

ABSTRACT

Due to the increasing significance of direct mail advertising, a research on attitude and buying behavior through direct mail advertising of consumers is an important factor affecting the use of direct mail advertising. Therefore, this research aims to examine attitude and buying behavior of buyers through direct mail.

In order to determine differences in attitude and buying behavior of buyers through direct mail advertising, descriptive research and exploratory research are applied. Types of direct mail advertising and demographic factors are considered as the independent variables while attitude and buying behavior through direct mail advertising are the dependent variables. The sampling frame of this research is a list of department stores in Bangkok area. Purposive Random Sampling is applied to select 10 department stores, the questionnaires were distributed to all 400 respondents. After the data collection procedures are carried out, all the research hypotheses are tested by using Simple Correlation Coefficient, Independent Sample T-Test, Analysis of Variance (ANOVA) and Chi-Square Test.

Based on the results of the analyses, it can be concluded that there is a relationship between attitude toward direct mail advertising and types of direct mail advertising. Moreover, there is a difference in attitude toward direct mail advertising when segmented by demographic factors including gender, age levels, education levels, income levels. Occupation is the only demographic factor which is not related to the difference in attitude toward direct mail advertising. In addition, the demographic factors consisting of age levels, education levels, and income levels are found to have statistically significant differences in attitude toward direct mail advertising. There are also differences found among gender, age levels, and income levels concerning reasons for buying product

through direct mail advertising. Furthermore, it is found that there is a difference in average price of purchase when segmented by gender and income levels. Income levels are the only factor that is found to have statistically significant difference in frequency of purchasing. The results also show that there are differences among gender, age levels and income levels concerning reasons for continuing buying products through direct mail advertising. Finally, there are some demographic factors including age levels, and income levels which are found to have statistically significant differences in reasons for stopping buying products through direct mail advertising.

Based on the findings of the research, it can be recommended that the consistency of direct mail advertising including types of direct mail advertising, marketing mix, reliability, and attractiveness of advertising will lead to the success of direct mail advertising. Direct mail advertising can be used effectively and efficiency when it has obvious objectives such as knowing the potential target audiences, customers' need as well as cost and budget to develop and distribute direct mail advertising.