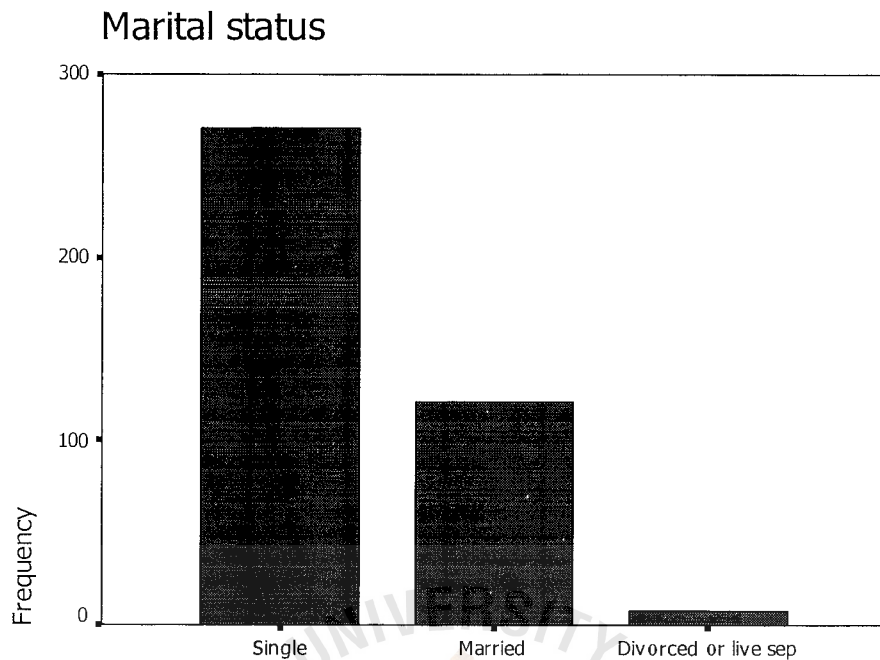
Gender of the total sampling size of 400, there are 43.8% males and 56.3% females.



Age

Figure 4.2. Age.

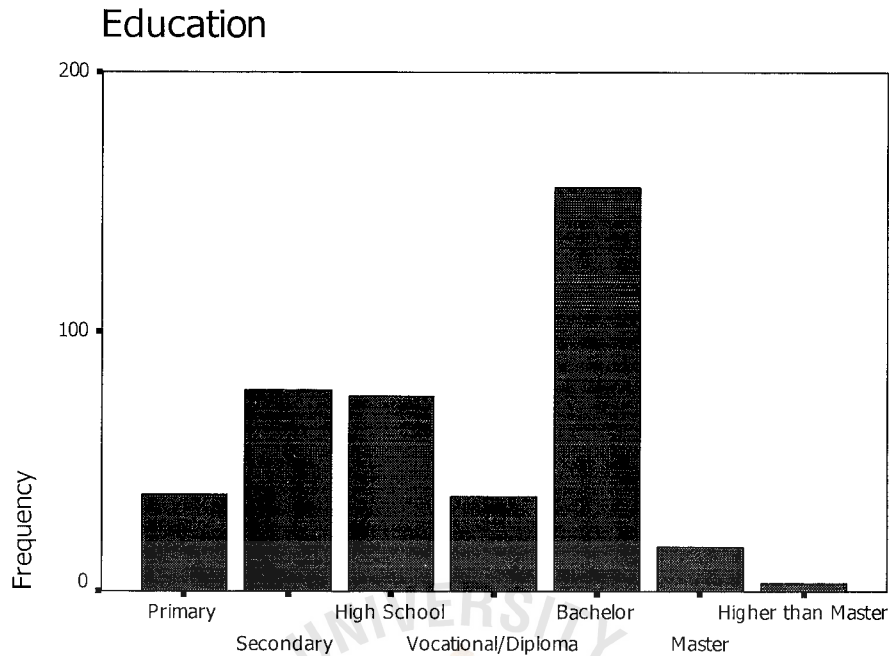
The age group between 26 to 35 years old is the highest in frequency among respondents studied at 23.8%, the second-most frequent age group is the respondents who are between 46 to 55 years old (19%), and the third age group comprises of respondents who are between 15 to 25 years old (17.3%). The least-frequent age group under studied is the more than 55 years old group at 10.3%.



Marital status

Figure 4.3. Marital status.

From the survey, there are 67.8% of respondents who are single, 30.3% who are married, and just 2% who are divorced or live separately.



Education

Figure 4.4. Education.

Most of the respondents studied received education in Bachelor's degree, which adds up to 38.8% of the total respondents. The next group is secondary school graduates who consists of another 19.3%. High school graduates comprise of 18.8% and ranks third in the frequency study. The fourth group is the primary school graduates with 9.3%, while Master degree graduates rank fifth at 4.3% and higher than Master degree graduates rank sixth at 0.8%.

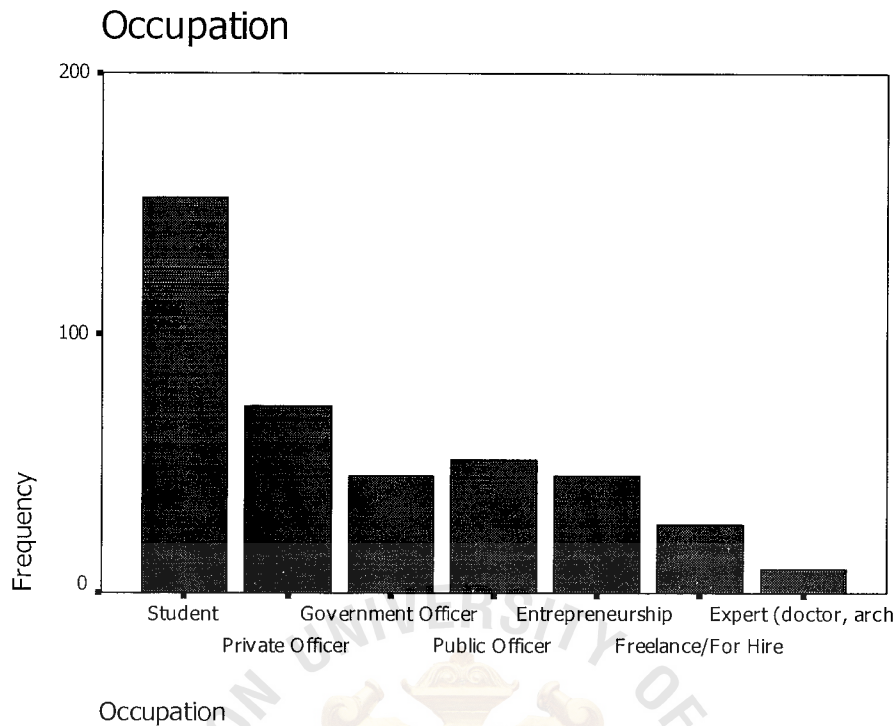
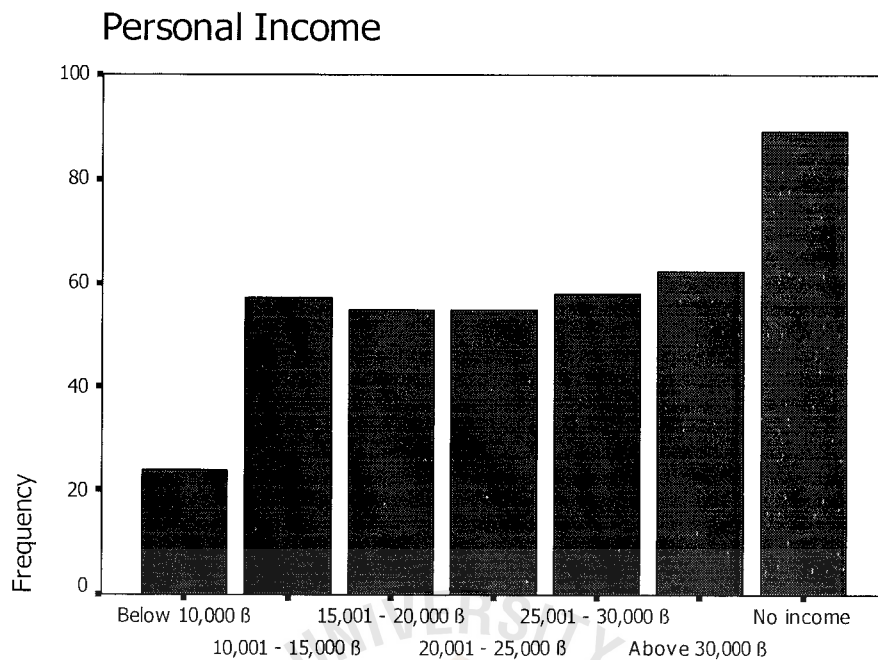


Figure 4.5. Occupation.

