ASSUMPTION UNIVERSITY (ABAC) BANGKOK

# ATTITUDE SURVEY OF CONSUMER BEHAVIORS TOWARD VDO RENTAL SHOPS

by

Mr. Aukrit Kusolwattananapa

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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| Project Title | Attitude Survey of Consumer Behaviors toward VDO Rental Shops |
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| Academic Year | November 2002 |

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The Graduate School of Assumption University has approved this 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.

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# ABSTRACT

This project entitled "Attitude survey of consumer behaviors toward video rental shops" primarily emphasizes on how members of video rental shops truly express their opinions toward the current shops that they have applied for membership in various areas such as frequency of renting, loyalty toward a particular shop, reasons for being a regular member and so on.

This project aims at studying the attitudes of video rental shops' members which include factors that these people view as the influential reasons for them to put their loyalty toward a particular video rental shops even if there are various shops surrounding them. This project surveys the attitudes of video members by issuing questionnaires A sample group of this project is people who hold video member cards who can be found at particular video rental shops. Data is collected by totally issuing 120 sets of questionnaires in which the distribution of 60 sets of questionnaires is for men and another 60 sets is for women.

After studying this project, we will be able to know how people show their behaviors and the reasons why they like to rent tapes at the specific shops. The results of this project can be information to develop suitable strategies to improve the existing shops or the source of information for those who want to open new video rental shops so that they can use this information as partial consideration to make decisions.

ACKNOWLEDGEMENTS

I wish to express my great gratitude and sincere appreciation to my advisor, Dr. Sming Chungviwatanant, for his support, valuable recommendations and encouragements that make this project possible.

I also would like to greatly thanks all CEM instructors for their contribution for giving me good things and providing their beneficial knowledge and useful experiences throughout the time I studied here. You all are the candles that show me the light to success. I will always pay regard to your kindness.

I dedicate this portion to my friends who actively help me achieve this project. I would like to sincerely thank you people who help me complete questionnaires. I am touched by your cooperation.

Finally, this is the most important section for me that I would like to devote the study to my lovely family, Kusolwattananapa, for their precious support and warm encouragement. I would like to express my deepest gratitude to my parents who are always behind my success and take sides with me all the time.

## TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

| Table | Page |
|---|---|

# I. INTRODUCTION

## 1.1 General Background

At present, there are many video rental shops opening to serve customers everywhere. As researcher is one of their customers, researcher can say that video rental shops are the alternative for people who love to see movies especially for people who do not have time to go to theaters. Many video rental shops share some similar features, namely, they use standard rental price, free of charge for membership and they have a wide range of movies. However, the factors for running this kind of business still depend heavily on marketing plans. Video rental shops have been changing fast as video disk format will come to replace tape. Therefore, modern video rental shops will have both tape and disk formats to meet the demands of customers. In order to survive and keep the business alive, shop owners need to study the attitude of people so that they can meet their needs more effectively and efficiently.

Researcher is inspired to make the research regarding this topic because researcher has relatives running this kind of business. Researcher notices that many video rental shops that provide a variety of movies and have a big store are not enough to attract people. Even big video rental shops can leave the business if they cannot serve the needs of their customers. Researcher decides to make this survey in order to allow customers to voice out their opinions that they have toward video rental shops so that researcher can know behaviors of the majority and their preferences. After that researcher believes that outcomes from the survey can be used to adapt with new strategies that suit present environment.

The client researcher does research for is "VDO WORLD" which is owned by researcher's relatives. The name "VDO WORLD" means that the shop will have a variety of movies such as Thai, Chinese and Soundtrack movies. The current location of this shop is on Saochingcha road and it is supposed to move to a better location where the place is more crowded with people and is surrounded by community area. The choice is to move "VDO WORLD" to a new location, namely, SAPAN 2, CHAROENKRUNG RD. where there are 2 vacant buildings available and are connected to main road. "VDO WORLD" was established since MARCH 11, 2001. It operates daily from Monday to Sunday during 10.00 a.m. — 23.00 p.m.

The shop has offered VDO/VCD rental services only to members. Members can rent or buy quality soundtrack or master video tapes or video disks. Two types of memberships are categorized as Normal type and VIP type. For both types of membership, the shop will charge member fee differently. Normal members will not pay for the fee while VIP members have to pay 50 bahts extra for more privileges. While normal members are limited to rent only one video while, VIP members can rent both VDO or VCD formats. We will not limit the amount of tapes if copies are rented, we limit only master tapes which have higher value as well as master VCDs. The rental fee is applicable to both types of membership shown as follows:

| | |
|---|---|
| 1 — 7 days = | 10 bahts for general copies |
| Extra fine = | 5 bahts per day in case of excessive possession |
| 1 - 5 days | 15 bahts for master tapes (old movie) |
| 1 - 3 days | 20 bahts for master tapes (new movie) |
| 1 — 5 days | 20 bahts for master vcd (old movie) |
| 1 - 3 days | 25 bahts for master vcd (new movie) |
| Extra fine = | 5 bahts per day in case of excessive possession |

Since video rental shops need adequate capital to invest, this business is still risky because of current strong competition. The survey information will be beneficial to

"VDO WORLD" which has taken to moving to a new location in consideration in terms of exploring the attitude survey and consumer behavior of people in the selected location. The research information might at least be used to improve existing shops and adapt itself to the new environment in terms of revised plans or strategies as well as ways to attract prospect in the future.

**1.2 Significance of the Study**

The purpose of this study concentrates on the outcomes of people's opinions toward video rental shops. The result will bring benefits as follows:

(1) Benefit the existing stores. The result of the research might help the existing stores to improve the standard of their service and performance. They can use this information from the survey to make their shop look better

(2) Benefits to the new investors. It will provide new insights and directions that are crucial for the new investor to be used as part of their decisions to open a new video rental store.

**1.3 Statement of the Problems**

The increase in new faced competitors and existing service providers have become the crucial reason on how they can improve their stores to compete with other competitors more effectively and efficiently. This also becomes the management problem to think about the profitability to open a video rental shop in the fierce environment where there are many video rental shops located in the same area. Like other successful businesses, we have to know customers' preferences and attractive strategies to promote the shops. If the video shop owners keep silent with this threatening trend, they cannot survive in the strong competition for sure. The present tight competition leads them to undertake a marketing research to understand more about the present case in order to create the best possible way to improve the situation rather than to quit from the business.

## 1.4 Objectives of the Study

(1) To show the market environments of video/vcd rental business. Since there are many VDO/VCD SHOPS occupying the share in the specific market, in order to penetrate the selected market, we need to know the market environment in the surrounding area.

(2) To reveal consumer behaviors and preferences toward video rental shops. People have different expectations. We have to find out information and conclude from the majority of people towards the things they like or prefer most in order to meet their requirement.

(3) To point out the services that should be provided and to recommend attractive strategies that appeal to customers. After gathering sufficient information, we can come up with some ideas that help improve current services such as promotional tools, service mind of staffs and so on.

## 1.5 Limitation of the Study

The researcher sets the limits of the study as follows:

(1) The survey would only cover the people who hold the membership cards only because they will be able to provide the useful data that is pertinent to the research topic. The researcher expects and tries to collect the lists of video rental shops around the specific area with 10 names of the shops but if it is not available by the time of research, the researcher will try to collect the lists of the shops as much as possible.

(2) Since the researcher has time pressure because of overloaded duties, the survey was done during the time 19.00-20.00 only.

(3) The survey was also limited to a study of a total of 120 respondents who apply for membership with a particular listed shop only.

(4) Non cooperation from some respondents who do not answer all the questions and some of them are not willing to spend time answering the questionnaires.

## 1.6 Methodology

To survey the attitudes of video members, the methodology of this research is accomplished by the following steps:

(1) Identifying the community area around Sapan 1 — Sapan 5 located on Charoenkrung Rd. where it is crowded with video/vcd rental shops by using convenience method to sample video members in a nearby area.

(2) Finding the lists of video rental shop names as much as possible from the specific area.

There are altogether 11 shops in the vicinity areas (sapan 1 — sapan 5)

(a) YIAM VDO

(b) NEW NUAD VDO

(c) VDO EZY

(d) HOME VDO

(e) TEAM VDO

(f) MANGPONG VDO

(g) LEK VDO

(h) AKE VDO

(i) VDO SQUARE

(j) TSUTAYA

(k) MASTER VDO

Above listed shops ranging from item number a-f are shops which location is connected to main road while the shops ranging from g-k are located in SOL (These shops are also located in the vicinity but we do not count because our main location must be connected to main road only)

(3) Selecting from these 6 video rental shops in the list. The sample size includes 120 membership holders from 6 listed rental shops. Each shop will equally be assigned 20 sets of questionnaires.

(4) Going to those shops and asking members of each shop to fill the 120 set of questionnaires by using quota sampling based on sex. Distribution of 60 sets to male and another 60 sets to female.

(5) The questionnaire consists of 22 questions that questions in the first part 6 questions are about the personal information and 16 questions are about the attitude survey of video members.

(6) Data collection period covered 6 days, which are Monday, Tuesday, Wednesday, Thursday, Friday and Saturday. Distributing of questionnaires is done nearly in the whole week during 19.00 p.m. — 20.00 p.m. when it was quite a convenient time that members were free from work or class and they were able to visit the shops at this time. We can pick up all members with random chance as the sample. The data collection period was from May 1, 2002 till May 31, 2001.

(7) Analyzing the data from sample by using SPSS program.

(8) Summarizing the results of each question and presenting the results in the forms of table and graphical formats.

(9) Conclusion and recommendation according to the statement of problems.

# II. LITERATURE REVIEW

## 2.1 The Customer-led Business

The significance of marketing follows directly from the theory of exchange and markets. The task of marketing is to facilitate the exchange process and enhance the organization's ability to engage in mutually beneficial exchanges with customers. Marketing management seeks to attract and retain customers by offering them desirable products.

**Marketing management consists of five tasks. (Doyle 1998)**

**(1)** **Identify target markets.** Management have to identify those customers they desire to make exchanges with. Choice of target markets will be governed by the wealth they possess and the organization's capability to serve them.

**(2)** **Marketing research.** Management have to collect information on the current and potential needs of customers in the markets chosen, how they buy and what competitors are offering.

**(3)** **Product development.** The business must develop products (and/or services) which will meet needs and wants sufficiently to attract target customers to wish to buy.

**(4)** **Marketing mix.** Management will then have to determine the price, promotion and distribution for the product. This marketing mix is tailored to offer value to customers, to communicate the offer and to make it accessible and convenient.

(5) Monitoring. Since management will wish to build relationships which retain customers, they need to obtain feedback on customer satisfaction with the exchange and to modify the product and marketing mix as needs and competitive environments change.

Marketing management can be defined as the process of identifying target markets, researching the needs of customers in these markets and then developing the product, price, promotion and distribution to create exchanges that satisfy the objectives of the company. Implicit in this definition is competitiveness. Customers have choices normally they will be several competitors seeking to attract them - so the company's ability to meet its objectives requires it to offer superior value to competition.

In economies based upon competition and free exchange, successful companies must put the customer first. This obvious notion, however, has not been universally taken up.

## 2.2 Segmentation and Positioning

'Marketing' has two distinct meaning. The first, and most important, is as a philosophy for the whole business. It defines the primary goal of everyone in the organization as meeting the needs of customers. Marketing is the philosophy which integrates the disparate activities and functions which take place within the organization. Satisfied customers are seen as the only source of the firm's profit, growth and security. The second meaning of marketing is as a distinct set of activities and tasks which constitute marketing planning and decision making. (Haley 1963)

These marketing decisions and plans center around four areas.

(1) Market segmentation. Management have to segment the markets in which they operate, research the needs of customers in these segments, and study their characteristics, decision-making process and buying behavior.

(2) **Selecting target markets.** The attractiveness of the different segments in terms of profit and growth have to be analyzed, and those offering the firm the best potential need to be chosen.

(3) **Marketing positioning.** Once a segment is chosen, the firm has to seek to build a differential advantage which will make its offer preferred to those of competitors. It will then develop a marketing mix to implement this positioning strategy.

(4) **Marketing planning.** Management will then develop a plan to implement the positioning strategy and build an organization capable of exploiting the potential or the market.

**Market Segmentation**

A market consists of customers with similar needs. But customers in a market are never homogeneous. They differ in the benefits wanted, the amount they are able or willing to pay, the media they see and the quantities they buy. It therefore makes sense for marketers to segment the market and target one or more of these segments with specialized, tailored offerings. A market segment is a customer group within the market that has special characteristics which are significant for marketing strategy. In most markets the need for segmented offerings is obvious because a single product will not satisfy all the customers. Segmentation increases profit opportunities because different groups of customers attach different economic or psychological values to the solution offered. (Doyle 1998)

Because the needs of customers differ, creating separate offers for each segment provides better solutions. Developing separate 'brands' for each segment allows a higher level of satisfaction for both.

**Enhanced Profits**

Customers differ in their price sensitivities and, by segmenting the market, the marketer can raise average prices and substantially enhance profits. Price increases and profit margin enhancements are invariably best achieved via a segmentation strategy.

**Enhanced Opportunities for Growth**

Segmentation can build sales growth and also build profit growth by allowing the company to trade up customers to higher-margin products.

**Retention of Customers**

As an individual's circumstances change with age, family circumstances and income, his or her buying patterns change. By offering products appropriate to each family life cycle stage, the marketer can retain customers who would otherwise switch to competitive brands.

**Targeted Communication**

It is difficult for a company to deliver a clear message to a broad, undifferentiated market. Effective communications require a demonstration that an offer will meet the relevant needs of the potential buyer. This is much easier to achieve if the marketer is targeting a homogeneous market segment.

**Stimulation of Innovation**

Where the company pursues an undifferentiated marketing strategy, needs and prices are reduced to the lowest common denominator. Segmentation offers a clearer understanding of how needs and economic value to customers vary across the market.

**Market Segment Share**

Unless a brand is the biggest, or second biggest, in terms of share, it is unlikely to be profitable. Minor brands suffer from lack of scale economies in production and marketing and pressures from distributors with limited space. These factors mean that they have higher cost and lower margins. Clearly, new or smaller companies are unlikely to achieve leadership in a total market, so they need to aim for leadership in a segment or distribution channel. By focusing, they can often achieve competitive production and marketing costs, and become the preferred choice of buyers in a specific segment.

Target Market Segments

Most markets today are made up of a large and increasing number of market segments. These segments are dynamic, often ill-defined and continually evolving. They are triggered by the strategies of competing firms as well as by exogenous changes in tastes, technology and economic forces. In any market, these segments differ enormously in the prices that are obtained.

Clearly, therefore, how a brand is positioned in the market - the choice of which target market segment it chooses to appeal to is crucial for its pricing and profit performance. This choice segment will depend upon an evaluation of the size, growth, profitability and competitiveness of the alternatives, as well as an analysis of the brand's ability to compete in them.

Normally, however, an aggressive competitor will not limit itself to one segment, but seek to operate in several or all of them. This strategy provides, first, economies of scope operating and development costs which can be shared across customer groups. Second, it provides a barrier against competitors entering undefended segments. Third, it allows the company to take advantage of the differing price and quality requirements across the segments. Finally, multi branding will allow the company to obtain more intense distribution by getting more floorspace or additional distribution channels.

