

ABSTRACT

This project intends to study the possibility of Photo Digital Delivery concept in Bangkok area. This study is related to measure the attitude of consumers toward the Photo Digital Delivery concept in order to prepare the right marketing plan to attract the potential consumers to use this service, when they need the express photo.

For conducting the research, the well-designed questionnaire is used as research tool with 400 sampling population, focused on the office people or salary man / woman in the Bangkok area. In the questionnaire, it includes both Open-ended questions and Close-ended questions in order to receive the right data as well as measure the attitude of the target group. All data from the questionnaires have been analyzed by the frequency distribution and descriptive statistics in the form of percentage. Moreover, the researcher uses the SPSS version 11.0 to analyze and produce the survey result in the form of tables, bar charts, and pie chart.

From the survey results, it could be concluded that most of respondents were not satisfied with the speed and quality of express ID photo. However, the result showed that most of respondents would be satisfied with the new pattern of express digital ID photo service. Moreover, they also were interested in the new concept of home delivery even it had to pay for the charging service around 10 — 20 Baht.