The result of the survey indicates that students comprise the largest group of sample studied with 38%. The private officers (officers at governmental enterprises) rank second at 18%, while public officers rank third at 12.8%. The fourth group is tied at 11.3% and consists of two groups; government officers and entrepreneurs. The fifth largest group is freelancers. And the sixth largest group is the experts such as doctors or architects.



Personal Income

Figure 4.6. Personal Income.

The largest group in income category is people with no income at 22.3%. The second-largest group is earning an income of more than 30,000 baht monthly (15.5%). The third-largest group is making an income of between 25,001 to 30,000 baht (14.5%). The fourth group is the income group between 10,001 to 15,000 baht (14.3%), while the fifth group is tied at 13.8% between two groups that make income between 15,001 to 20,000 baht and between 20,001 to 25,000 baht. The smallest group is earning less than 10,000 baht monthly (6%)

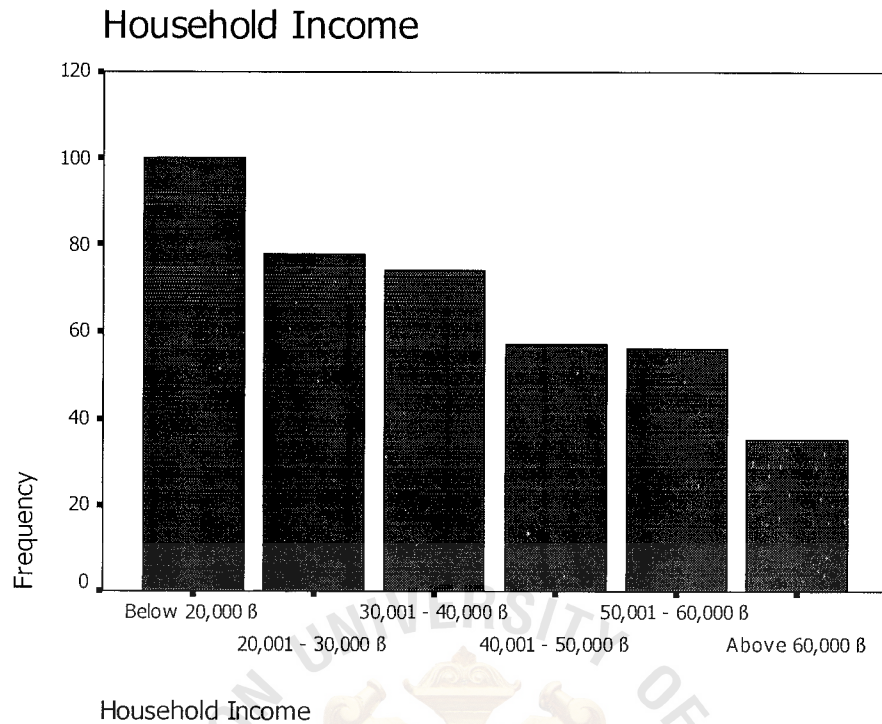


Figure 4.7. Household Income.

Most respondents (25%) reported that their household income is below 20,000 baht monthly. The pattern of percentage of household income seems to be decreasing while the smallest group of respondents are those with household income of more than 60,000 baht monthly.

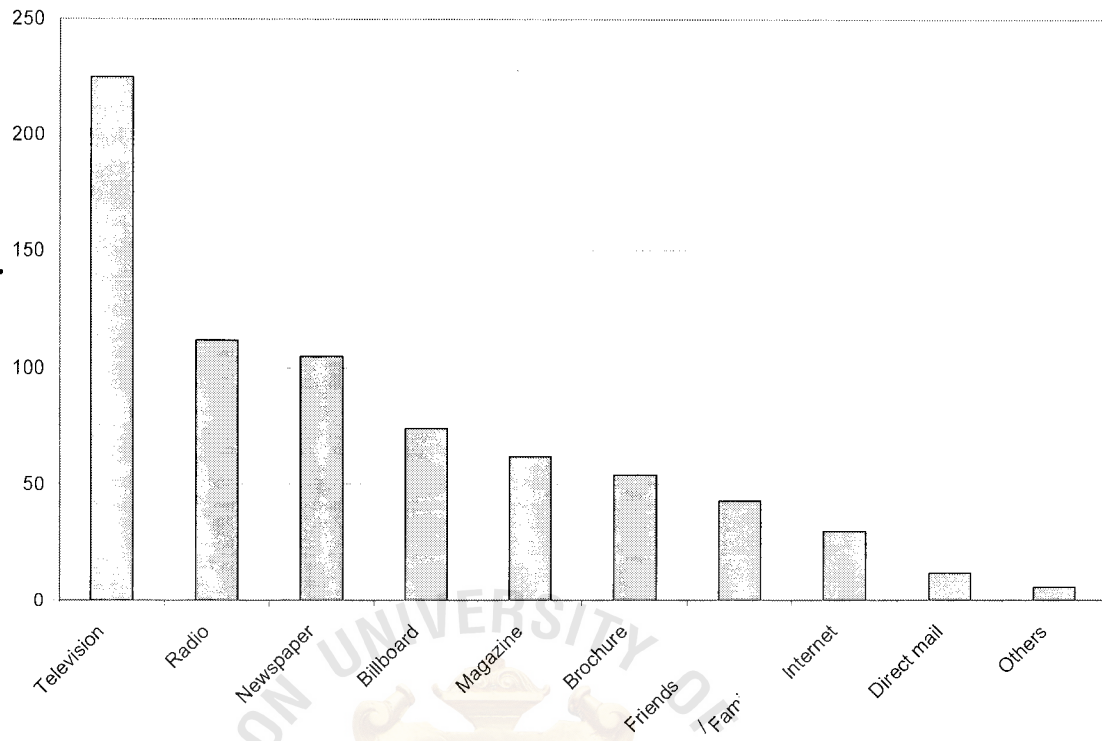


Figure 4.8. Information Source for UBC.

Since this question requires multiple answers, the author will present only numerical data concerning the respondents' information channel regarding UBC. It has been found out that 225 respondents received information about UBC from television and it is by far the largest source of information concerning UBC.