Competitor Targets

Unfortunately, the firm does not set prices in isolation. Even if customers are price sensitive, it does not make sense to enter the market with a low price if this triggers competitors into price-matching strategies. In setting prices, the firm has to estimate the likely reaction of current competitors.

Several factors affect the likelihood of competitor response. If competitors see the firm as a potentially major player in the industry, they cannot afford to ignore its move. If the market is not growing, a low-price entrant will be seen as highly aggressive and threatening. Retaliation is more likely when the customers see few differences between competitors. Here the industry approaches a commodity-like market in which significant price differences between suppliers cannot be sustained. Finally, if the industry is characterized by high fixed costs, competitors will be loath to lose volume, and prices may drop to very low levels.

Competitive retaliation is less likely if the firm signals that its market share objectives are modest. In this case, current competitors may see it as less costly to live with the customer than to slash their own margins. If the industry is growing and there are substantial differences in the positioning strategies of competitors, retaliation is again less likely.

**2.3 Communication Strategy**

It is not enough to have good products and services. To generate sales and profit, their benefits have to be communicated to customers. Marketing communications is the process of transmitting messages with the objective of making the organization's products or services attractive to target audiences. (Duckworth 1997)

There are several reasons why managers want to communicate to these markets or audiences.

(1) **Inform.** Management may need to make the audience aware that their product or service exists, and to explain exactly what it does. Such tasks are obviously important for new products and services.

(2) **Persuade.** A further stage is creating favorable attitudes to the company or its brands. Management will seek to persuade customers that their brand has benefits which are superior to those of competitors.

(3) **Image creation.** In some markets, the image created by the firm's communications will be the sole or main differentiation among brands. The communications - the images, confidence and attitudes created - become the brand. In such markets, where the products are so simple and similar, communications-created images provide consumers with the only means to differentiate. Effective communications become the key to market share.

(4) **Reinforcement.** Much communication is aimed not at winning new customers, but at reassuring existing ones that they have made the correct choice. For most established businesses, retaining existing customers is more important to future sales than winning new ones. Effective communications reinforces current customers by reminding them that their brand is till reliable, relevant and good value. Without them, customers would be seduced by other brands offering new benefits and values.

Two other forms of communication need to be noted in addition to these specific communication tools. First, the product's appearance, its price and how it is displayed all communicate to customers. Thus, the whole marketing mix, not just the communications mix, needs to be coordinated. Second, communications do not have to be paid-for promotional activities. Word of mouth is a very powerful communications vehicle. If you have a brilliant product or service, people will learn about it anyhow, and they will not need persuading to buy it.

However, there are two reasons why personal experience and word of mouth need to be supplemented by a professional communications program.

(1) Personal experience and word of mouth are too slow for building a market. Without a professional communications program, it may take generations before the product becomes well-known. By then competitors will almost certainly have copied it, or its features will have become obsolete.

(2) Many companies have products or services which are non-unique. Effective communications can be a means of creating this difference. Successful communications can add value for customers, the trade and other stakeholder groups.

Communications and Buyer Behavior

The Communications Process

Communication is defined as the transmission and receipt of a message. For communication to take place, two parties have to be involved: the sender and the audience. If the audience does not pick up the message sent out, no communication takes place. The effort and expense have been wasted. Unfortunately, wasted communication is a major problem in marketing. (Hanson 1984)

Attention

For an advertisement or other communications message to be effective, it must achieve first exposure and then attention. Selecting the right media is crucial because of the exposure problem. Many messages are simply not seen by large sections of the target audience. No attention may be paid to it as it is viewed as boring or irrelevant. What determines whether a message receives this selective attention? Research shows that it depends first upon the characteristics of the audience and second upon the impact of the message the main factors are as follows:

(1) Messages of practical value. If customers are in the market for the product, they are more likely to pay attention to the information conveyed in the message.

(2) Messages that are consistent. People look for information that justifies recent buying decisions. Psychologists call this phenomenon cognitive dissonance.

(3) Messages that interest. If the communicator knows what interests the target audience, it can capture attention by reflecting these interests in the message.

(4) Messages that are new. People pay more attention to messages which announce new news about the brand or the company

(5) Messages with impact. Besides gearing the message to the interests of the target audience, attention can be increased by spending more to convey the message and enhancing the creativity with which it is expressed.

**Interpretation**

Even if the message gets through the attention filter, it may be misinterpreted by the receiver. People have their own set attitudes which lead to expectations about what a message should say about an object. They see what fits into their belief system, ignore things which are discordant, and add things which are consistent to the beliefs. Many well-known and trusted brands use advertising with messages that are purposely incomplete. They leave the customer to 'fill in' the advertising message, believing that this will create more interest and involvement.

How people interpret a message is influenced by three factors.

(1) **Needs.** The greater the need, the more value is placed on a product which may satisfy it. A message about a food product is likely to be more carefully interpreted if seen immediately before dinner than just after.

(2) **Values.** Words and expressions which are familiar are more likely to be interpreted correctly than those which are unfamiliar

(3) **Group pressure.** People tend to interpret messages in the same ways as other members of their group. People generally seek to conform to their peer groups.

**Buyer Behavior**

Marketing communications seek to influence buyer behavior. To see the scope of this influence and how it is best directed, the nature of buyer behavior needs to be understood. There are three key questions that management need to study. (Schiffman and Kanuk 1997)

(1) What influences buyer behavior in their market.

(2) Who influences buying decisions.

(3) How do buyers make decisions.

**Buyer Motivations**

Buyers - either consumers or industrial buyers - are influenced by two types of factor.

(1) Social influences are the most important and are largely outside the control of the firm.

(2) The commercial influences are those marketing tactics that the firm and its competitors employ to influence buyer behavior.

**Types of Buying Behavior**

There are different types of buying decision. Complex, infrequent and expensive purchases are likely to involve more detailed analysis of information and more participants in the decision-making unit. Different types of decision imply different types of communication strategy.

A characteristic of most business and household customers is repertoire buying. Particularly for items that are purchased frequently, most customers are not brand loyalty. Brand preference is therefore a relative phenomenon and creating it is more about getting the brand included in the customer's repertoire and then nudging them to choose it slightly more often. But generally, the brand chosen on any particular occasion may be driven by habit, availability, the desire for a change, a price promotion or a particular need. The company's communications can very rarely create a truly loyal customer.

Advertising planning therefore starts with an analysis of the market. There are three central steps:

(1) **Segmentation of the market.** The heterogeneous market has to be broken down into customer groups that are similar in needs. Different customer groups have different expectations and so require different types of communication.

(2) **Assessing the potential of the different segments.** Companies then have to choose which segment or segments to focus on. This depends first on the attractiveness of the segments: their size, growth, profitability and competitiveness. Second, it depends upon where the company is in the best position to develop a competitive advantage. Which segments would most value the firm's products and expertise?

(3) **Analyzing needs and behavior.** An advertising message will work when it is in tune with the culture of the target audience, is interesting to them, and presents a solution to their needs in a persuasive way. To develop a message

and a media plan, the advertising agency will need research on the needs of the target audience, the nature of the decision-making units, and when and where they buy.

Ten Commandments

Dr. Dieter Steinbrecher (1998), a German authority on advertising, after reviewing hundreds of advertisement tests, offered ten commandments which successful advertising messages usually obey. He suggested that these can be used as a checklist by managers to evaluate their company's advertising messages.

(1) Attract attention. The advertisement must be sufficiently impactful to attract the attention of the target market. This is indispensable: without being perceived there can be no response. But attracting attention is only a necessary condition and not a sufficient one for advertising effectiveness. An advertisement can attract attention but irritate the customer and actually deter purchase.

(2) Visual clarity. The advertising its copy and illustrations must present a clear or visual whole. Its central meaning must be clear and understandable even after a quick viewing. Muddled and complex advertisements do not get through the perceptual barriers.

(3) Concentration. An advertisement should not claim more than one or two central benefits. Advertisements which are overloaded with information cannot be retained and stored by customers. The search for a unique selling proposition is often a powerful advertising discipline.

(4) Comprehensive and credibility. It is important that the message is understood. The advertisement should speak in the language of the customer

and the images should be within the horizons of the customer's experiences. Credibility here means that the claims look reasonable to the client.

(5) **Positive emotions.** An advertisement should be tested to confirm that it evokes positive feelings towards the product or company. If it generates negative or neutral feelings, customers are likely to avoid looking at it.

(6) **Unity of style.** The style of the advertisement should match the style of the brand. A brand with solid functional benefits should have these reflected in the advertisement's presentation. Similarly the emotional images of the brand and the advertisement should be in concert.

(7) **Constancy of style.** The style of the advertising should be maintained over a long period to retain and enhance the message. Frequent and abrupt changes in advertising erode the brand's image and confuse the market.

(8) **Match the client's world.** Communications start with the receiver not the sender. To be effective, the message must match the reality of the receiver's world. A message which is extraneous to the client is likely to be misunderstood and rejected.

(9) **Differential advantage.** The advertisement should convey a clear competitive advantage. It should give the customers a reason why the product or service should be preferred to others in the market. If it looks the same or no better than other products, then the money promoting it will be wasted.

(10) **Images rather than words.** Research has clearly shown the superior impact of images over words for conveying complex messages. This is specially true for advertising, where the receiver normally reserves only a few

seconds for looking at the message. Pictures need less time to be transmitted and they are better understood.

**2.4 Sales Promotion**

In order to explore the different methods of sales promotion and their management and control, sales promotion in this chapter will be taken to mean: "Those activities which provide an incentive, additional to the basic benefits provided by a product or service, and which temporarily change the perceived price / value relationship of that product or service" (Shimp and Delozier 1986).

The amount spent by companies on sales promotion now exceeds that spent on advertising and it is growing faster. Whereas advertising and direct response marketing give customers a rational or emotional argument for purchase, sales promotion gives an economic incentive in the form of price reductions, free goods or the chance to win prizes.

Why have sales promotions generally taken over from advertising as the primary method of persuasion? The first reason is the short-term pressures that managers are under to maintain or increase performance. Generally, sales promotions produce results quickly. Brand advertising can take months or even years for its full effects to appear. Second, there is a feeling in some circles that advertising effectiveness is declining, in part due to the sheer number of messages that customers receive daily. In addition, unlike advertising, sales promotions are normally a variable rather than a fixed cost. If the incentives do not trigger extra purchases, the costs of the promotion are not incurred. In many mature markets, customers also know that most brands will be satisfactory. In these cases, they become deal-prone: looking to buy brands which offer special incentives. Finally, the increasing power of the retailer has pressured manufacturers to offer more and more inducements to obtain distribution and trade push.

**Consumer Promotions**

Manufacturers use consumer promotions such as samples, coupons, stamps and price-off deals to incentivize consumers. Consumer promotions can increase sales in one or more of the following ways: (Kotler 1997)

(1) Attracting new customers to try the brand. There are three types of new trier: those previously not buying the product class, those buying other brands exclusively, and those switching among a variety of brands. promotions can be targeted to each type of new trier.

(2) Increasing the loyalty of existing customers. Promotions are often used **to** try to increase the loyalty of current customers.

(3) Inducing customers to use more of the product. This might be done by promoting new uses of the product or encouraging customers to use it more frequently.

Again, traditional marketers are sceptical about the value of consumer promotions. First, they point out, frequent promotions can cheapen the image of the brand. Second, promotions normally attract frequent brand switchers who only look for low prices or good deals. Such customers are unlikely to stick to the brand once the promotion finishes. In general the evidence supports this view: promotions do gbring immediate sales gains, but unlike advertising they do not build long-term consumer loyalty. Promotions usually produce only temporary blips from the underlying trend of sales.

However, the case against consumer promotions can be too one-sided. First, there is a defensive argument: if all the competitors are using promotions, it is difficult to stand aside without losing market share. Second, consumer promotions can be an important tool for a market challenger seeking to shake habitual buying patterns in low-involvement markets. Free samples and special offers can force buyers to break from their routine buying patterns, giving the challenger the chance to demonstrate the advantage of its brand.

Examples of consumer promotions

(1) Price reductions

(2) Coupons

(3) Vouchers

(4) Competitions

(5) Free goods

(6) Premium offers

(7) Trade-in offers

(8) Stamps

(9) Guarantees

(10) Events

(11) Displays

**2.5 Managing Marketing Channels**

Distribution management is the set of decisions and processes concerned with the flow of products or services from producer to consumer.

**Customer Service**

In developing a logistic strategy, management should start with identifying what customers want and then estimate the benefits and costs of meeting these wants.

The needs that an effective distribution system can meet are the following: (Stern 1996)

(1) **Availability.** Ideally, a company should be able to meet all customer orders from its stock of finished goods. If it has run out of stock, the customers are likely to go elsewhere. However, guaranteeing a 100 per cent in-stock position would normally be prohibitively expensive in carrying costs.

(2) **Speed of delivery.** Customers like rapid deliver and some will pay a substantial premium to obtain it. Delivery can be speeded up by fast order processing and rapid transportation.

(3) **Reliability.** Customers want dependability - they want to know when they are going to receive the merchandise. They might now care whether it takes seven or eight days as long as they are guaranteed that it will be there in ten days.

(4) **Lot size.** The lot size is the number of units that customers are permitted to buy on a single purchasing occasion. The smaller the lot size, the greater the distribution cost that the channel incurs.

(5) **Product variety.** The greater the breadth of assortment carried, the more choice the consumer receives.

(6) **Convenience.** The more outlets the channel has, the more convenient it is for the customer to purchase.

(7) **Service and support.** The distribution system can increase customers' satisfaction by understanding their requirements, supplying financial support, installation, maintenance, etc.

The steps in developing a distribution system which balances the benefits and costs are as follows:

(1) Identify the dimensions of service that customers value. Market research is required to find out what aspects are important. The answers are likely to

vary by segment. Some customers will prioritize speed, availability and service; others will rate price as more important.

(2) Weight the service dimensions by importance. Again the weights need to be provided by samples of customers to obtain objective data.

(3) Obtain ratings of the business and its competitors along these dimensions. This will allow management to compare the strengths and weaknesses of its customer service offer.

(4) Estimate the revenue effect of changes in service levels. Management can provide judgements based upon the information obtained from customers and the performance of competitors with different service levels.

(5) Estimate the costs of providing different levels of service. Management will need to judge the impact on transportation, inventory and warehousing costs of different service levels. Putting the revenue and cost projections together will identify the service level which maximizes profit contribution.

**Marketing in Service Businesses (Cowell 1994)**

This is to concentrate on how to get the best out of service businesses. There are three reasons why services deserve a special emphasis. The first is the sheer size and growth of the service sector in the modern economy. Second, managing services raises special issues. These arise from the specific characteristics of most services: the intangibility of the offering, the inseparability of production and consumption, the difficulty of achieving standardization and the perishable nature of the services. Such features prioritize three managerial concerns not normally centre-stage in 'marketing'. These are quality control problems, concern with the productivity of the operations and the management of human resources. Finally, it is in some of today's service companies that one sees the new models of successful management practice.