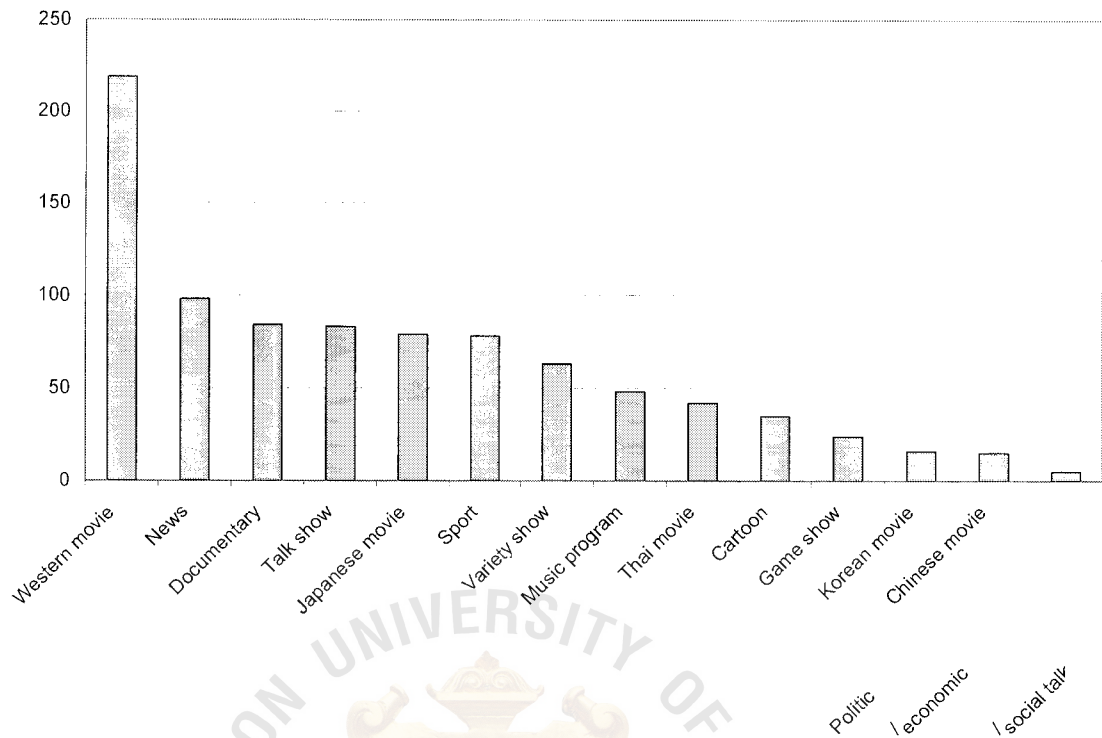


Figure 4.9. Program on UBC that respondents like to watch.

Most respondents (219 persons) report that they generally watch western movies on UBC cable TV, while the least-preferred program on UBC is political /economic/social talk show with only 5 persons reporting their preference.

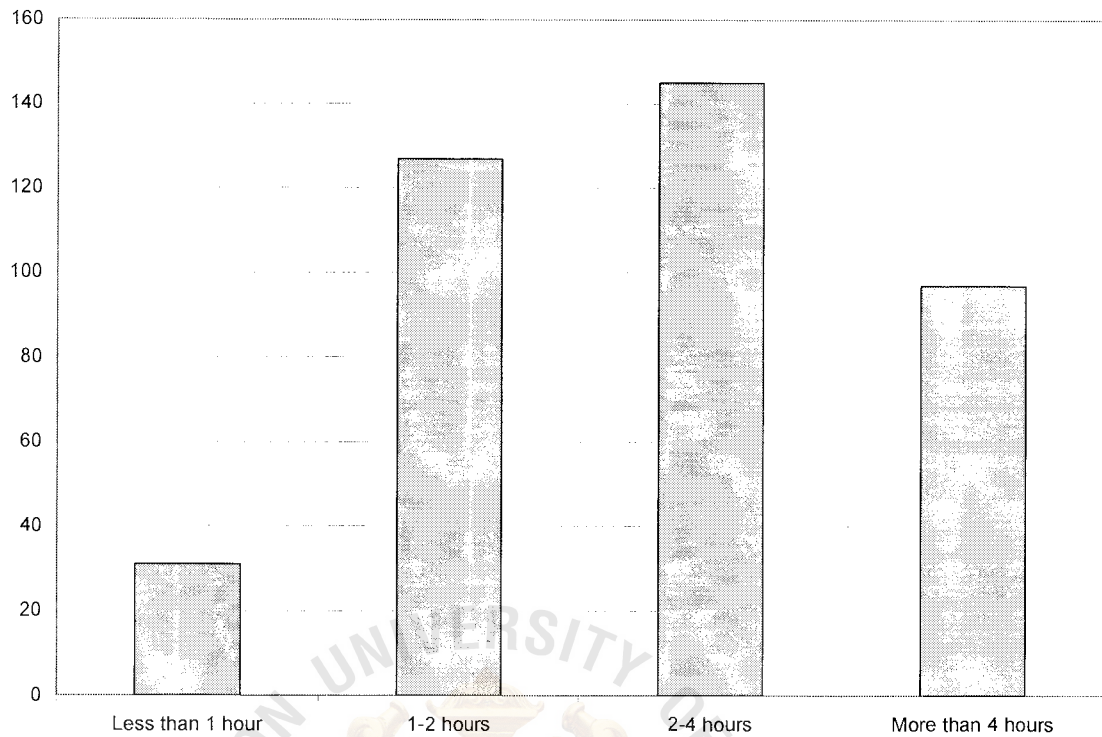


Figure 4.10. Time spent on watching UBC during weekdays.

Of the people who own UBC, 145 persons watch it daily for two to four hours during weekdays; another 127 persons watch it daily, 97 persons watch it more than four hours, and just 31 persons watch it less than one hour per day. This can suggest that UBC owners spend a considerably large amount of time watching the programs.

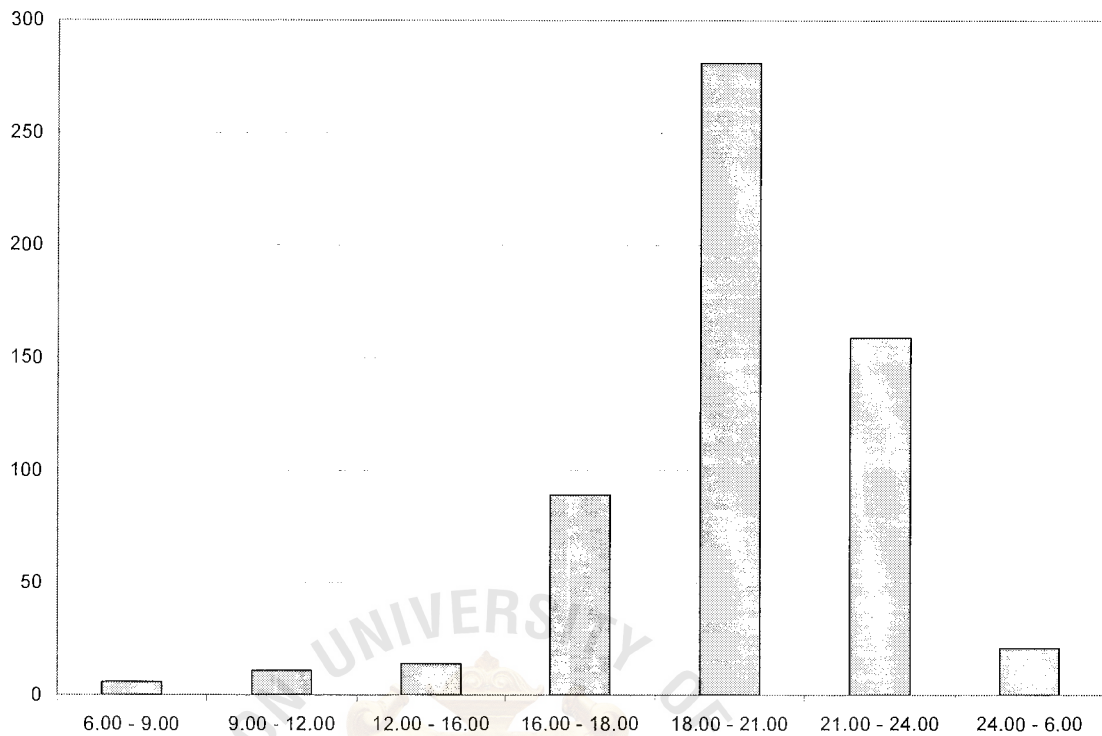


Figure 4.11. Time that Respondents usually watch UBC during weekdays.