Some services are geared to individual consumers and households; others are oriented to satisfying the needs of businesses and other organizations. Both consumer and industrial services have been growing rapidly. In a affluent society, services tend to provide higher marginal utility for consumers than goods. Services can provide self-fulfilling experiences; goods only provide ownership.

**Nature of Service**

Services are not easy to define or classify. The essential characteristic of services is their intangibility. A service is an act or benefit that does not result in the customer owning anything. This definition expresses the central idea, but it is limited in that it does not sufficiently distinguish between the marketing of goods and services. Goods also supply intangible benefits. After all, the essence of the marketing concept is that customers do not want goods for their own sake, but for the benefits they provide. (Baker 1994)

**Service Characteristics**

Services have five important features that greatly affect how they need to be managed and marketed.

(1) **Intangibility**

Services are intangible. Unlike goods, they cannot be seen, touched, tasted or smelled. They are an experience or process. This has a number of implications for the consumer and the supplier. First, for the buyer, uncertainty is increased because services lack what psychologists call search qualities - tangible characteristics that the buyer can evaluate before purchase. For services, the quality of what buyers will receive, and how they will receive it, is substantially unknown until afterwards. At the same time, services are usually high in experience and credence qualities. Experience qualities are those characteristics that the buyer can assess after purchase (e.g. quality, efficiency, courtesy). Credence qualities are those features that are difficult to evaluate even after purchase.

Because services are low in search qualities and high in experience and credence qualities, consumers feel more risk in their purchase. Consequently, in making choices, buyers are more influenced by the credibility of the greater personal information sources such as word of mouth than by advertising messages paid for by suppliers. Second, they often seek tangible clues to judge the quality of the service. Such clues include the appearance of the facility and the staff and the prices being charged. Finally, if customers find a service which provides satisfaction, they tend to remain loyal to it.

Intangibility also causes problems for the supplier. The lack of physical characteristics makes it difficult to display and differentiate the offer. Intangibility also makes it impossible to patent service innovations. To deal with these problems, management can pursue strategies that include the following:

(a) Stimulating personal influence sources such as word of mouth. For example, encourage satisfied customers to recommend the service to their friends. Opinion leaders can be targeted and incentivized to try the service.

(b) Developing tangible cues which suggest high quality service. These can include the appearance of the place, staff, equipment, advertising and the symbols used to brand the service.

**(2) Inseparability**

Related to intangibility is inseparability. Services are normally produced and consumed at the same time and in the same place. The interaction between the provider and consumer is an important factor in determining the consumer's satisfaction with the service. Often the staff will personify the business to the client. If a consumer likes or admires the staff, he or she is likely to be pleased with the service.

Second, other consumers are also normally present. They may be waiting in the line at the bank, or present at the next table in the restaurant. Their behavior can affect the satisfaction that the service provides. Third, growth is difficult. For a manufacturer and resellers. **But** because of the simultaneous nature of production and consumption, this is not possible for services. The buyer and the seller have to meet. This means that service organizations have to put up many small factories where the consumers are located. Production and marketing cannot be separated. If the service operation requires highly professional staff, this difficulty for achieving scale economies can be a major hindrance for the growth. The challenge for management is to find ways of levering these scarce resources to achieve higher productivity. The implications of intangibility for management include the following:

(a) Training staff to interact effectively with clients: teaching them to listen, empathize and act courteously.

(b) Looking for ways to prevent customers from impending each other's satisfaction (e.g. separating smokers and non-smokers in a restaurant)

(c) Growth can be facilitated by the following:

(1) Training: more high-quality staff permit faster growth

(2) Larger groups: scarce personnel can be leveraged by building facilities which permit larger numbers to be serviced simultaneously.

(3) Faster working: tasks can be streamlined and non-essential work put-off-line.

(4) Multisite locations: standard service modules can be opened (e.g. franchising)

Heterogeneity

Heterogeneity is the potential for high variability in the quality and consistency of a service. For example, two successive visits to a restaurant or two campaigns run by the same advertising agency will not be identical in performance. This arises because services involve people at the production and the consumption end. The quality of the result will depend upon the individual staff members in charge of it, the individual consumers receiving it and the time at which it is performed. All are extremely variable. Unlike machines, people are not normally predictable and consistent in their attitude and behavior. This makes it difficult for the service organization to develop a consistent brand image.

Three ways of reducing the effects of heterogeneity are as follows:

(a) Investing in personnel selection, motivation and training. Better-trained and motivated staff are more able to follow standard procedures and cope with unpredictable demands.

(b) Industrialize service. Sometimes equipment can be substituted for staff (e.g. vending machines). Also the consistency of employee

(a) Investing in personnel selection, motivation and training. Better-trained and motivated staff are more able to follow standard procedures and cope with unpredictable demands.

(b) Industrialize service. Sometimes equipment can be substituted for staff (e.g. vending machines). Also the consistency of employee performance can be improved by detailed job procedures and closer supervision

(c) Customizing service. The heterogeneity can be converted to an advantage by emphasizing how staff tailor the service to the individual requirements of the customer.

**(4) Perishability**

Perishability means that services cannot be saved. Hotel rooms not occupied, airline seats not purchased and telephone line capacity not utilized cannot be stored and sold later. If demand is steady, this is not much of a problem since staff and capacity can be planned to match the requirements. Unfortunately, for most services demand fluctuates, creating major peak-load problems.

To reconcile good service with satisfactory productivity, managers need to explore ways of achieving a better match between demand and supply. The problems of demand peaks can often be mitigated in the following ways:

(a) Differential pricing. Peak users can be made to pay more than off-peak users. This has the double advantage that peak demand is reduced and those responsible for incurring the incremental capital costs pay more towards them.

(d) Use of reservation system. Demand can be managed to control the peaks and encourage acceptable substitution at other times. As well as dampening peak demand, peak supply can often be increased in the following ways:

(1) Using part-time employees. Staff can be hired just for the off-peak periods.

(2) Rescheduling work. Staff only perfoim essential tasks at peak times and push administrative and routine maintenance to off-peak times.

(3) Increasing consumer participation. Consumers can be encouraged to undertake certain straightforward tasks, such as clearing their table after they have finished their restaurant meal.

**Ownership**

Lack of ownership is a basic difference between a service and a good. With goods, buyers have full use of the product and the benefits it provides. They can consume it, store it or sell it. But with a service, a customer may only have personal access to it (e.g. a hotel room, an airline trip) for a limited time. Payment is usually for the use of, access to or hire of items. To overcome this problem, management can employ one or more of the following approaches:

(a) Stress the advantages of non-ownership (e.g. easier payment terms, less risk of capital loss).

(b) Create membership associations to provide the appearance of ownership (e.g. executive clubs for air travelers).

(c) Provide incentives for frequent use (e.g. discounts, free flights).

**Service Tasks**

These special characteristics lead to four central tasks facing managers of service organizations. These are the management of quality, productivity, human relations and differentiation. (Bateson 1992)

**Determinants of Service Quality**

If managers are to improve quality, what should they focus on? One influential study round that there are up to ten criteria used by consumers to judge quality. The first five are particularly related to the quality of the 'outcomes', while the remainder refer mainly to the quality of the 'process'.

**(1)** **Reliability.** How consistent and dependable is the service?

**(2)** **Access.** Is the service easily accessible and delivered with little waiting?

**(3)** **Credibility.** Can consumer trust the company?

**(4)** **Security.** Is the service free from risk and danger?

**(5)** **Knowledge.** Does the company make every effort to understand the needs of the consumers?

**(6)** **Responsiveness.** How willing are employees to provide service?

**(7)** **Competence.** Do staffs have the knowledge and skills required to give good service?

**(8)** **Courtesy.** Are staffs polite and considerate to consumers?

**(9)** **Communication.** Does the company clearly explain its service?

**(10)** **Tangibles.** Does the appearance of the personnel, the facility and other tangible evidence of the service project an image of high quality?

**Expectations and Performance**

Customers judge quality by comparing the service they receive along these dimensions with what they expected. If perceived quality exceeds expectations then they are satisfied, even delighted. If performance falls below expectations, they will be dissatisfied and are likely to look for alternative suppliers. The expectations of consumers are created by past experience, word of mouth, advertising and other forms of communication. The task of management is to seek to meet these expectations.

Four problems can cause a gap between what consumers expect and what they perceive that they receive. To improve quality, these are the areas upon which management must focus.

**(1)** **Management misperception.** A quality gap often occurs because managers do not research the important service attributes desired by customers. Managers often think they know what consumers want, but because they have never undertaken any objective research, these perceptions are wrong. Management is not focusing on the right areas.

**(2)** **Misspecification of service quality.** Even if management know where the company is failing to meet expectations, they are often unwilling, unable or simply do not care enough to put the resources into solving the problem. For example, many banks are aware that customers have aggravating waits at lunchtimes, but they are unwilling to reschedule staff hours to resolve the issue.

**(3)** **Service delivery gap.** Even when managers recognize problems and put in the resources, service quality may still be substandard because the customer contact staff are inadequately motivated or incapable of consistently achieving service targets.

**(4)** **Communications that overpromise.** If the firm's advertising or selling overpromises, it will lower perception of quality when the performance fails to reach the hyped-up expectations. Even good service can be judged harshly if it exaggerates how high its service levels actually are.

These concepts identify where managers need to focus to achieve high-quality service. To summarize, first, managers need to develop the right strategy. This means identifying the business's target market and finding out what attributes are most desired by consumers. What does quality mean to them? Second, service organizations require an overriding top management commitment to high service standards. Third, service quality requires detailed implementation. This involves setting high and measurable performance standards, training and motivating staff, and carefully working out systems for monitoring performance and comparing against standards. Monitoring is particularly important. Successful service organizations regularly undertake consumer surveys to ensure that standards are being achieved. Finally, communications should be designed to avoid making promises that will not be kept.

**Production-line Approach to Service**

Theodore Levitt (1972) advocated the use of a production-line approach to both the 'front' and 'back' of the house activities by the application of hard and soft technologies. Hard technologies mean substituting machinery for people. Soft technologies are the use of systems to cut down on the number of service people.

So far, such technological solutions have been largely limited to services where customers will accept standardized outputs. However, with continual technical progress, particularly in computing, and customers' increasing familiarity with technology and systems, the production-line approach looks likely to advance into even more customized service areas.

**Personnel Drivers**

Company personnel have become a valuable source of differential advantage, especially in service-oriented markets. High-quality personal service is difficult for competitors to copy because it is so dependent upon the hard-to-change culture of the company, and the skill of the management in empowering and motivating the front-line staff. The key attributes of people who add value through personal services are as follows:

(1) **Professional.** They need the training to acquire the required skills and knowledge.

(2) **Courtesy.** Customers expect politeness and consideration.

(3) **Trustworthy.** Staff should be honest and credible.

(4) **Reliable.** Customers want service which is accurate and consistent.

(5) **Positive.** People want to deal with staff who believe they can overcome most practical difficulties.

(6) **Responsive.** Staff should respond fast to customer requests and problems.

(7) **Initiative.** They should be capable of using their initiative to solve customer problems and not have to refer small matters to superiors.

(8) **Communication.** Personnel need to be able to understand customers and provide information to them effectively.

**Managing Service Staff (Drucker 1974)**

Human relations has to be a particular concern in managing services, especially in high contact services. The inability to separate manufacturing from marketing means that the consumer normally meets a wider spread of employees. Each interaction between employee and consumer will differ. Each is a 'moment of truth' for the organization - where it is decisively judged by its customers. Normal methods of supervision and quality control do not work because, unlike a product, an unsatisfactory service transaction cannot be halted, examined and recycled before the consumer sees it.

In goods companies, marketing's primary focus is external - on customers - but in services it also has to be internal - on employees. Unless the needs of employees are understood and met by management, the organization will not have staff who buy into the service mission. Highly motivated employees deliver high-quality service, which in turn leads to satisfied customers, more business and on to employee satisfaction and enhanced motivation. Here are some techniques used with good results to motivate employees and trigger this quality.

(1) Employee-of-the-month awards. These involve monetary and non-monetary incentives to emphasize quality.

(2) Increase employees' visibility and proximity to customers. Employees become more conscious of quality when they can see and hear directly how the customer responds to their work.

(3) Training and indoctrination. It is important to get new staff to feel pride in the company and a sense of its special tradition or mission.

(4) Peer group control. Commitment and team building are reinforced when staff are chosen and reviewed by the colleagues with whom whey work.

(5) Appropriate environment. Motivation depends upon employees having the appropriate equipment, facilities and systems to be able to satisfy the customer.

## III. SURVEY ANALYSIS

Table 3.1. Frequency for the Respondents Who Rent Video Tapes in a Month.

| Frequency of renting video tapes per month | Count(%) | Base(person) |
|---|---|---|
| once in a month | 18.30% | 22 |
| twice in a month | 55% | 66 |
| three times per month | 19.20% | 23 |
| four times or upper | 7.50% | 9 |
| Grand Total | 100% | 120 |

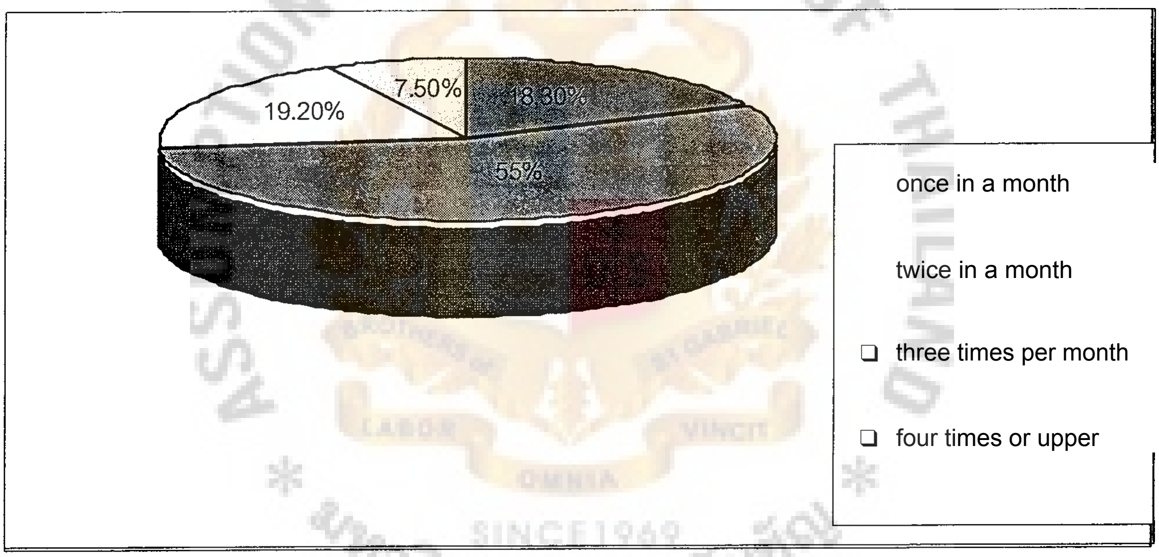


Figure 3.1. The Result of Question No.1 .

From the above table, we can see that most respondents would generally like to go rent tapes twice a month with the highest percentage at 55%. While the second and the third rank are closer in number of percentage, namely, some respondents rent tapes three times a month with 19.20% and 18.30% for once in a month respectively. Very few respondents often go to rent tapes for four times a month at 7.50% only. At least rental shops can expect members to rent tapes twice in a month.

Table 3.2. Frequency of Renting Video Tapes in a Month by Sex.

| Frequency of renting tapes | Male | Female | Total | Base(person) |
|---|---|---|---|---|
| once in a month | 6.80% | 30.00% | 18.30% | 22 |
| twice in a month | 58.00% | 52.00% | 55.00% | 66 |
| three times per month | 21.80% | 16.70% | 19.20% | 23 |
| four times or upper | 13.40% | 1.70% | 7.50% | 9 |
| Grand Total | 100% | 100% | 100% | 120 |

Table 3.3. Frequency of Renting Video Tapes in a Month by Age.

| Frequency of renting tapes | Age <20 | Age 20-35 | Age >35 | Total |
|---|---|---|---|---|
| once per month | 13.00% | 10.70% | 50.00% | 18.30% |
| twice per month | 52.20% | 60.00% | 40.90% | 55.00% |
| three time per month | 21.80% | 21.30% | 9.10% | 19.20% |
| four time or upper | 13.00% | 8.00% | 0% | 7.50% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 23 | 75 | 22 | 120 |

Table 3.4. Frequency of Renting Video Tapes in a Month by Income.

| Frequency of renting tapes | < 10,000 | 10,001-20,000 | > 20,000 | Total |
|---|---|---|---|---|
| once in a month | 20.80% | 11.30% | 31.60% | 18.30% |
| Twice in a month | 47.90% | 62.30% | 52.60% | 55.00% |
| three times per month | 22.90% | 18.90% | 10.50% | 19.20% |
| four times or upper | 8.40% | 7.50% | 5.30% | 7.50% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 48 | 53 | 19 | 120 |

From the above Tables 3.2-3.4, we can see that most respondents like to go rent video tapes twice a month. As per the comparison on each table, most of males and females like to go rent the tapes twice a month based on 120 respondents with 58% and 52%, respectively. The range of the age under 20 to 35, most respondents like to go rent tapes twice a month and three times a month, respectively. On the other hand, the respondents with the age of over 35 can't go to rent the tapes frequently and you can see the frequency of 50% for renting once a month. It is possible that the respondents may have much burden on their business so they don't have free time to rent video tapes. On the comparison by income, we can find that most respondents like to go rent tapes twice a month. The respondents who have income in the range of under 10,000 bahts to 20,000 bahts also like to go rent tapes three times a month. However, the respondents with the income over 20,000 bahts don't like to go rent tapes more frequently so we can see the second rank of 31.60% of renting tapes once a month. It is possible that they may be occupied with a lot of work and business or may realize to make more money than to relax on entertainment.

Table 3.5. Number of Titles for the Respondents to Rent per Visit.

| Number of titles rented per visit | Count(%) | Base(person) |
|---|---|---|
| one or two piece per visit | 15% | 18 |
| three to four pieces per visit | 40.80% | 49 |
| five to seven pieces per visit | 32.50% | 39 |
| eight to ten pieces per visit | 5.80% | 7 |
| more than 10 pieces per visit | 5.80% | 7 |
| Grand Total | 100% | 120 |

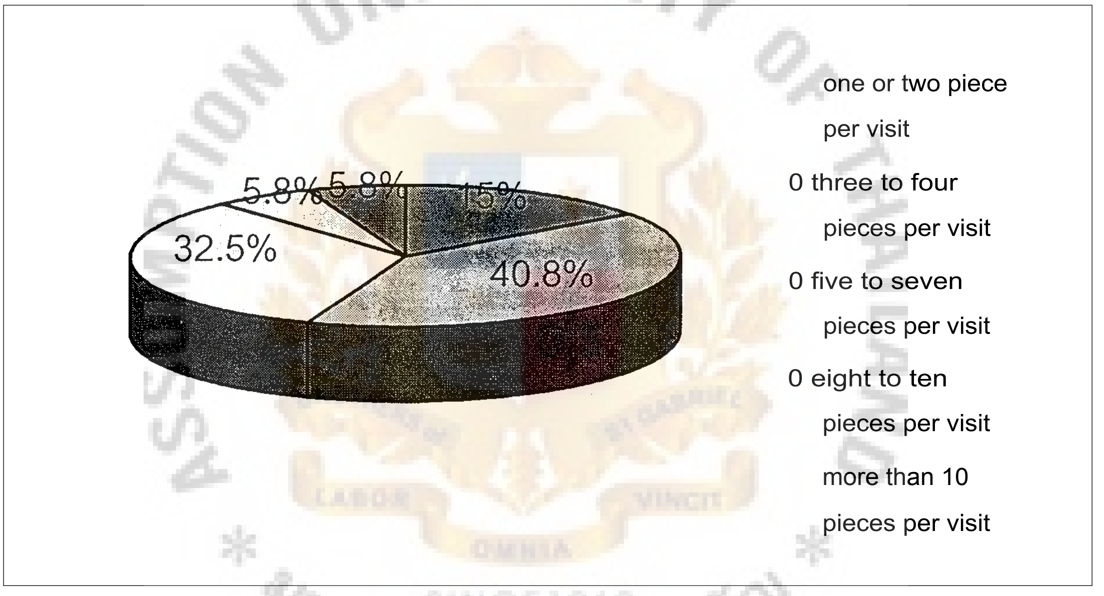


Figure 3.2. The Result of Question No.2.

From the above table, we can see that most respondents like to rent tapes for 3-4 titles per visit at 40.8%. 32.5% of samples like to rent tapes for 5-7 titles, and 15% of samples contributes to the rental frequency for 1-2 titles per visit, respectively. Very few respondents with 5.8% like to rent tapes for over 8 pieces while 5.8% of samples rent tapes at the highest amount of more than 10 pieces. It is possible that they would like to watch a long series of Chinese movie.

Table 3.6. The Quantity of Video Tapes That Respondents Rent per Visit by Sex.

| Qty of tapes rented per visit | Male | Female | Total | Base(person) |
|---|---|---|---|---|
| one or two piece per each | 5.00% | 25.00% | 15.00% | 18 |
| Three to four pieces per each | 30.00% | 51.70% | 40.80% | 49 |
| five to seven pieces per each | 43.30% | 21.70% | 32.50% | 39 |
| Eight to ten pieces per each | 10.00% | 1.70% | 5.80% | 7 |
| More than 10 pieces per each | 11.70% | 0% | 5.80% | 7 |
| Grand Total | 100% | 100% | 100% | 120 |

Table 3.7. The Quantity of Titles That Respondents Rent per Visit by Age.

| Qty of tapes rented per visit | age < 20 | age:20-35 | age > 35 | Total |
|---|---|---|---|---|
| one or two piece per each | 8.70% | 12.00% | 31.80% | 15.00% |
| Three to four pieces per each | 52.20% | 41.30% | 27.30% | 40.80% |
| five to seven pieces per each | 34.80% | 30.70% | 36.40% | 32.50% |
| Eight to ten pieces per each | 4.30% | 8.00% | 0% | 5.80% |
| More than 10 pieces per each | 0% | 8.00% | 4.50% | 5.80% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 23 | 75 | 22 | 120 |

Table 3.8. The Quantity of Titles That Respondents Rent per Visit by Income.

| Qty of tapes rented per visit | < 10,000 | 10,001-20,000 | > 20,000 | Total |
|---|---|---|---|---|
| one or two piece per each | 18.80% | 13.20% | 10.50% | 15.00% |
| Three to four pieces per each | 41.70% | 41.50% | 36.80% | 40.80% |
| five to seven pieces per each | 27.10% | 35.80% | 36.80% | 32.50% |
| Eight to ten pieces per each | 8.30% | 5.70% | 0% | 5.80% |
| More than 10 pieces per each | 4.20% | 3.80% | 15.80% | 5.80% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 48 | 53 | 19 | 120 |

From the above Tables 3.6-3.8, we can see that most respondents like to rent video tapes for 3-4 pieces per visit. As per the comparison on each table, most male respondents would like to rent 5-7 pieces per visit more than most female respondents do. For the age of under 20 to 35,the respondents like to rent 3-4 pieces per visit. On the other hand, the respondents with the age of over 35 like to rent 5-7 pieces per visit. It is possible that they can't visit the rental shop frequently so they like to rent many pieces per visit as much as possible. On the comparison by income, no matter what the level of income the respondents earn, we can find that they are likely to rent 3-4 pieces per visit and 5-7 pieces per visit which calculated percentage is closer to each other.

Table 3.9. The Period of Time to Keep VideoNcd in Possession.

| Period to keep tapes in possession | Count(%) | Base(person) |
|---|---|---|
| one to three days | 5.83% | 7 |
| four to six days | 2.50% | 3 |
| 1 week | 32.50% | 39 |
| 2 week | 18.34% | 22 |
| due date | 40.83% | 49 |
| Grand Total | 100% | 120 |

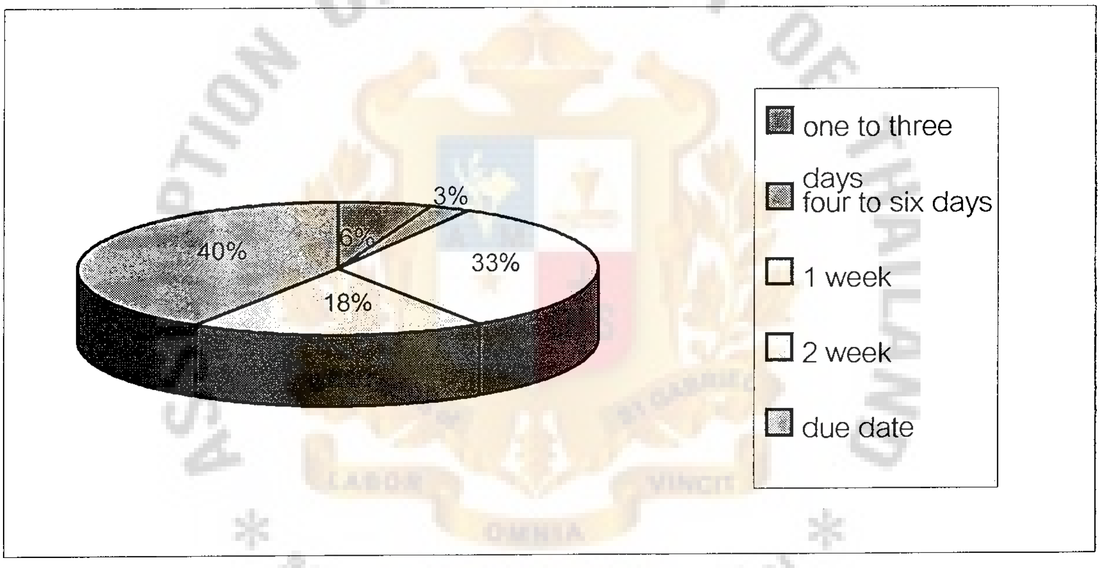


Figure 3.3. The Result of Question No.3.

From the above table, we can see that most respondents around 40% prefer to keep movies in their possession until the due date has come. 33% of samples will return video tapes within one week, and 18% of samples will keep tapes in possession up to two weeks, respectively. Few respondents will keep movies in possession less than one week. It may depend on the quantity of rented video/vcd movies per visit. It is noticeable that most respondents will not hurry to return tapes until the due date has come.

Table 3.10. The Period of Time to Keep Video TapesNcd in Possession by Sex.

| Period of time to keep tapes | Male | Female | Total | Base(person) |
|---|---|---|---|---|
| One to three days | 3.00% | 10.00% | 5.80% | 7 |
| Four to six days | 0% | 5.00% | 2.50% | 3 |
| 1 week | 37.00% | 27.00% | 32.50% | 39 |
| 2 weeks | 23.00% | 15.00% | 18.30% | 22 |
| Due date | 37.00% | 43.00% | 40.80% | 49 |
| Grand Total | 100% | 100% | 100% | 120 |

Table 3.11. The Period of Time to Keep Video Tapes/Vcd in Possession by Age.

| Period of time to keep tapes | Age < 20 | age :20-35 | Age > 35 | Total |
|---|---|---|---|---|
| One to three days | 4.30% | 5.30% | 9.10% | 5.80% |
| Four to six days | 0.00% | 2.70% | 4.50% | 2.50% |
| 1 week | 43.50% | 30.70% | 27.30% | 32.50% |
| 2 week | 8.70% | 21.30% | 18.20% | 18.30% |
| Due date | 43.50% | 40.00% | 40.90% | 40.80% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 23 | 75 | 22 | 120 |

Table 3.12. The Period of Time to Keep Video Tapes/Vcd in Possession by Income.

| Period of time to keep tapes | < 10,000 | 10,001-20,000 | > 20,000 | Total |
|---|---|---|---|---|
| one to three days | 6.30% | 3.80% | 10.50% | 5.80% |
| four to six days | 2.10% | 1.90% | 5.30% | 2.50% |
| 1 week | 35.40% | 39.60% | 5.30% | 32.50% |
| 2 weeks | 8.30% | 22.60% | 31.60% | 18.30% |
| due date | 47.90% | 32.10% | 47.40% | 40.80% |
| Grand Total (%) | 100% | 100% | 100% | 100% |
| Based on person | 48 | 53 | 19 | 120 |

From the above Tables 3.10-3.12, we can see that most respondents keep the tapes in possession until due date. As per the comparison on each table, no matter what genders are, what age of respondents is, and what the level of income the respondents have, they keep the video tapes in possession until due date. It depends on the condition between the respondents and the video rental shop. It also depends on the quantity of video tapes rented.

Table 3.13. Regularity of Renting Video Tapes/Vcd by Themselves.

| Regularity of renting tapes by themselves | Count(%) | Base(person) |
|---|---|---|
| Rent tapes by themselves regularly | 77.50% | 93 |
| Do not rent tapes by themselves regularly | 22.50% | 27 |
| Grand Total | 100% | 120 |

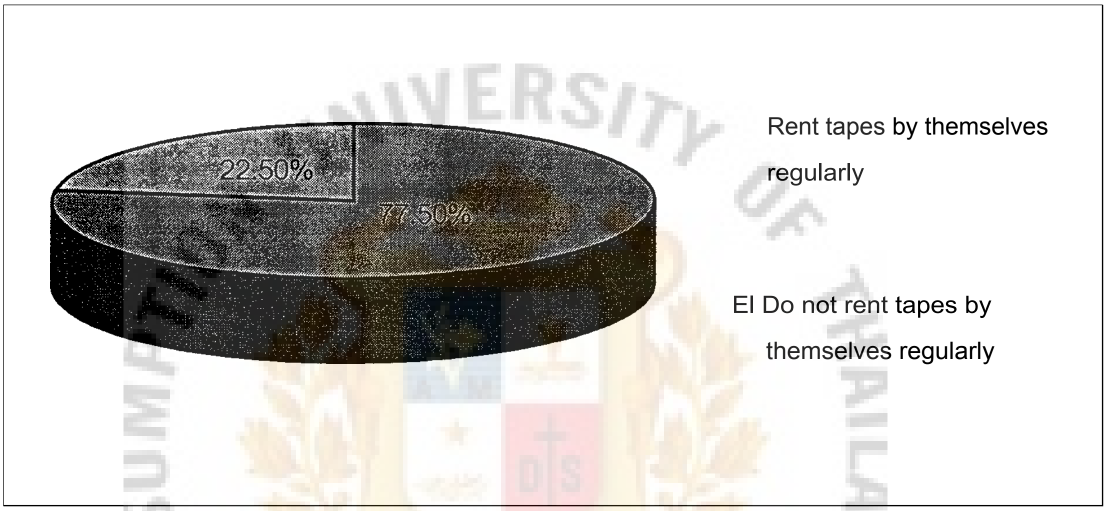


Figure 3.4. The Result of Question No.4.