Most of the respondents watch UBC programs at night with 281 persons who watch the program during evening hours of 18.00 to 21.00 hours and another 159 persons who watch the later program during 21.00 to 24.00 hrs.

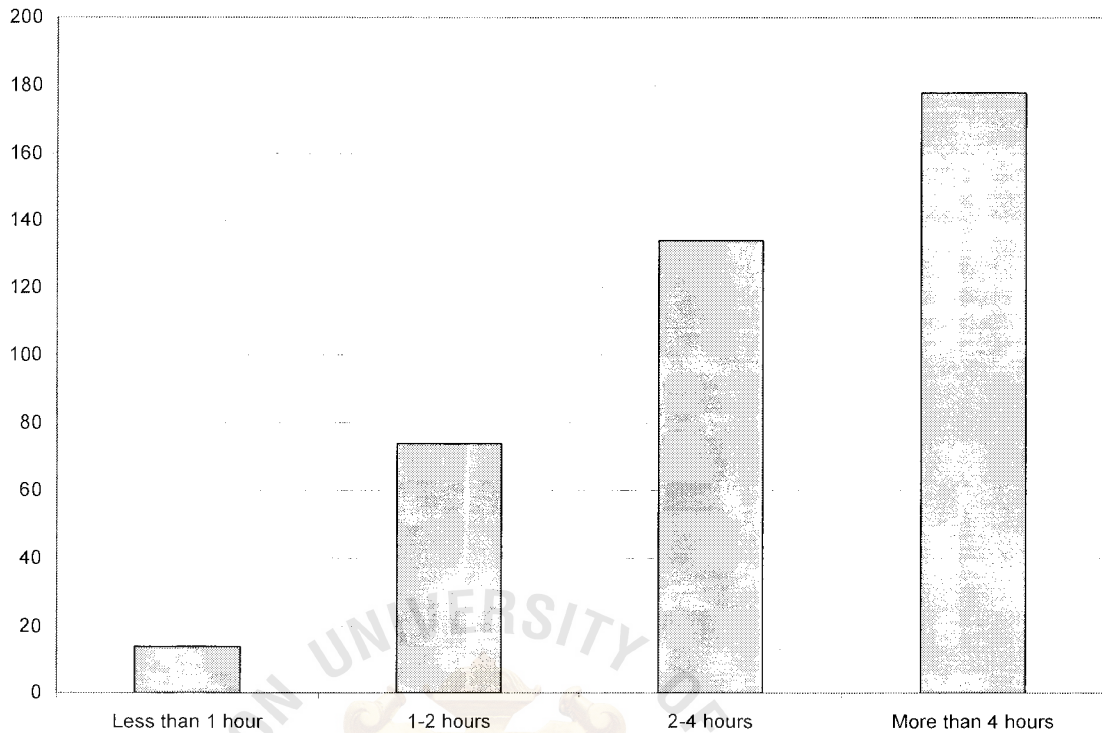


Figure 4.12. Time spent on watching UBC during weekends.

During weekends, respondents spend more time watching UBC programs with 178 persons watching the program more than 4 hours daily and another 134 persons watching the program between 2 to 4 hours.

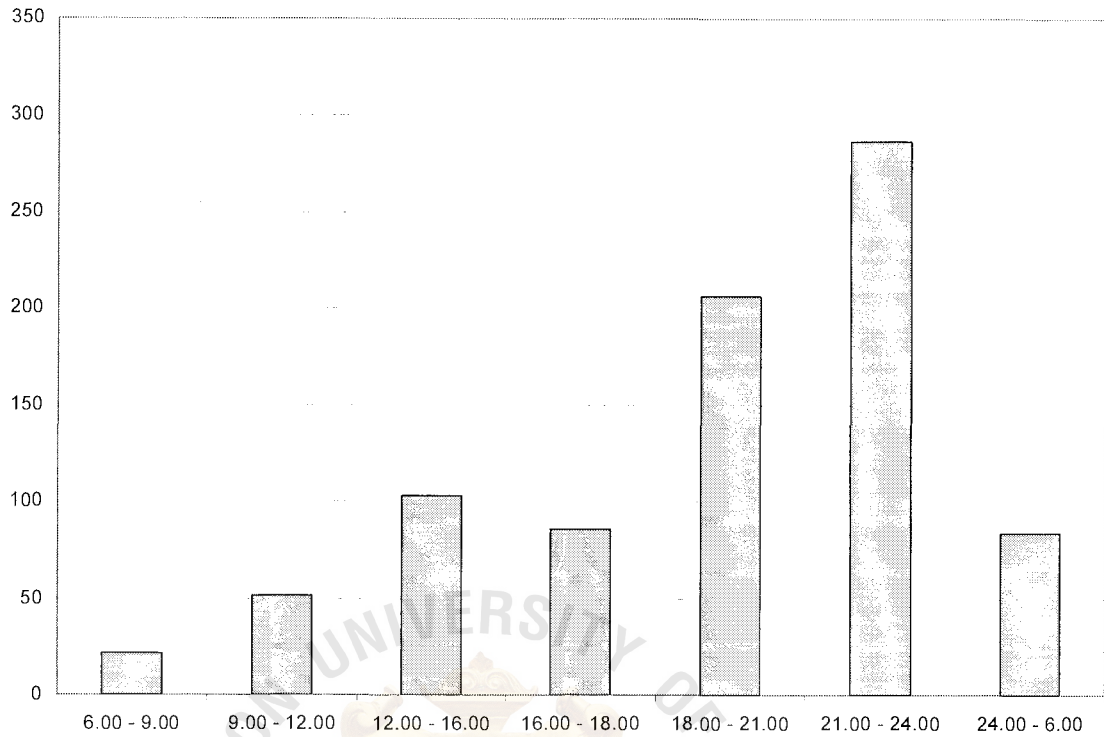


Figure 4.13. Time that Respondents usually watch UBC during weekends.

The primetime for UBC customers on weekends is during 21.00 to 24.00 hrs. with 287 responses. For the second-highest responses of 206 customers is during 18.00 to 21.00 hrs. Noon hours between 12.00 to 16.00 ranks third among the categories with 103 responses, while the morning hour during 6.00 to 9.00 hrs. has the lowest responses of 22 watchers.