From the above table, we can see that most respondents like to go to rent tapes by themselves regularly with the frequency of 77.50% based on 120 respondents. Very few respondents don't regularly go to rent tapes by themselves with the frequency of 22.50% based on 120 respondents. It is possible that they don't have free time to select movies as their needs or they can watch every kind of movie. However, members might tell the others such as their children, their servants or theirs housewives to rent their favorite kinds of movies for them instead.

Table 3.14. Reflection of Loyalty Toward a Regular Store.

| Reflection of loyalty toward a regular store | Count(%) | Base(person) |
|---|---|---|
| Rent tapes at specific shop regularly | 88.33% | 106 |
| Do not rent tapes at specific shop regularly | 11.67% | 14 |
| Grand Total | 100% | 120 |

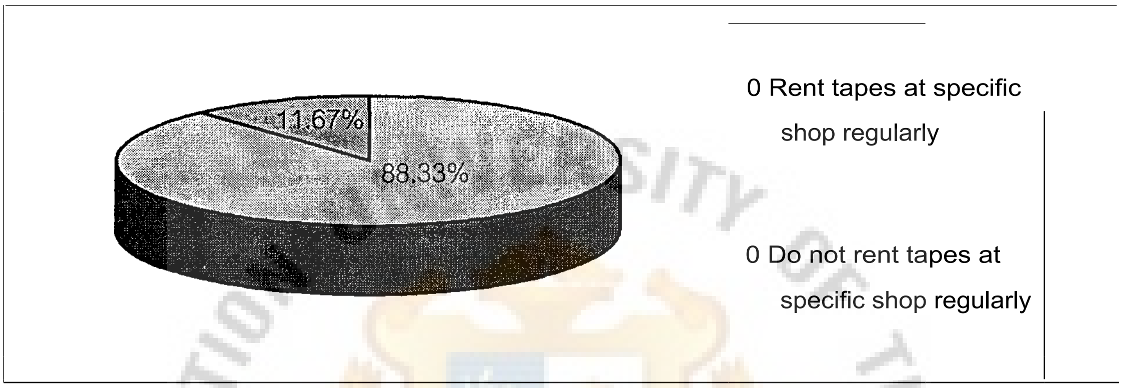


Figure 3.5. The Result of Question No.5.

From the above table, we can see that most respondents would like to go rent video tapes at the specific shop regularly with the frequency of 88.33% based on 120 respondents. Only very few respondents don't regularly go to rent the video tapes at the specific shop with the frequency of 11.67% based on 120 respondents. It is possible that the rental shops don't have a variety of movies, special condition and impressive service. These assumed reasons might lead this group of respondents to apply new membership at other rental shops. However, it is proved that respondents have high loyalty to familiar rental shops very much.

Table 3.15. Respondents' Reasons to Rent at Regular Shops.

| Reason of Respondents | Count(%) | Base(person) |
|---|---|---|
| Near Home | 70.80% | 106 |
| Quality of tapes | 20.80% | 106 |
| Variety of movies | 79.20% | 106 |
| Long rental period | 35.80% | 106 |
| Good movie knowledge of staffs | 34% | 106 |
| Beautiful decoration | 35.80% | 106 |
| Always have promotion | 21.70% | 106 |
| Friendliness of staffs | 70.80% | 106 |
| Family member | 32.10% | 106 |
| Rental fee | 33% | 106 |

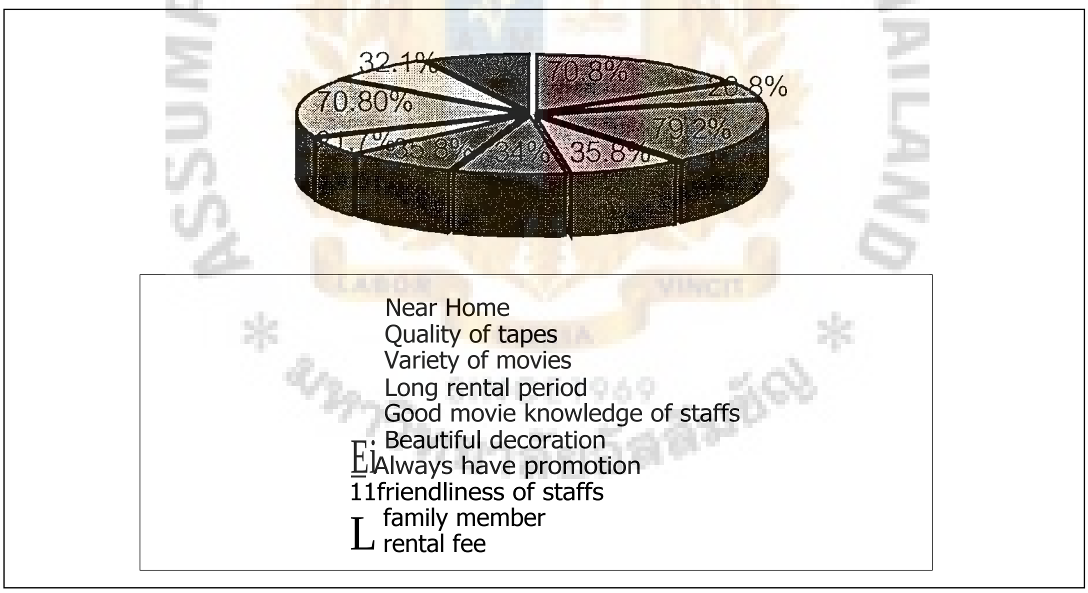


Figure 3.6. The Result of Question No.6.

From the above table, we can see that the main reason of the respondents who have the loyalty toward the specific video rental shops is because the choice of variety of movies with the frequency of 79.20% based on 106 respondents. Secondly, The respondents also like the friendliness of staffs and the location of the rental shop should be convenient with the frequency of 70.80% based on 106 respondents. Other important factors that also influences respondents include long rental period and beautiful decoration too.

Table 3.16. Respondents' Reasons to Rent at Regular Shops by Sex.

| Reason of Respondents | Male | Female | Total |
|---|---|---|---|
| Near Home | 68.60% | 72.70% | 70.65% |
| Quality of tapes | 21.60% | 20.00% | 20.80% |
| Variety of movies | 86.30% | 72.70% | 7920% |
| Long rental period | 47.10% | 25.40% | 35.80% |
| Good movie knowledge of staffs | 35.30% | 32.70% | 34.00% |
| Beautiful decoration | 29.40% | 41.80% | 35.80% |
| Always have promotion | 11.80% | 30.10% | 21.70% |
| Friendliness of staffs | 72.50% | 69.10% | 70.80% |
| Family member | 21.60% | 41.80% | 32.10% |
| Fast service | 39.20% | 27.30% | 33.00% |
| Based on persons | 51 | 55 | 106 |

NOTE: Percentage more than 100 because some respondents answer more than one

Table 3.17. Respondents' Reasons to Rent at Regular Shops by Age.

| Reasons of Respondents | age < 20 | age : 20-35 | age > 35 | Total |
|---|---|---|---|---|
| Near Home | 85.00% | 64.60% | 76.20% | 70.80% |
| Quality of tapes | 25.00% | 20.00% | 19.00% | 20.80% |
| Variety of movies | 85.00% | 83.10% | 61.90% | 79.20% |
| Long rental period | 25.00% | 38.50% | 38.10% | 35.80% |
| Good movie knowledge of staffs | 35.00% | 33.80% | 33.30% | 34.00% |
| Beautiful decoration | 25.00% | 40.00% | 33.30% | 35.80% |
| Always have promotion | 20.00% | 21.50% | 23.80% | 21.70% |
| friendliness of staffs | 40.00% | 78.50% | 76.20% | **70.80%** |
| family member | 50.00% | 26.20% | 33.30% | 32.10% |
| fast service | 25.00% | 36.90% | 28.60% | 33.00% |
| Based on persons | 20 | 65 | 21 | **106** |

NOTE: Percentage more than 100 because some respondents answer more than one.

From the above Tables 3.16-3.17, we can see that almost 80% of all respondents have the loyalty toward the specific video rental shops because those video shops have a variety of movies that the respondents can choose to serve their satisfaction. Male respondents voiced out their opinion about their loyalty toward the specific video rental shops that they have a variety of movies, the friendliness of staffs and the convenient location of the video rental shops located near their home, respectively. The main reasons that build the loyalty of most female respondents toward the specific video rental shops are a variety of movies and the convenient location of the video rental shops with the same frequency of 72.70% and the friendliness of staffs with the frequency of 69.10%, respectively. The main reasons for most respondents with the age under 20 to 35 who have the loyalty toward the specific video rental shops are a variety of movies and the convenient location of the video rental shops, respectively. On the other hand, the respondents with the age over 35 prefer the convenient location of the video rental shops to a variety of movies.

Table 3.18. Interests of Movies by Country Producers.

| Interests of movie by country producers | Count(%) | Rank from most to least favor (1—most favor, 2—least favor) |
|---|---|---|
| Thai | 18.00% | 3 |
| U.S.A. | 35.75% | 1 |
| Hong Kong | 31.00% | 2 |
| Japan | 15.25% | 4 |
| Grand Total | 100.00% | |
| Based on persons | 120 | |

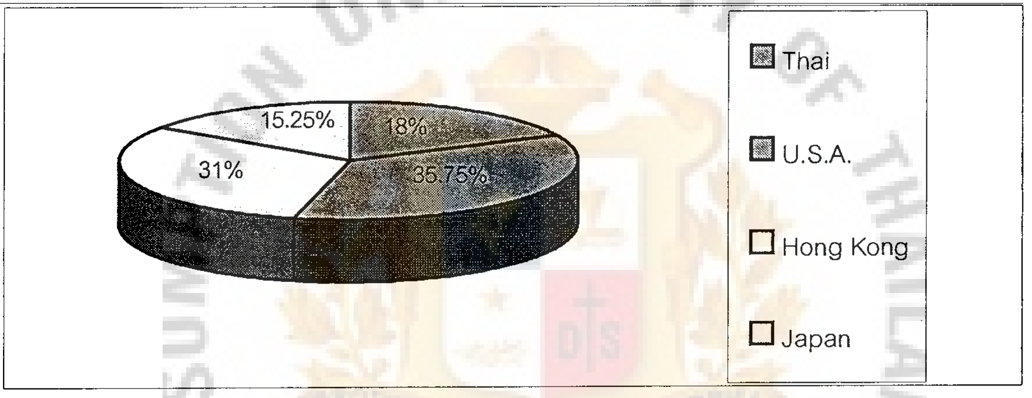


Figure 3.7. The Result of Question No.7.

From the above table, we can see that the first rank of the respondents' preference toward the original movie producers is USA movie with 35.75% of all respondents. The second rank is Hong Kong movie with 31% of all respondents, the third rank is Thai movie with 18% of all respondents and the fourth rank is Japan movie with 15.25% of all respondents based on 120 respondents.

Table 3.19. Interests of Movies by Country Producers by Sex.

| Interests of movie by country producers | Male | Female | Total |
|---|---|---|---|
| Thai | 16.00% | 20.00% | 18.00% |
| U.S.A. | 35.00% | 36.50% | 35.75% |
| Hong Kong | 33.00% | 29.00% | 31.00% |
| Japan | 16.00% | 14.50% | 15.25% |
| Grand Total | 100.00% | 100.00% | 100.00% |
| Based on persons | 60 | 60 | 120 |

Table 3.20. Interests of Movies by Country Producers by Age.

| Interests of movie by country producers | Age < 20 | age : 20-35 | age > 35 | Total |
|---|---|---|---|---|
| Thai | 15.70% | 16.70% | 25.00% | 18.00% |
| U.S.A. | 34.30% | 37.60% | 30.90% | 35.75% |
| Hong Kong | 30.00% | 31.00% | 31.80% | 31.00% |
| Japan | 20.00% | 14.70% | 12.30% | 15.25% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% |
| Based on persons | 23 | 75 | 22 | 120 |

From the above Tables 3.19-3.20, we can see that most respondents love to watch USA movies. As per the comparison on each table, most males and females love to watch USA movies with 35% based on 60 males and 37% based on 60 females. The second rank preference for males and females is Hong Kong movies with 33% and 29%, respectively. The third rank preference for males and females is Thai movies with 16% and 20%, respectively. The fourth rank preference for males and females is Japan movies with 16% and 15%, respectively. The range of the age under 20 to over 35, most respondents love to watch USA movies with 35.75% of all respondents. The second rank preference is Hong Kong movies with 31% of all respondents. The third and the fourth rank preferences for the range of the age 20 to over 35 is Thai movie and Japan movie, respectively. On the other hand, the third rank and the fourth rank preferences for the age under 20 is Japan movies and Thai movies, respectively.

Table 3.21. Preference of the Video Members towards Kinds of Movies.

| Preference of movies by type | Count | Base (person) |
|---|---|---|
| Action movie | 39.20% | 120 |
| Romantic movie | 41.70% | 120 |
| Comedy movie | 47.50% | 120 |
| Science movie | 6.70% | 120 |
| Horror Movie | 34.20% | 120 |
| Cartoon movie | 7.50% | 120 |
| Chinese Series | 28.30% | 120 |
| Murder movie | 26.70% | 120 |
| Music Video | 2.50% | 120 |
| Documentary movie | 11.70% | 120 |
| Sport program | 19.20% | 120 |
| Movie Theatre | 17.50% | 120 |
| Drama movie | 17.50% | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice.