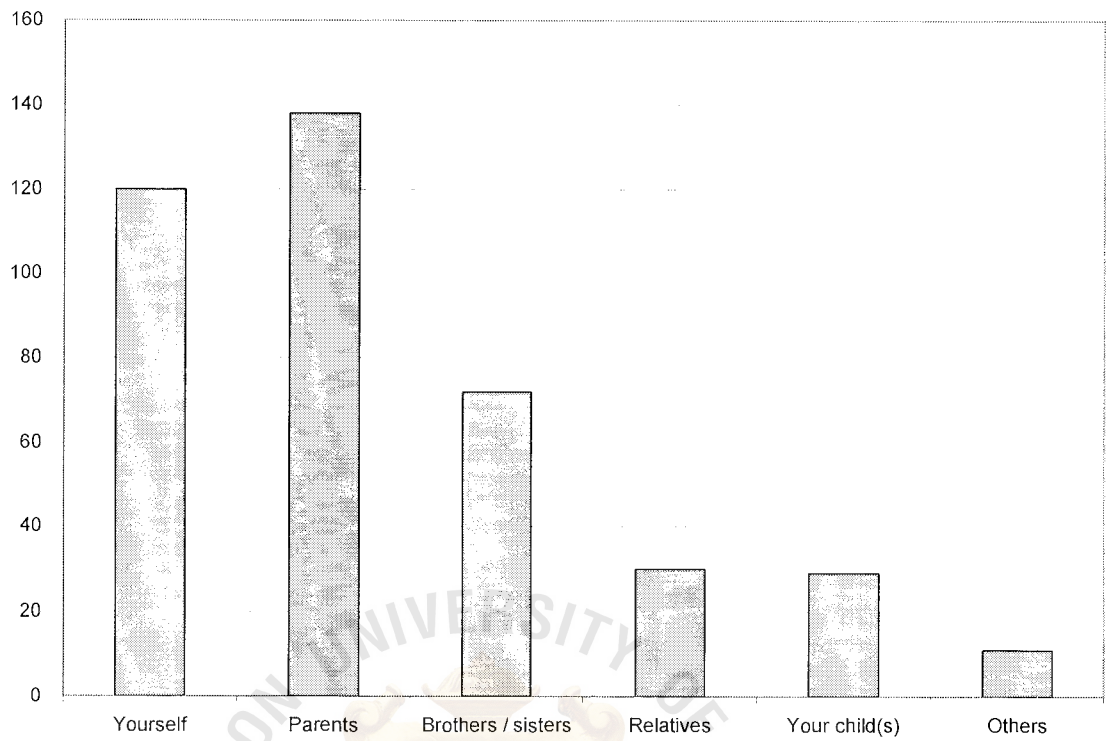


Figure 4.14. Persons in the household that spend the most time watching UBC.

The most frequent watchers of UBC program are the parents with 138 responses followed closely with oneself at 120 responses.

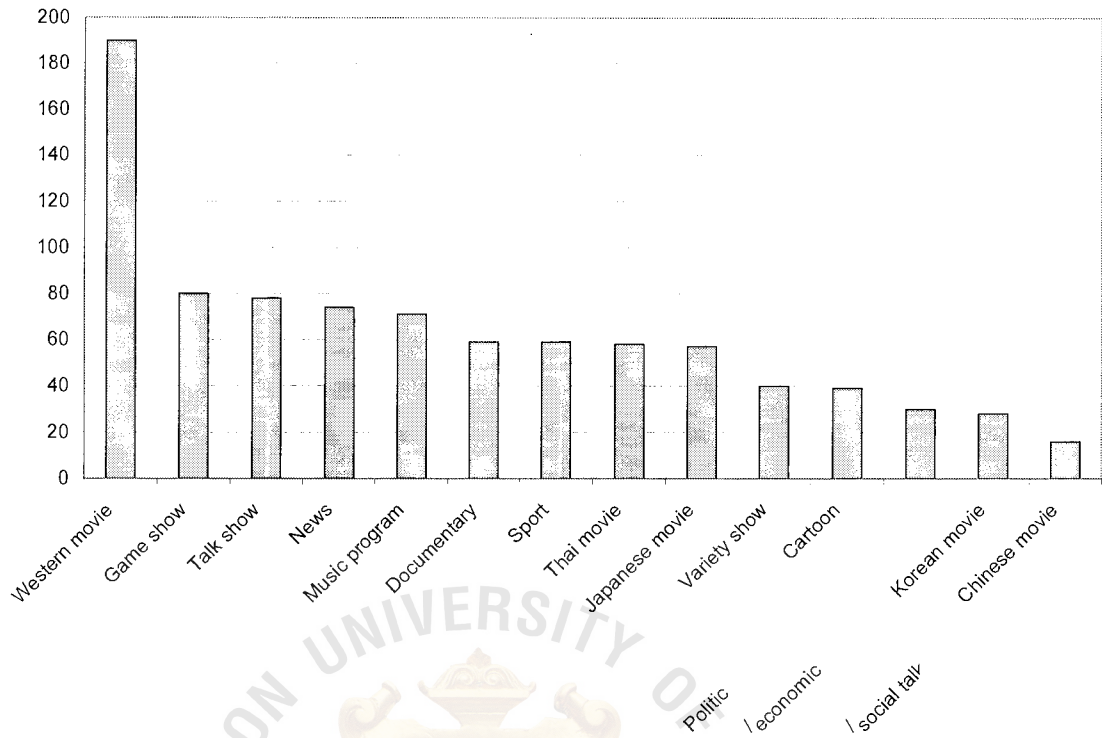


Figure 4.15. Program that the persons who spend the most time watching UBC like.

Again the Western movie is the most preferred choice of heavy users with 190 responses. The second-most preferred program is the game show with 80 responses. The least-preferred program among heavy watchers is Chinese movies with 16 responses.

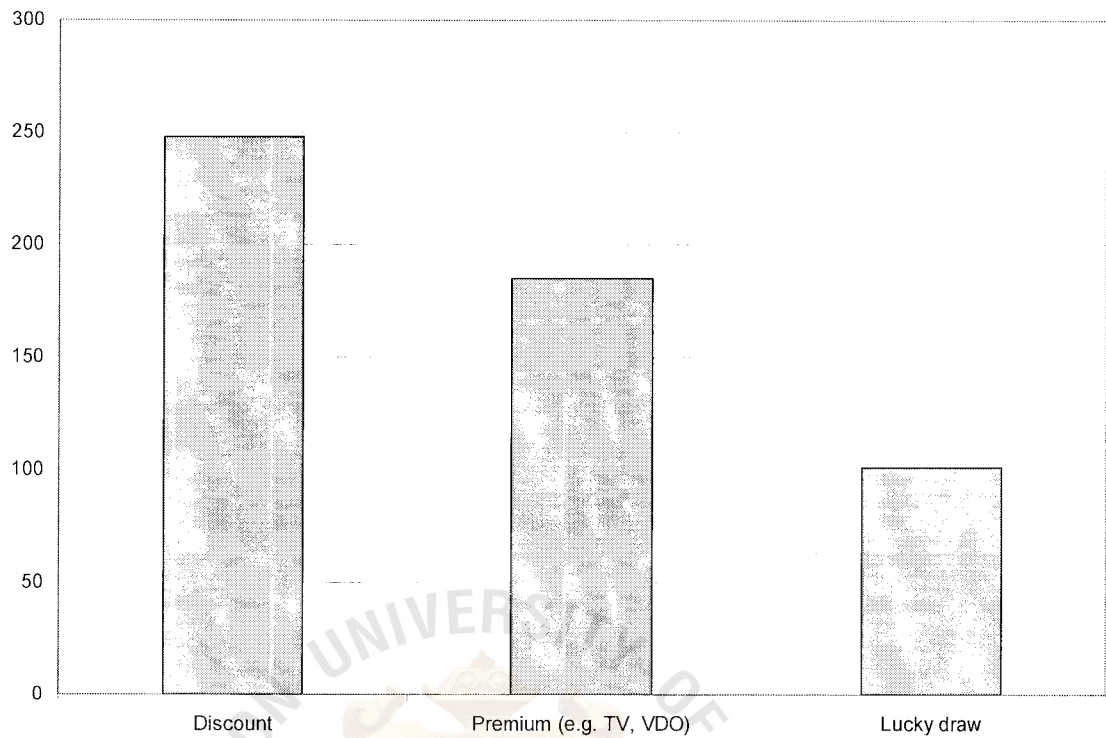


Figure 4.16. Promotion that customers like.

Concerning the promotional method, respondents prefer discount the most (248 responses) with premium ranks second (185 responses) and lucky draw ranks third with 101 responses.

4.2 Inferential Statistics

In this section, association between independent variables (demographic profiles) and dependent variable (factor selecting UBC) is examined by using SPSS program. The bivariate correlation is employed to find out the relationship between independent and dependent variables.

Table 4.1. Pearson Correlation between Demographic Profiles and Factor Selecting UBC.