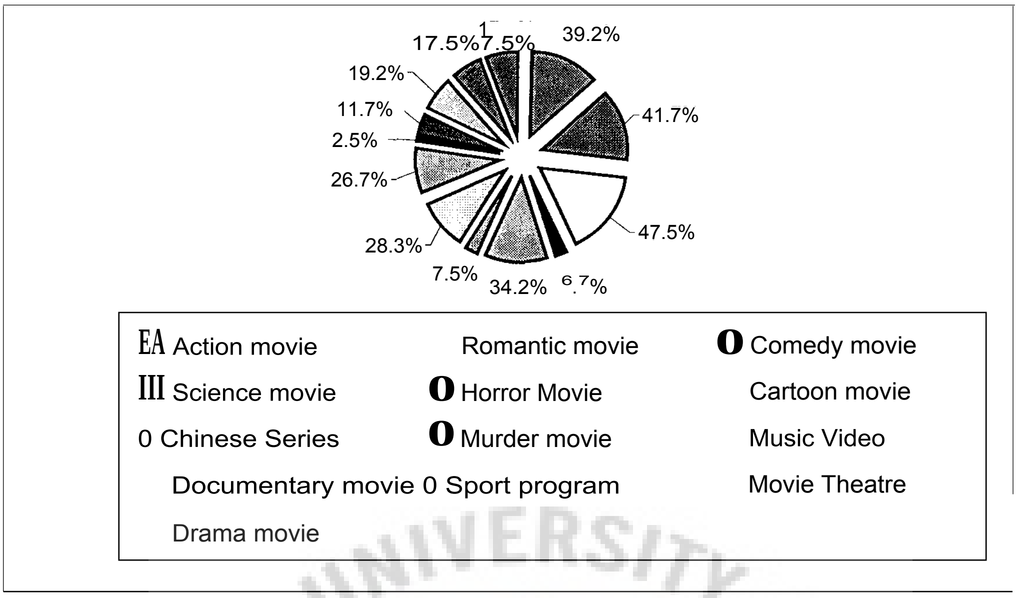


Figure 3.8. The Result of Question No.8.

From the above table, most respondents prefer to rent comedy movies (47.50%), romantic movies (41.70%), action movies (39.20%), horror movies (34.20%) and Chinese series (28.30%) for the top five ranks based on 120 respondents respectively. Some respondents like to rent murder movies (26.70%), sport movies (19.20%), movie theatre (17.50%), and drama movies (17.50%). Very few respondents like to rent documentary movies (11.70%), cartoon movies (7.50%), science movies (6.70%), and music video (2.50%).

Table 3.22. Comparison of Preference of Movies by Sex.

| Preference of movies by sex | Male | Female | Total |
|---|---|---|---|
| Action movie | 71.70% | 6.70% | 39.20% |
| Romantic movie | 10.00% | 73.30% | 41.70% |
| Comedy movie | 30.00% | 65.00% | 47.50% |
| Science movie | 8.30% | 5.00% | 6.70% |
| Horror movie | 23.30% | 45.00% | 34.20% |
| Cartoon movie | 6.70% | 8.30% | 7.50% |
| Chinese Series | 40.00% | 16.70% | 28.30% |
| Murder movie | 23.30% | 30.00% | 26.70% |
| Music Video | 5.00% | 0.00% | 2.50% |
| Documentary movie | 15.00% | 8.30% | 11.70% |
| Sport program | 38.30% | 0.00% | 19.20% |
| Movie Theatre | 23.30% | 11.70% | 17.50% |
| Drama movie | 5.00% | 30.00% | 17.50% |
| Based on persons | 60 | 60 | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice

Table 3.23. Comparison of Preference of Movies by Age.

| Preference of movi' :s by age | age < 20 | age : 20-35 | age > 35 | Total |
|---|---|---|---|---|
| Action movie | 56.50% | 36.00% | 31.80% | 39.20% |
| Romantic movie | 35.00% | 44.00% | 41.00% | 41.70% |
| Comedy movie | 39.00% | 51.00% | 45.00% | 47.50% |
| Science movie | 9.00% | 5.00% | 14.00% | 6.70% |
| Horror movie | 39.00% | 40.00% | 9.00% | 34.20% |
| Cartoon movie | 26.00% | 3.00% | 4.00% | 7.50% |
| Chinese Series | 26.00% | 28.00% | 32.00% | 28.30% |
| Murder movie | 17.00% | 31.00% | 23.00% | 26.70% |
| Music Video | 4.30% | 1.30% | 4.50% | 2.50% |
| Documentary movie | 0.00% | 11.00% | 27.00% | 11.70% |
| Sport program | 26.00% | 17.00% | 18.00% | 19.20% |
| Movie Theatre | 21.70% | 16.00% | 18.20% | 17.50% |
| Drama movie | 4.00% | 17.00% | 32.00% | 17.50% |
| Based on persons | 23 | 75 | 22 | 120 |

From the above Tables 3.22-3.23, most respondents prefer to rent comedy movies (47.50%), romantic movies (41.70%), and action movies (39.20%) for the top three ranks respectively. Male respondents prefer to see action movies (71.70%), Chinese series (40%), and sport program (38.3%). While female respondents prefer to see romantic movies (73.30%), comedy movies (65%), and horror movies (45%). The younger respondents at the age lower than 20 prefer to see action movies (56.50%), horror movies and comedy movies with the same percentage of 39%. While teenagers and the respondents in the middle age between 20-35 prefer to see comedy movies (51%), romantic movies (44%) and horror movies (40%). The respondents with the age over 35 prefer to see comedy movies (45%), romantic movies (41%) and Chinese series and drama movies with the same percentage of 32%.

Table 3.24. Reasons of Selecting the Movies.

| Reason of Respondents | Count (%) | Base (person) |
|---|---|---|
| Actor/Actress | 55.80% | 120 |
| Production company | 5.00% | 120 |
| Recommendation by friend | 45.80% | 120 |
| Investment in the movie | 20.00% | 120 |
| Director | 16.70% | 120 |
| Type of movies | 76.70% | 120 |
| Movie award | 24.20% | 120 |
| Advertisement | 56.70% | 120 |
| Classic Movie | 27.50% | 120 |
| New release from theatres | 44.20% | 120 |
| Recommendation by staffs | 40.80% | 120 |
| Others | 10.00% | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice

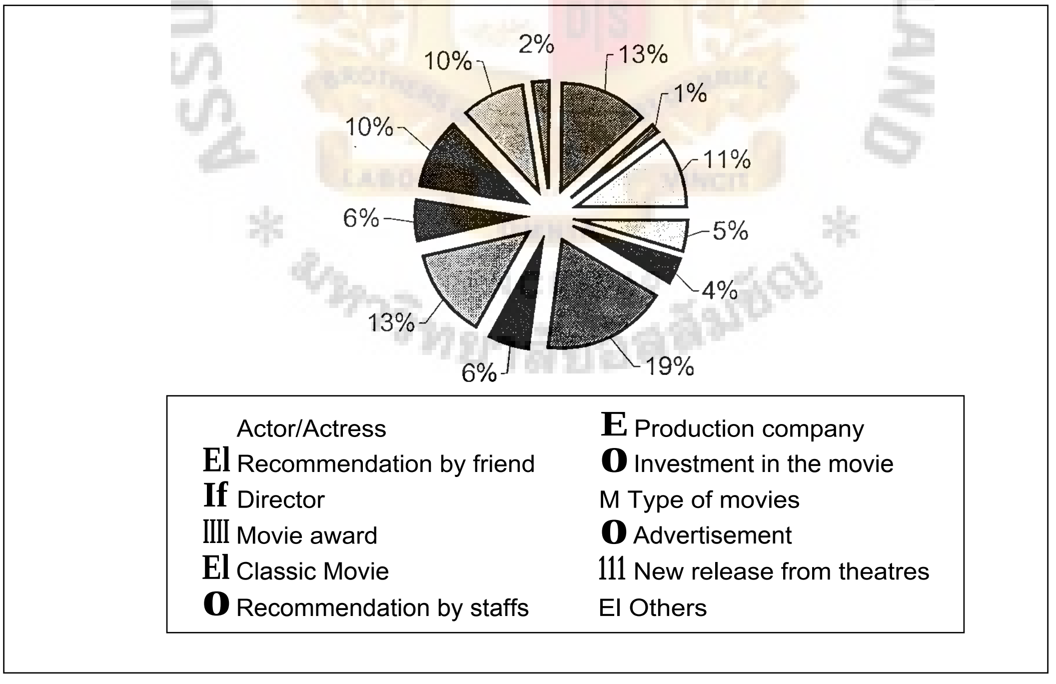


Figure 3.9. The Result of Question No. 9.

From the above table, it is noticeable that the type of the movie is the first reason that most respondents use this factor (76.70%) to consider when going to rent movies. While the advertisement (56.70%) is the second factor that influences the respondents' decision. The last top three factors (55.80%) is the actor/ actress who play the leading role in the movies. Other reasons that influence some respondents toward the selection of the movies are recommendation from their friends (45.80%), new release from the theatres (44.20%) and recommendation from video rental shop (40.80%). While few respondents select to rent the movies by considering categories as classic movies (27.50%), awarded movies (24.20%) and investment in the movies (20%). Some reasons that influence very few respondents toward the selection of the movies are the director of the movies (16.70%), other reasons (10%), and production company (5%).

Table 3.25. Comparison of Reason for Selecting Movies by Sex.

| Reason of Respondents | Male | Female | Total |
|---|---|---|---|
| Actor/Actress | 55.00% | 61.80% | 55.80% |
| Production company | 6.70% | 3.30% | 5.00% |
| Recommendation by friend | 41.70% | 50.00% | 45.80% |
| Investment in the movie | 30.00% | 10.00% | 20.00% |
| Director | 10.00% | 23.30% | 16.70% |
| Kind of movie | 80.00% | 73.30% | 76.70% |
| Movie award | 21.70% | 26.70% | 24.20% |
| Advertisement | 68.30% | 45.00% | 56.70% |
| Classic Movie | 26.70% | 28.30% | 27.50% |
| New release from theatres | 40.00% | 48.30% | 44.20% |
| Recommendation by staffs | 36.70% | 45.00% | 40.80% |
| Others | 13.30% | 6.70% | 10.00% |
| Based on persons | 60 | 60 | 120 |

Table 3.26. Comparison of Reasons for Selecting Movies by Age.

| Reason of Respondents | age < 20 | age : 20-35 | age > 35 | Total |
|---|---|---|---|---|
| Actor/Actress | 52.20% | 58.70% | 50.00% | 55.80% |
| Production company | 0.00% | 5.30% | 9.10% | 5.00% |
| Recommendation by friend | 60.90% | 48.00% | 22.70% | 45.80% |
| Investment in the movie | 8.70% | 28.00% | 4.50% | 20.00% |
| Director | 21.70% | 17.30% | 9.10% | 16.70% |
| Kind of movie | 87.00% | 72.00% | 81.80% | 76.70% |
| Movie award | 21.70% | 24.00% | 27.30% | 24.20% |
| Advertisement | 60.90% | 56.00% | 54.50% | 56.70% |
| Classic Movie | 8.70% | 28.00% | 45.50% | 27.50% |
| New release from theatres | 34.80% | 50.70% | 31.80% | 44.20% |
| Recommendation by staffs | 26.10% | 36.00% | 72.70% | 40.80% |
| Others | 8.70% | 12.00% | 4.50% | 10.00% |
| Based on persons | 23 | 75 | 22 | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice

From the above Tables 3.25-3.26, it is noticeable that there are top three factors that have infl fence on male and female respondents' decisions on the selection of the movies. The factors for males' decisions are based on the type of the movies (80%), advertisement (68.30%) and actor/ actress(55%). The influential factors for females' decisions will consider from the type of the movies (73.30%), actor/actress (61.80%), and the recommendation from their friends (50%). Furthermore, there are top three factors toward the selection of the movies that influence the decision of the respondents with different ages. The factors for the respondents with the age lower than 20 are the type of the movies (87%), the advertisement and the recommendation from their friends with the same percentage of 60.90%. While the factors for the respondents with the age between 20-35 are the type of the movies (72%), actor/actress (58.70%), and the advertisement (56%). The factors for the respondents with the age over 35 are the type of the movies (81.80%), the recommendation from video rental shops (72.70%), and the advertisement (54.50%).

Table 3.27. The Period of Time for Going to Rent Video Tapes.

| Period of time for going to rental shops | Count(%) | Base(person) |
|---|---|---|
| Monday to Friday | 21.70% | 26 |
| Weekend | 30.00% | 36 |
| Holiday | 3.30% | 4 |
| Uncertain | 45.00% | 54 |
| Grand Total | 100.00% | 120 |


Figure 3.10. The Result of Question No.10.

From the above table, we can see that the most respondents go to rent video uncertainly on specific times with the frequency of 45% based on 120 respondents. While some respondents will go to rent movies regularly in the weekend with the frequency of 30%. Few respondents will go to rent movies certainly during Monday to Friday with the frequency of 21.70%. However, very few respondents go to rent video tape during holidays with the frequency of 3.30%.

Table 3.28. Number of Video Rental Shops Near Respondents' Homes.

| Number of video rental shops | Count (%) | Base(person) |
|---|---|---|
| One shop | 2.50% | 3 |
| Two shops | 29.20% | 35 |
| Three to five shops | 42.50% | 51 |
| More than 5 shops | 3.30% | 4 |
| Don't Know | 22.50% | 27 |
| Grand Total | 100.00% | 120 |

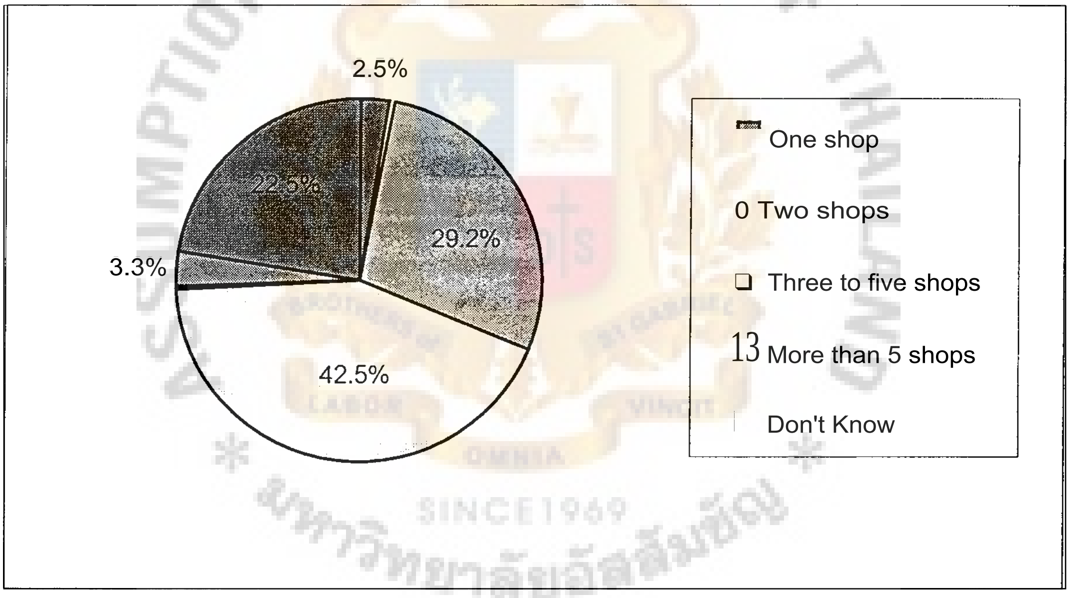


Figure 3.11. The Result of Question No.11.