		The variety of program s	The quality of programs	The subscription price	The promotion package
Gender	Pearson	.000	-.018	-.024	.062
	Correlation				
	Sig. (2-tailed)	1.000	.725	.638	.215
Age	N	400	400	400	400
	Pearson	-	.055	-.003	.050
	Correlation	.842(**)			
Marital status	Sig. (2-tailed)	.000	.271	.953	.322
	N	400	400	400	400
	Pearson	-.051	-.003	-.033	.017
Education	Correlation				
	Sig. (2-tailed)	.310	.944	.514	.737
	N	400	400	400	400
Occupation	Pearson	-.017	.045	.004	.014
	Correlation				
	Sig. (2-tailed)	.734	.367	.934	.779
Personal Income	N	400	400	400	400
	Pearson	.000	-.060	.046	-.032
	Correlation				
Household Income	Sig. (2-tailed)	.996	.230	.354	.524
	N	400	400	400	400
	Pearson	.018	.023	-.759(**)	.081
	Correlation				
	Sig. (2-tailed)	.724	.647	.000	.105
	N	400	400	400	400
	Pearson	.031	-.002	-.682(**)	.074
	Correlation				
	Sig. (2-tailed)	.539	.973	.000	.138
	N	400	400	400	400

** Correlation is significant at the 0.01 level (2-tailed).

From the table above, only three variables show a significant correlation with the proposed dependent variables which are age, personal income, and household income, while other demographic variables such as gender, marital status, education, and occupation do not show any significant degree of correlation with the proposed

dependent variables. Of the three variables that show significant degree of correlation, age shows the strongest degree of correlation according to the Pearson Correlation method. For age, there is a very strong negative relationship (-0.842) between age and variety of program, which means that the younger the customers' age, the more variety of UBC programs they want.

Moreover, the personal income factor also shows a reverse relationship with the subscription price. The personal income indicates a degree of Pearson Correlation at -0.682, suggesting that as respondents have lower income, they tend to be more sensitive about the UBC subscription price.

One last factor that shows a degree of significant correlation is household income, which also establishes a degree of negative relationship at -0.682 with the subscription price. The data implies that as customers have lower household income, they will generally become more concerned about the subscription price.

Table 4.2. Conclusion Research Hypothesis.

Hypothesis	Description	Result	Interpretation
Hypothesis 1	Test of relationship between gender and the factor selecting UBC	Accept Ho	There is no relationship between gender and the factor selecting UBC.
Hypothesis 2	Test of relationship between age and the factor selecting UBC	Reject Ho	There is a relationship between age and the factor selecting UBC (in terms of variety of programs)
Hypothesis 3	Test of relationship between marital status and the factor selecting UBC	Accept Ho	There is no relationship between marital status and the factor selecting UBC.
Hypothesis 4	Test of relationship between education and the factor selecting UBC	Accept Ho	There is no relationship between education and the factor selecting UBC.
Hypothesis 5	Test of relationship between occupation and the factor selecting UBC	Accept Ho	There is no relationship between occupation and the factor selecting UBC.
Hypothesis 6	Test of relationship between personal income and the factor selecting UBC	Reject Ho	There is a relationship between personal income and the factor selecting UBC (in terms of subscription price)
Hypothesis 7	Test of relationship between household income and the factor selecting UBC	Reject Ho	There is a relationship between household income and the factor selecting UBC (in terms of subscription price)

V. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The research hypothesis conclusion is used to answer research objective number two. It suggests the conclusion that hypotheses 1, 3, 4, and 5 are accepted suggesting that there are no relationships between gender, marital status, education, and occupation with factors involved in selecting UBC subscription, which lead to the conclusion that gender, marital status, education, and occupation present no influence over the decision in selecting UBC subscription. Therefore, the company does not have to pay any attention to these variables when trying to convince target customers to purchase the subscription.

On the contrary, age, personal income, and household income show significant degree of relationship with the purchase of the company's subscription, suggesting that different age group, personal income, as well as household income show varying degree of influence over the purchase decision and that the purchasing behavior across the three groups are different. So when developing a market plan, attention must be given when treating the customers in these three groups as their behavioral responses to marketing strategies may be different.

To answer objective number one, the result of the research leads to the conclusion that since UBC Group emphasizes on the value positioning, which brings more variety and higher quality viewing programs to customers, then the target customers of UBC should be those of;

Middle to higher income in terms of both personal income as well as household income with age range between 26 to 35 years old as the primary target market (and above 35 years old as the secondary target market).

The customers in lower personal/household income group is too price sensitive to afford the subscription cost at 47 baht per day. And customers with age group lower than 26 years old may not be able to earn sufficient income to support the UBC subscription.

5.2 Recommendation

The recommendation part is used to answer objective three, which is to develop an appropriate marketing plan for UBC from the results findings of the research. Furthermore, the result of the research has led to the conclusion that UBC group should use the following strategies in order to fulfill its mission of providing superior contents to its target customers.

Strategy 1: Product Bundling Method

As the research results suggest, different age groups exhibit different degrees of preference toward the variety of the programs offered whereby younger customers generally prefer more variety of the programs. This result combines with the theory on consumer behaviour which states that marketing strategy should encompass customer's need as the centrality of any marketing execution have led to the proposition of product bundling method.

In product bundling method, the product mixes, which in this case is the bundling of programs offered to customers, should be combined in order to create the highest level of customer satisfaction or even exceed customer satisfaction, otherwise known as customer delight.

In order for product bundling to achieve maximum impact on satisfaction, it should be created by customer-centric method – that is by allowing customers to choose the bundling of programs tailored to his/her specific needs. So beside the traditional 37 channel package, UBC Group should develop smaller packages (for example 5 channel

or 10 channel package; however the choice of the number of channels should be decided by customers) with lower list price on the package by utilizing product bundling program that allows customers to choose different channel combinations in the package. So customers who prefer Western movies can choose channels that offer Western movies program like HBO, Cinemax, or Star Movies whereas customers who prefer Asian movies program can choose the channels like Asian Movies or the customers who prefer documentary can choose channels like History Channel, Discovery Channel, National Geographic Channel, or Animal Planet.

Strategy 2: Pricing by Channel

This strategy is developed to support the recommended strategy above by instead of offering one price for a wholesome package, UBC Group can offer price lists for individual channels and allow a customer to choose any of the channel that can most satisfy his/her viewing pleasure.

5.3 Further Research

This research had been conducted on respondents in Bangkok and metropolitan areas with the samples size of 400 drawn from the total population. Due to the limitation in terms of time and scope, the researcher could not obtain more samples as well as samples from other regions of the country for higher accuracy. Therefore, the researcher wants to propose the following for further research:

- (1) For better result to represent the population of Thailand, further research on the topic should be conducted in other regions of the country namely Northern, North-Eastern, Eastern, and Southern parts of the country.
- (2) Comparative research in order to obtain information about the competition in the cable TV industry should also be conducted for comparative analysis

with regard to competitors' offerings and market position for better and clearer view of the competitive situation.





A Study of UBC Subscription

Section 1: Screening question

1. Do you currently have any UBC installation in your residence?

- ☐ Yes (continue in section 2)
☐ No (End of survey. Thank you)

Section 2: Demographic Profiles

2. Gender

- ☐ Male ☐ Female

3. Age

- ☐ <15 year old ☐ 15-25 year old ☐ 26-35 year old
☐ 36 - 45 year old ☐ 46 - 55 year old ☐ > 55 year old

4. Marital status

- ☐ Single ☐ Married ☐ Widow / Divorce

5. Education

- ☐ Primary school ☐ Secondary school ☐ High School
☐ Vocational/Diploma ☐ Bachelor degree ☐ Master degree
☐ Doctorate degree ☐ Other.....

6. Occupation

- ☐ Student ☐ Private Officer ☐ Government Officer
☐ Public Officer ☐ Entrepreneurship ☐ Freelance
☐ Expert (doctor, architecture, engineer)
☐ Others please specify _____

7. Personal Income

- ☐ Below 10,000฿ ☐ 10,001 - 15,000฿ ☐ 15,001 - 20,000฿
☐ 20,001 - 25,000฿ ☐ 25,001 - 30,000฿ ☐ Above 30,000฿
☐ Not have income

8. Household Income

- ☐ Below 20,000฿ ☐ 20,001 - 30,000฿ ☐ 30,001 - 40,000฿
☐ 40,001 - 50,000฿ ☐ 50,001 - 60,000฿ ☐ Above 60,000฿

Section 3: Purchasing behavior of current customers

9. How do you receive information about UBC? (can answer more than 1)

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Television | <input type="checkbox"/> Billboard |
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Radio | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Friends / Family | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Others please specify_____ | | |

10. Who made the decision to pay for the UBC subscription in your household?

- | | |
|---|---|
| <input type="checkbox"/> Yourself (Go to question 12) | |
| <input type="checkbox"/> Parents | <input type="checkbox"/> Brothers / sisters |
| <input type="checkbox"/> Relatives | <input type="checkbox"/> Your child(s) |
| <input type="checkbox"/> Others please specify_____ | |

11. In your opinion, who has the most influence on the decision to install UBC subscription?

- | | | |
|--|---|------------------------------------|
| <input type="checkbox"/> Parents | <input type="checkbox"/> Brothers / sisters | <input type="checkbox"/> Relatives |
| <input type="checkbox"/> Your child(s) | <input type="checkbox"/> Others please specify_____ | |

12. What are the factors that you like from UBC? (can answer more than 1)

- | | |
|---|--|
| <input type="checkbox"/> The variety of programs | <input type="checkbox"/> The quality of programs |
| <input type="checkbox"/> The subscription price | <input type="checkbox"/> The promotion package |
| <input type="checkbox"/> Others please specify_____ | |

13. What kind of programs do you like to watch on UBC? (can answer more than 1)

- | | | | |
|---|--|--|---------------------------------------|
| <input type="checkbox"/> News | <input type="checkbox"/> Thai movie | <input type="checkbox"/> Chinese movie | <input type="checkbox"/> Korean movie |
| <input type="checkbox"/> Game show | <input type="checkbox"/> Japanese movie | <input type="checkbox"/> Western movie | <input type="checkbox"/> Documentary |
| <input type="checkbox"/> Talk show | <input type="checkbox"/> Variety show | <input type="checkbox"/> Music program | <input type="checkbox"/> Sport |
| <input type="checkbox"/> Cartoon | <input type="checkbox"/> Politic / economic / social talk show | | |
| <input type="checkbox"/> Others please specify_____ | | | |

14. How much time do you spend watching UBC programs on weekdays?

- | | |
|---|--|
| <input type="checkbox"/> Less than 1 hour | <input type="checkbox"/> 1-2 hours |
| <input type="checkbox"/> 2-4 hours | <input type="checkbox"/> More than 4 hours |

15. When do you usually watch UBC programs during weekdays?

- | | | |
|--|--|--|
| <input type="checkbox"/> 06.00 - 09.00 | <input type="checkbox"/> 09.00 -12.00 | <input type="checkbox"/> 12.00 - 16.00 |
| <input type="checkbox"/> 16.00 - 18.00 | <input type="checkbox"/> 18.00 - 21.00 | <input type="checkbox"/> 21.00 - 24.00 |
| <input type="checkbox"/> 24.00- 6.00 | | |

16. How much time do you spend watching UBC programs on weekdays?

- | | |
|---|--|
| <input type="checkbox"/> Less than 1 hour | <input type="checkbox"/> 1-2 hours |
| <input type="checkbox"/> 2-4 hours | <input type="checkbox"/> More than 4 hours |

17. When do you usually watch UBC programs during weekends?

- | | | |
|--|--|--|
| <input type="checkbox"/> 06.00 - 09.00 | <input type="checkbox"/> 09.00 -12.00 | <input type="checkbox"/> 12.00 - 16.00 |
| <input type="checkbox"/> 16.00 - 18.00 | <input type="checkbox"/> 18.00 - 21.00 | <input type="checkbox"/> 21.00 - 24.00 |
| <input type="checkbox"/> 24.00- 6.00 | | |

18. In your household, who do you think spend the most time watching TV programs on UBC?

- | | | |
|--|--|---|
| <input type="checkbox"/> Yourself | <input type="checkbox"/> Parents | <input type="checkbox"/> Brothers / sisters |
| <input type="checkbox"/> Relatives | <input type="checkbox"/> Your child(s) | |
| <input type="checkbox"/> Others please specify _____ | | |

19. From question 18, from kind of program does that person like to watch?

- | | | | |
|--|--|--|---------------------------------------|
| <input type="checkbox"/> News | <input type="checkbox"/> Thai movie | <input type="checkbox"/> Chinese movie | <input type="checkbox"/> Korean movie |
| <input type="checkbox"/> Game show | <input type="checkbox"/> Japanese movie | <input type="checkbox"/> Western movie | <input type="checkbox"/> Documentary |
| <input type="checkbox"/> Talk show | <input type="checkbox"/> Variety show | <input type="checkbox"/> Music program | <input type="checkbox"/> Sport |
| <input type="checkbox"/> Cartoon | <input type="checkbox"/> Politic / economic / social talk show | | |
| <input type="checkbox"/> Others please specify _____ | | | |

20. What kind of sales promotion offered by UBC do you like? (can answer more than 1)

- | | | |
|-----------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Discount | <input type="checkbox"/> Premium (e.g. TV,) | <input type="checkbox"/> Lucky draw |
|-----------------------------------|---|-------------------------------------|

End of survey. Thank you



APPENDIX B

QUESTIONNAIRE IN THAI

การศึกษาการสมัครสมาชิกยูบีซี

ส่วนที่ 1: คำถามคัดเลือก

1. ในที่พักอาศัยของท่านมีการติดตั้งยูบีซีหรือไม่
- ☐ ใช่ (ทำต่อในส่วนที่ 2)
- ☐ ไม่ใช่ (สิ้นสุดการสำรวจ ขอขอบคุณมากครับ/ค่ะ)

ส่วนที่ 2: ลักษณะประชากร

2. เพศ

- ☐ ชาย ☐ หญิง

3. อายุ

- ☐ <15 ปี ☐ 15-25 ปี ☐ 26-35 ปี
- ☐ 36 - 45 ปี ☐ 46 - 55 ปี ☐ > 55 ปี

4. สถานะภาพสมรส

- ☐ โสด ☐ สมรส ☐ หม้าย / หย่าร้าง

5. การศึกษา

- ☐ ประถมศึกษา ☐ มัธยมต้น ☐ มัธยมปลาย
- ☐ อนุปริญญา ☐ ปริญญาตรี ☐ ปริญญาโท
- ☐ ปริญญาเอก ☐ อื่น ๆ.....

6. อาชีพ

- ☐ นักเรียน ☐ พนักงานบริษัทเอกชน ☐ ข้าราชการ
- ☐ พนักงานรัฐวิสาหกิจ ☐ เจ้าของกิจการ ☐ อิสระ / รับจ้าง
- ☐ อาชีพเฉพาะ (เช่น หมอ, สถาปนิก, วิศวกร)
- ☐ อื่น ๆ.....