From the above table, most respondents notice that there are three to five video rental shops around the vicinity areas and are nearby their homes with 42.50% of all respondents based on 120 respondents. While some respondents can observe two video rental shops around their homes with 29.20% of all respondents. Few respondents can observe over 5 video rental shops around their homes with 3.30% of all respondents. Very few respondents can observe one video rental shops around their homes with 2.50% of all respondents. Moreover, some respondents don't know the exact number of video rental shops around their homes with 22.50% of all respondents.

Table 3.29. Showing the Media that Catch the Attention of Respondents.

| The use of specific media | Count (%) | Base(person) |
|---|---|---|
| Friend | 2.15% | 2 |
| Cut-Out Billboard | 35.48% | 33 |
| Leaflet | 2.15% | 2 |
| Poster | 26.89% | 25 |
| Observation | 33.33% | 31 |
| Other | 0.00% | 0 |
| Grand Total | 100.00% | 93 |

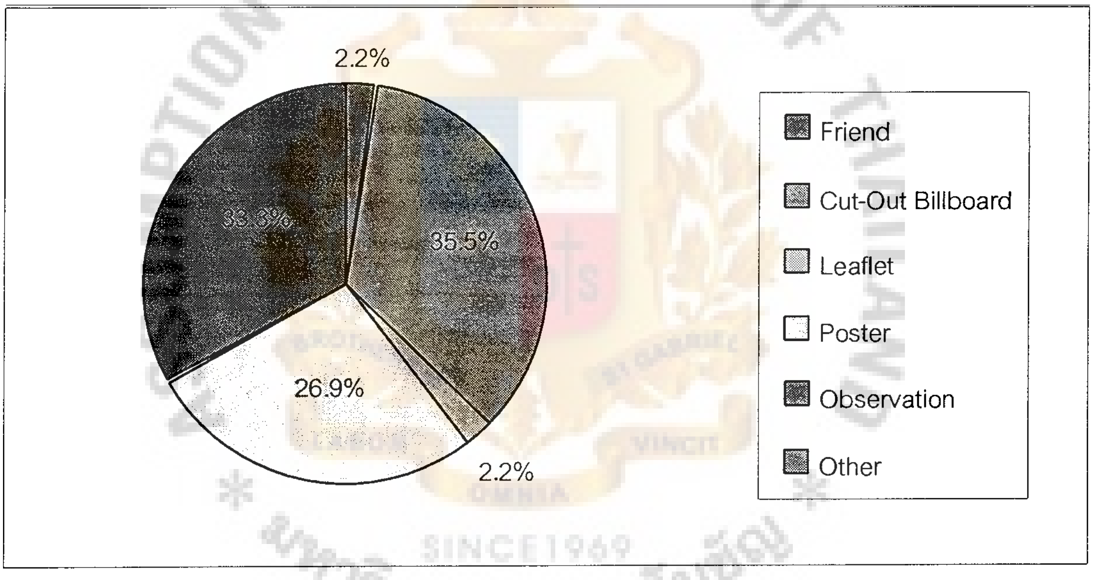


Figure 3.12. The Result of Question No.12.

From the above table, the media that can catch the attention of respondents most will be cut-out billboard with 35.48% of all respondents. While the second media that plays an important role is observation by themselves with 33.33%. Poster serves as the third rank media with 26.89%. The least factory are friend and leaflet equal to 2.15% respectively.

Table 3.30. Reasons to Convince People to Apply Membership.

| Persuasive methods | Count (%) | Base(person) |
|---|---|---|
| Advertising from video shop | 41.70% | 120 |
| Recommendation by friend | 15.00% | 120 |
| Near Home | 66.70% | 120 |
| Free member fee | 36.70% | 120 |
| Sharp and clear picture | 20.00% | 120 |
| Beautiful decoration | 49.20% | 120 |
| Variety of movies | 75.00% | 120 |
| Qty of video tapes in the shop | 68.30% | 120 |
| Lists of movies in the shop | 40.80% | 120 |
| Translation in foreign language | 4.20% | 120 |
| Master Tape | 55.80% | 120 |
| Soundtrack | 15.00% | 120 |
| Other | 34.20% | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice.

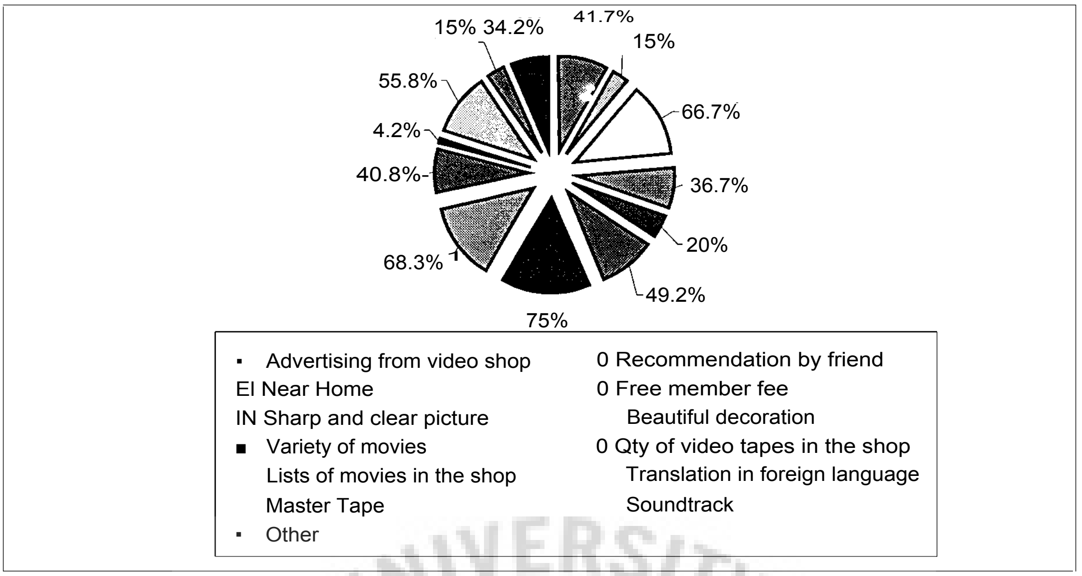


Figure 3.13. The Result of Question No.13.

From the above table, we can find that the top three ranks that influence most respondents to visit the specific video rental shops are the variety of the movies (75%), the quantity of the video tapes in the shop (68.30%), and the location of the video rental shop near the respondents' homes (66.70%). The other factors that influence some respondents' decisions toward visiting the specific video rental shop are master tape (55.80%), beautiful decoration (49.20%), the advertisement from video rental shop (41.70%), and the lists of movies in the shop (40.80%). While few respondents select to visit the specific video rental shop because of free member fee (36.70%), other reasons (34.20%), the sharp and clear picture of the movies (20%), soundtrack and the recommendation from their friends with the same percentage of 15%, and the translation in foreign language (4.20%).

Table 3.31. Reasons to Convince People to Apply Membership by Sex.

| Persuasive methods | Male | Female | Total |
|---|---|---|---|
| Advertising from video shop | 43.30% | 40.00% | 41.70% |
| Recommendation by friend | 20.00% | 10.00% | 15.00% |
| Near Home | 63.30% | 70.00% | 66.70% |
| Free member fee | 45.00% | 28.30% | 36.70% |
| Sharp and clear picture | 23.30% | 16.70% | 20.00% |
| Beautiful decoration | 46.70% | 51.70% | 49.20% |
| Variety of movies | 76.70% | 73.30% | 75.00% |
| Qty of video tapes in the shop | 78.30% | 58.30% | 68.30% |
| Lists of movies in the shop | 33.30% | 48.30% | 40.80% |
| Translation in foreign language | 1.70% | 6.70% | 4.20% |
| Master Tape | 55.00% | 56.70% | 55.80% |
| Soundtrack | 15.00% | 15.00% | 15.00% |
| Other | 35.00% | 33.30% | 34.20% |
| Based on persons | 60 | 60 | 120 |

Table 3.32. Reasons to Convince People to Apply Membership by Age.

| Persuasive methods | age < 20 | age : 20-35 | Age > 35 | Total |
|---|---|---|---|---|
| Advertising from video shop | 26.10% | 45.30% | 47.60% | 41.70% |
| Recommendation by friend | 26.10% | 13.30% | 9.10% | 15.00% |
| Near Home | 78.30% | 65.30% | 59.10% | 66.70% |
| Free member fee | 47.80% | 28.00% | 54.50% | 36.70% |
| Sharp and clear picture | 21.70% | 18.70% | 22.70% | 20.00% |
| Beautiful decoration | 26.10% | 52.00% | 63.60% | 49.20% |
| Variety of movies | 56.50% | 80.00% | 77.30% | 75.00% |
| Qty of video tapes in the shop | 69.60% | 72.00% | 54.50% | 68.30% |
| Lists of movies in the shop | 43.50% | 41.30% | 36.40% | 40.80% |
| Translation in foreign language | 4.30% | 4.00% | 4.50% | 4.20% |
| Master Tape | 52.20% | 57.30% | 54.50% | 55.80% |
| Soundtrack | 13.00% | 14.70% | 18.20% | 15.00% |
| Other | 52.20% | 26.70% | 40.90% | 34.20% |
| Based on persons | 23 | 75 | 22 | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice

From the above Tables 3.31-3.32, we can notice that the top three ranks that influence most male respondents' decision on visiting the specific the video rental shops are the quantity of the video tapes in the shop (78.30%), the variety of the movies (76.70%), and the location of the video rental shop near the respondents' homes (63.30%). The top three factors that influence the most females' decision are the variety of the movies (73.30%), the location of the video rental shop near the respondents' homes (70%), and the quantity of the video tapes in the shop (58.30%). Furthermore, there are top three factors toward visiting the specific video rental shops that influence the decision of the respondents with different ages. The factors for the respondents with the age lower than 20 are the location of the video rental shops near the respondents' homes (78.30%), the quantity of the video tapes in the shop (69.60%), and the variety of the movies (56.50%). While the factors for the respondents with the age between 20-35 are the variety of the movies (80%), the quantity of the video tapes in the shop (72%), and the location of the video rental shops near the respondents' homes (65.30%). The factors for the respondents with the age over 35 are the variety of the movies (77.30%), the beautiful decoration of the video shops (63.60%), and the location of the video shops near the respondents' homes (59.10%).

Table 3.33. Sales Promotion that Respondents Would Like to Get.

| Sales Promotion | Count(%) | Base(person) |
|---|---|---|
| Sweepstake | 5.80% | 7 |
| Coupon | 30.00% | 36 |
| Cash discount | 59.20% | 71 |
| Rent some, get one free | 5.00% | 6 |
| Grand Total | 100.00% | 120 |

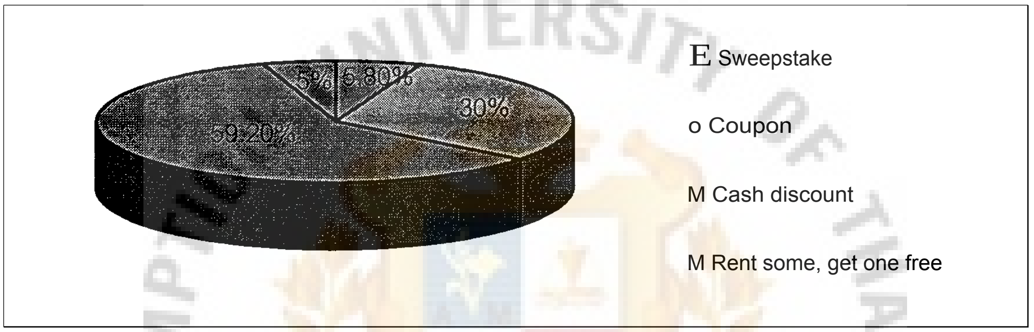


Figure 3.14. The Result of Question No.14.

From the above table, the sales promotion that most respondents would like to get is cash discount when renting some specific video tapes with the frequency of 59.20% based on 120 respondents. While some respondents would like to get the sales promotion of collecting coupons for gift redemption with the frequency of 30%. Very few respondents would like to get the sales promotion of sweepstake and renting some video tapes for getting 1 free with the frequency of 5.80% and 5%, respectively.

Table 3.34. Comparison of the Preferable Promotion by Sex.

| Sales Promotion | Male | Female | Total |
|---|---|---|---|
| Sweepstake | 10.00% | 1.70% | 5.80% |
| Coupon | 33.30% | 26.70% | 30.00% |
| Cash discount | 53.30% | 65.00% | 59.20% |
| Rent some get one free | 3.40% | 6.60% | 5.00% |
| Grand Total | 100.00% | 100.00% | 100.00% |
| Based on persons | 60 | 60 | 120 |

Table 3.35. Comparison of the Preferable Promotion by Age.

| Sales Promotion | Age < 20 | age : 20-35 | age > 35 | Total |
|---|---|---|---|---|
| Sweepstake | 13.00% | 4.00% | 4.50% | 5.80% |
| Coupon | 17.40% | 33.30% | 31.80% | 30.00% |
| Cash discount | 69.60% | 58.70% | 50.00% | 59.20% |
| Rent some get one free | 0.00% | 4.00% | 13.70% | 5.00% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% |
| Based on persons | 23 | 75 | 22 | 120 |

Table 3.36. Comparison of the Preferable Promotion by Income.

| Sales Promotion | < 10,000 | 10,001-20,000 | > 20,000 | Total |
|---|---|---|---|---|
| Sweepstake | 6.30% | 1.80% | 15.80% | 5.80% |
| Coupon | 25.00% | 34.00% | 31.60% | 30.00% |
| Cash discount | 66.70% | 60.40% | 36.80% | 59.20% |
| Rent some get one free | 2.00% | 3.80% | 15.80% | 5.00% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% |
| Based on persons | 48 | 53 | 19 | 120 |

From the above Tables 3.34-3.36, most respondents would like to get the sales promotion of cash discount when renting some specific video tapes with the frequency of 59.20% based on 120 respondents. As per the comparison on each table, most males and most females would like to get cash discount with the frequency of 53.30% and 65% based on 120 respondents, respectively. While some males and some females would like to get the coupons for gift redemption with the frequency of 33.30% and 26.70%, respectively. Very few males and females would like to get the sweepstake and the promotion of renting some specific video tapes for getting one free. The range of the age of under 20, between 20-35 and over 35, most respondents would like to get cash discount when they rent some specific video tapes with the frequency of 69.60%, 58.70% and 50%, respectively. While some respondents with the age of under 20, between 20-35 and over 35 would like to get coupons for gift redemption with the frequency of 17.40%, 33.30% and 31.80%, respectively. Very few respondents with the age under 20, between 20-35 and over 35 would like to get sweepstake and the promotion of renting some specific video tapes for getting one free. Most respondents with income of under 10,000 bahts, between 10,001-20,000 bahts, and over 20,000 bahts would like to get cash discount with the frequency of 66.70%, 60.40% and 36.80%, respectively. While some respondents with income under 10000 bahts, between 10,001-20,000 bahts, and over 20,000 bahts would like to get coupons for gift redemption with the frequency of 25%, 34% and 31.60%, respectively. Very few respondents with the range of income under 10,000 to over 20,000 bahts would like to get sweepstake and promotion of renting some specific video tapes for getting one free_

Table 3.37. Promotion after Applying for Membership.

| Sales Promotion | Count(%) | Base(person) |
|---|---|---|
| No promotion | 0.80% | 120 |
| Gift for new member | 38.30% | 120 |
| Movie news for member | 5.00% | 120 |
| Rent some, get one free | 65.80% | 120 |
| Free viewing of 1 movie | 32.50% | 120 |
| Points collection | 12.50% | 120 |

NOTE: Percentage more than 100 because some respondents answer more than one choice

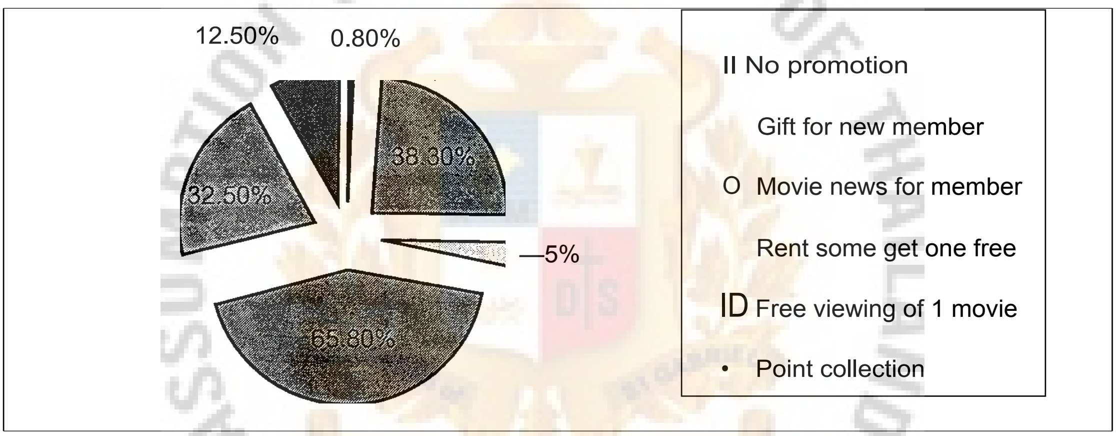


Figure 3.15. The Result of Question No. 15.

From the above, the promotion that most respondents get is to get one free for tape/disk when they rent some tapes/disks as the video rental shops indicated, with the frequency of 65.80%. Gift for new member is the second rank that the respondents get after applying for membership with the frequency of 38.30%. Some respondents will get free viewing of one movie after applying for new membership with the frequency of 32.50%. Few respondents get points collection from some shops with the frequency of 12.50%. Very few respondents get no promotion after applying for membership with the frequency of 0.80%.

Table 3.38. Showing the Member Fee of Each Respondent.

| Member fee | Count | Base (person) |
|---|---|---|
| 1-50 BAHT | 45.00% | 54 |
| More than 50 BAHT | 14.20% | 17 |
| No member fee | 40.80% | 49 |
| Grand Total | 100.00% | 120 |

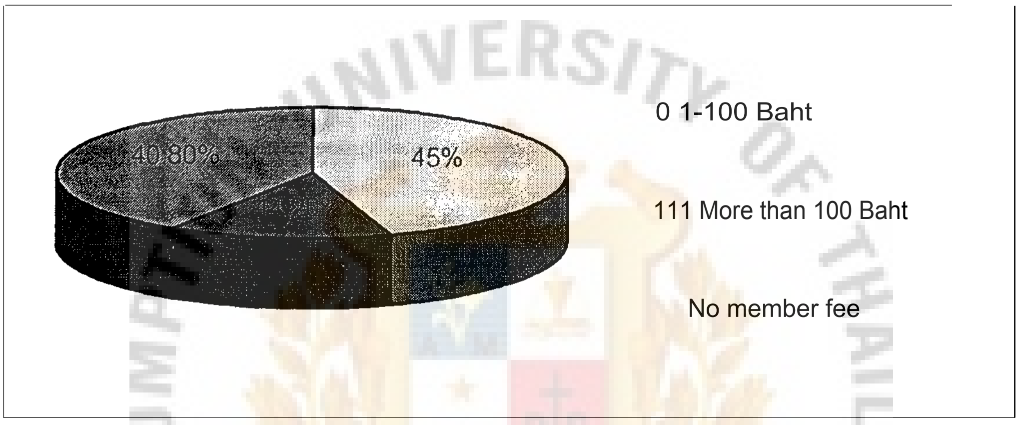


Figure 3.16. The Result of Question No.16.

From the above table, we can see that most respondents have to pay 1-50 bahts for member fee with the frequency of 45% based on 120 respondents. While some respondents don't have to pay for member fee with the frequency of 40.80%. Few respondents have to pay over 50 bahts for member fee with the frequency of 14.20%.

IV. CONCLUSIONS AND RECOMMENDATIONS

## 4.1 Conclusions

The researcher created a designed questionnaire to ask 120 respondents about their attitudes and behaviors toward vdo rental shops by using the group of multiple choices with closed-ended questions. The findings can be concluded to answer the objectives of this survey as follows:

### 4.1.1 Customers' Behaviors and Preferences

(1) The survey reveals that more than 70% of respondents will usually go to rent vdo tapes 2-3 times per month. Over 70% of the respondents will flexibly rent vdo tapes between 3-7 pieces per visit. While only few people will rent vdo tapes more than 8 pieces.

(2) Most respondents will not be rush to return vdo tapes. Instead, they will keep vdo tapes in their possession until due date depending on the policy of each shop. At least, we can notice that they will return vdo tapes to the shops one week after viewing.

(3) Members of vdo rental shops also have good inclination to go rent vdo tapes by themselves. Over 76% responded positively that they prefer to rent vdo tapes by themselves instead of letting other people go rent vdo tapes for them.

(4) More than 80% of the sample size shows consistent loyalty towards a particular vdo rental shop they are members. This can reflect and show to us that people will not be convinced easily if they are satisfied with their current shops.

(5) Reasons that people will place their loyalty towards a specific shop are because of convenience to reach, variety of movies to choose and friendliness of staffs to take care of respondents.

(6) Category of movie that respondents prefer to rent most is American movie consisting of 36% while they like to watch Chinese/Hong Kong movie as the second preferable rank with 31%.

(7) The type of movies that most respondents prefer to rent most are comedy, romantic and action movie respectively. We can conclude that these types of movies are most popular that people are looking for.

(8) Respondents give reasons that they will make decisions to rent vdo tapes on the type of movie and advertisement of that movie. People also base their decisions on actor/actress who play in that movies as well.

(9) People are uncertain of the period they are going to rent tape. It may be one day in a week. But to be more specific, they will enjoy going to rent vdo tapes during weekends.

4.1.2 Market Environment

(1) We can notice that the majority of people who go to rent vdo tapes consist of a large population at the age between 20-30 years calculated as 45% of the whole sample size.

(2) People in the surrounding area will live with their family. Number of members belonging to a large group of population will comprise 3-6 persons in a family.

(3) Most respondents who go to rent vdo tapes are students and officers who work for private companies.

(4) Most respondents can approximately notice 2-5 shops in the surrounding area quite clearly from their own observation. Ore good reason that makes them notice vdo rental shops more clearly are bill-board signs.

4.1.3 Attractiveness of the Shops

(1) Most respondents will decide to apply new membership at a particular shop because of the variety of movies and the quantity of vdo tapes in the shops. People are also concerned about master tapes, good decoration & advertisement from the shops too.

(2) Most people voiced out opinions that they want cash discount as the supportive promotion most. This is in case they rent movies at specific agreed amounts.

(3) Most respondents acknowledged that most vdo rental shops have offered them basic promotional campaign as rent some get 1-2 free as the preliminary promotion.

(4) Most people who previously applied for new membership have to pay extra 1-100 baht. Nowadays, as competition is tight, most vdo rental shops **will** not charge membership fee for becoming members.

## 4.2 Recommendations

It is quite easy to open a vdo rental shop because of not too high investment and less skill requirement. But to run it profitably and effectively is quite hard. So we have to plan for business carefully.

**Plan for Members**

From the survey, the majority of people tend to rent vdo/vcd 2 times per month. This group of people tends to keep tapes in their possession until due date which is normally 7 days or at least 1 week. We can probably increase usage rate by inducing them to rent more and return quickly. We may arrange special corners where they can rent vdo tapes/vcd at special rates such as old movies or movies that we have numerous copies in stock. This can help reduce the number of copies in stock and people might increase their rental behavior as well. We may offer various promotional tactics such as rent at specific target get 1 free movie, price promotion or coupons to gain attention of the members.

**Plan for Non-Members**

We have to concern with this group because it represents the very large population in the market. We have to try to induce them to become our potential prospects. We should have effective advertisement and sales promotion programs to create awareness and motivate buying decision of them. People will pay more attention to the shops in which billboard sign is big and attractive enough to catch their eyes. Next step is to make advertisement through various media to inform people what else will they get when they apply for membership at our shop. The advertisement may tell people of our shop's strong points for example it can offer a variety of movie selections and various promotional programs are being launched.

## 4.3 Further Recommendations

We can employ marketing mix strategy to attract people's attention as follows:

### 4.3.1 Product

From the analysis, we can clearly notice that most people give good reasons to apply membership of a particular shop because of a variety of movies and quantity of movies in the shop. Any vdo rental shop should have enough vdo/vcd copies to serve customers, especially, American movies. The vdo rental shop should emphasize on comedy, romantic and action movies respectively because these categories are very popular among customers. The owner of the shop should have well-trained staffs to take care of customers because friendliness of staffs is an important factor that will create good relationship between the shop and the customers in the long run. Having friendly staffs can guarantee good service that create an impression to customers too.

4.3.2 Price

People who seek variety and quality of movies do not consider rental fee as the first priority to apply membership because rental rate in the market is closer in the range and is not much different. Though we will not set the rental fee less than the competitors, we must not set it higher than them. Most vdo rental shops do not charge membership fee while old members who previously applied membership paid 100 bahts maximum. The owner should offer competitive rental price in the market. If there are a number of old movies in stock and people are not interested in renting them, we might come up with special rental rate offers for old movies.

4.3.3 Place

If possible, we should have our place for operating the new vdo rental shop near the community area. Good location also plays an important role because offers convenience to the customers in terms of travelling to the shops. It would be good if the location is connected to main roads not in the alley because it will attract attention of people. Moreover, they can notice the shop more easily. The vdo rental shop should make the sign more clearly to catch the eyes of people. Most people prefer to rent tapes from specific shops that are located near their home. The vdo shops should have decent decoration and attractive atmosphere. The spaces between rows should not be so tight and movie arrangement should be systematically matched to specific category for easy finding.

4.3.4 Promotion

The effective advertising and sales promotion may offer good opportunity of inducing prospects to apply new membership. The owner should come up with various promotional tools to create the awareness of the prospects and motivate them to become customers. We may survey promotional programs of other competitors to see what kind of programs can attract more customers. Various programs such as free gift premium, coupons, sweepstakes and price-off should be offered to customers. This example of promotional tactics can boost up and support our shops. Some examples of advertising media which are leaflets and posters can also be used to inform people about what is going on with the shops.

APPENDIX A

SURVEY QUESTIONNAIRE IN THAI

# SURVEY QUESTIONNAIRE IN THAI

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**ผู้จัด**ทำ

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[3] เพื่อนแนะนำ [8] หนังที่ได้รับรางวัล

[4] เงินลงทุนสร้าง [9] การโฆษณา

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APPENDIX B

SURVEY QUESTIONNAIRE IN ENGLISH

SURVEY QUESTIONNAIRE IN ENGLISH

Part 1: General Information

1. Gender

[1] Male [2] Female

2. Age

[1] Lower than 20 [2] 20-25 [3] 25-30

[4] 30-35 [5] 35-40 [6] More than 40

3. Educational level

[1] Lower than secondary degree [2] Secondary degree

[3] Vocational degree [4] Bachelor degree

[5] Higher than bachelor degree

4. Monthly income

[1] Lower than 5,000 [2] 5,001-10,000 [3] 10,001-15,000

[4] 15,001-20,000 [5] More than 20,000

5. Family members

[1] 1-2 [2] 3-4 [3] 5-6 [4] 7-8 [5] More than 8

6. Occupation

[1] Student [2] Private officer [3] Business person

[4] Other

Part 2: Questions about your opinions and behaviors

1. How frequent do you go to rent tapes?
   [1] 1 time/month [2] 2 times/month [3] 3 times/month
   [4] more than 4 times

2. How many tapes do you rent per time? _____ tapes/time

3. How long do you keep tapes in possession?
[1] 1-3 days [2] 4-6 days [1] 1 week [4] 2 weeks[5] until due date

4. Do you rent video tapes by yourself?
[1] yes [2] no

5. Do you regularly rent video tapes at a specific shop?
[1] yes [2] no (skip to question 7)

6. Please specify reasons why you always go to rent tapes at your regular shop? (can choose more than 1 answer)
[1] near home [2] quality of tapes [3] variety of movies
[4] long rental period [5] good movie knowledge of staffs
[6] beautiful decoration [7] always have promotion [8] friendliness of staffs
[9] family member [10] rental fee

7. What kind of movie do you like most? (1 = like most .... 4 = like least)
___ thai ___ american ___ chinese ___ japanese

8. Please specify 3 types of movie that you regularly rent
[1] action [4] science [7] chinese series [10] documentary
[2] romantic [5] honor [8] murder [11] sport
[13] comedy [6] cartoon [9] music video [12] movie theater
[14] drama

9. What is/are your reason(s) to choose the movies? (can choose more than 1 choice)
[1] actor/actress [5] director [9] classic movie
[2] production company [6] kind of movie [10] new release from theaters
[3] recommendation by friends [7] movie award [11] recommendation by staffs
[4] investment in the movie [8] advertising [12] other .....

10. When do you go to rent tapes regularly?
[1] Monday-Friday [2] weekend [3] public holiday [4] uncertain

11. How many shops you can count that are located near your home?
[1] 1 shop [2] 2 shops [3] 3-5 shops [4] more than 5 shops
[5] don't know (skip to question no. 13)

12. From question no.11 how do you know?
[1] friend [2] cut-out billboard [3] leaflet [4] poster
[5] observation [6] other ____

13. What reason(s) will lead your decision to rent tapes at a particular shop? (can choose more than 1 choice)

[1] advertising from store [2] recommendation by friends [3] near home
[4] free member fee [5] sharp and clear picture [6] beautiful decoration
[7] variety of movies [8] number of tapes in the shop [9] lists of movies
[10] translation in foreign language [11] master tape [12] soundtrack
[13] others ____

14. What kind of promotion do you like most? (1 choice only)

[1] sweepstake [2] coupon [3] cash discount
[4] rent some get 1 free

15. What do you get from being a member of video rental shop? (can choose more than 1 choice)

[1] no promotion [4] promotion of rent some get 1 free
[2] gift for new members [5] free viewing of 1 movie
[3] movie news for members [6] point collection

16. how much do you pay for applying new membership?

[1] member fee 1-50 baht
[2] member fee more than 50 baht
[2] free of charge

thank you for your cooperation

researcher

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