7. รายได้ส่วนตัว

- ☐ ต่ำกว่า 10,000฿ ☐ 10,001 - 15,000฿ ☐ 15,001 - 20,000฿
- ☐ 20,001 - 25,000฿ ☐ 25,001 - 30,000฿ ☐ สูงกว่า 30,000฿
- ☐ ไม่มีรายได้

8. รายได้ครัวเรือน

- ☐ ต่ำกว่า 20,000฿ ☐ 20,001 - 30,000฿ ☐ 30,001 - 40,000฿
- ☐ 40,001 - 50,000฿ ☐ 50,001 - 60,000฿ ☐ สูงกว่า 60,000฿

ส่วนที่ 3: พฤติกรรมการติดตั้งของลูกค้าปัจจุบัน

9. คุณได้ข้อมูลข่าวสารเกี่ยวกับ ยูบีซี จากแหล่งใดบ้าง (สามารถตอบได้มากกว่า 1 ข้อ)

- | | | |
|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> หนังสือพิมพ์ | <input type="checkbox"/> โทรทัศน์ | <input type="checkbox"/> ป้ายโฆษณา |
| <input type="checkbox"/> แมกกาซีน | <input type="checkbox"/> วิทยุ | <input type="checkbox"/> อินเทอร์เน็ต |
| <input type="checkbox"/> โบรชัวร์ | <input type="checkbox"/> เพื่อน / ครอบครัว | <input type="checkbox"/> จดหมายโดยตรง |
| <input type="checkbox"/> อื่น ๆ _____ | | |

10. ใครเป็นคนตัดสินใจติดตั้ง ยูบีซี ในที่อยู่อาศัยของท่าน?

- | | |
|--|----------------------------------|
| <input type="checkbox"/> ตัวท่านเอง (ข้ามไปข้อ 12) | |
| <input type="checkbox"/> บิดา / มารดา | <input type="checkbox"/> พี่น้อง |
| <input type="checkbox"/> ญาติ | <input type="checkbox"/> บุตร |
| <input type="checkbox"/> อื่น ๆ _____ | |

11. ในความคิดเห็นของท่านใครเป็นบุคคลที่มีอิทธิพลที่สุดต่อการตัดสินใจในการติดตั้ง ยูบีซี?

- | | | |
|---------------------------------------|---------------------------------------|-------------------------------|
| <input type="checkbox"/> บิดา / มารดา | <input type="checkbox"/> พี่น้อง | <input type="checkbox"/> ญาติ |
| <input type="checkbox"/> บุตร | <input type="checkbox"/> อื่น ๆ _____ | |

12. อะไรคือปัจจัยที่ทำให้ชอบ ยูบีซี (สามารถตอบได้มากกว่า 1 ข้อ)

- | | |
|--|--|
| <input type="checkbox"/> ความหลากหลายของรายการ | <input type="checkbox"/> คุณภาพของรายการ |
| <input type="checkbox"/> ราคาคุ้มค่าสมราคา | <input type="checkbox"/> การส่งเสริมการขาย |
| <input type="checkbox"/> อื่น ๆ _____ | |

13. ท่านชอบชมรายการใดใน ยูบีซี? (สามารถตอบได้มากกว่า 1 ข้อ)

- | | | | |
|---------------------------------------|---|--|---|
| <input type="checkbox"/> ข่าว | <input type="checkbox"/> ภาพยนตร์ไทย | <input type="checkbox"/> ภาพยนตร์จีน | <input type="checkbox"/> ภาพยนตร์เกาหลี |
| <input type="checkbox"/> เกมโชว์ | <input type="checkbox"/> ภาพยนตร์ญี่ปุ่น | <input type="checkbox"/> ภาพยนตร์ตะวันตก | <input type="checkbox"/> สารคดี |
| <input type="checkbox"/> ทอล์คโชว์ | <input type="checkbox"/> วาไรตี้โชว์ | <input type="checkbox"/> รายการเพลง | <input type="checkbox"/> กีฬา |
| <input type="checkbox"/> การ์ตูน | <input type="checkbox"/> รายการสนทนาการเมือง / เศรษฐกิจ / สังคม | | |
| <input type="checkbox"/> อื่น ๆ _____ | | | |

14. ท่านใช้เวลาในการชมรายการของ ยูบีซี นานเท่าใดในวันธรรมดา?

- | | |
|---|--|
| <input type="checkbox"/> น้อยกว่า 1 ชั่วโมง | <input type="checkbox"/> 1-2 ชั่วโมง |
| <input type="checkbox"/> 2-4 ชั่วโมง | <input type="checkbox"/> มากกว่า 4 ชั่วโมง |

15. ท่านมักจะชมรายการของ ยูบีซี ในช่วงเวลาใดในวันธรรมดา?

- | | | |
|--|--|--|
| <input type="checkbox"/> 06.00 - 09.00 | <input type="checkbox"/> 09.00 - 12.00 | <input type="checkbox"/> 12.00 - 16.00 |
| <input type="checkbox"/> 16.00 - 18.00 | <input type="checkbox"/> 18.00 - 21.00 | <input type="checkbox"/> 21.00 - 24.00 |
| <input type="checkbox"/> 24.00 - 6.00 | | |

16. ท่านใช้เวลาในการชมรายการของ ยูบีซี นานเท่าใดในวันหยุด?

- | | |
|---|--|
| <input type="checkbox"/> น้อยกว่า 1 ชั่วโมง | <input type="checkbox"/> 1-2 ชั่วโมง |
| <input type="checkbox"/> 2-4 ชั่วโมง | <input type="checkbox"/> มากกว่า 4 ชั่วโมง |

17. ท่านมักจะชมรายการของ ยูบีซี ในช่วงเวลาใดในวันหยุด?

- | | | |
|--|--|--|
| <input type="checkbox"/> 06.00 - 09.00 | <input type="checkbox"/> 09.00 - 12.00 | <input type="checkbox"/> 12.00 - 16.00 |
| <input type="checkbox"/> 16.00 - 18.00 | <input type="checkbox"/> 18.00 - 21.00 | <input type="checkbox"/> 21.00 - 24.00 |
| <input type="checkbox"/> 24.00 - 6.00 | | |

18. ท่านคิดว่าใครใช้เวลาในการชม ยูบีซี มากที่สุดในที่พักอาศัยของท่าน?

- | | | |
|---------------------------------------|---------------------------------------|----------------------------------|
| <input type="checkbox"/> ตัวท่านเอง | <input type="checkbox"/> บิดา / มารดา | <input type="checkbox"/> พี่น้อง |
| <input type="checkbox"/> ญาติ | <input type="checkbox"/> บุตร | |
| <input type="checkbox"/> อื่น ๆ _____ | | |

19. จากข้อที่ 18, ท่านคิดว่าบุคคลในข้อที่ 18 ชอบชมรายการใดมากที่สุด?

- | | | | |
|---------------------------------------|---|--|---|
| <input type="checkbox"/> ข่าว | <input type="checkbox"/> ภาพยนตร์ไทย | <input type="checkbox"/> ภาพยนตร์จีน | <input type="checkbox"/> ภาพยนตร์เกาหลี |
| <input type="checkbox"/> เกมโชว์ | <input type="checkbox"/> ภาพยนตร์ญี่ปุ่น | <input type="checkbox"/> ภาพยนตร์ตะวันตก | <input type="checkbox"/> สารคดี |
| <input type="checkbox"/> ทอล์คโชว์ | <input type="checkbox"/> วาไรตี้โชว์ | <input type="checkbox"/> รายการเพลง | <input type="checkbox"/> กีฬา |
| <input type="checkbox"/> การ์ตูน | <input type="checkbox"/> รายการสนทนาการเมือง / เศรษฐกิจ / สังคม | | |
| <input type="checkbox"/> อื่น ๆ _____ | | | |

20. การส่งเสริมการขายใดของ ยูบีซี ที่ท่านชอบ? (สามารถตอบได้มากกว่า 1 ข้อ)

- | | | |
|---------------------------------|---|---------------------------------|
| <input type="checkbox"/> ลดราคา | <input type="checkbox"/> ของแถม (เช่น โทรท์สน์) | <input type="checkbox"/> ชิงโชค |
|---------------------------------|---|---------------------------------|

สิ้นสุดการสำรวจ ขอขอบคุณมากครับ/ค่ะ

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