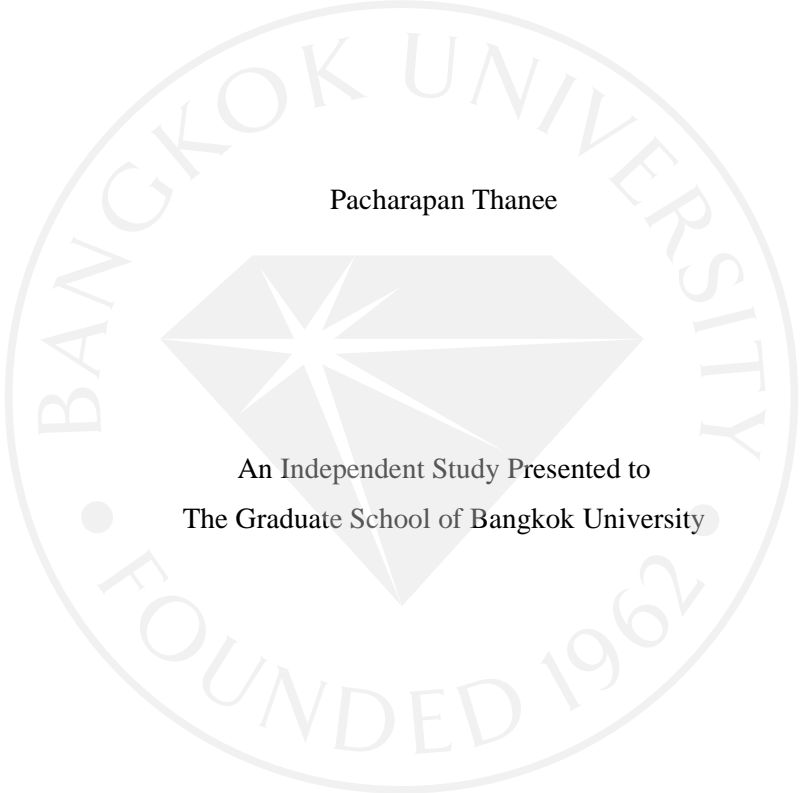


CONSUMER BEHAVIOR TOWARD BOOK RENTAL STORE: A STUDY OF  
RENTAL BEHAVIOR OF RESIDENTS AT SOI PATTANAKARN 61, BANGKOK



CONSUMER BEHAVIOR TOWARD BOOK RENTAL STORE: A STUDY OF  
RENTAL BEHAVIOR OF RESIDENTS AT SOI PATTANAKARN 61, BANGKOK

Pacharapan Thanee



An Independent Study Presented to  
The Graduate School of Bangkok University

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

2009



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Pacharapan Thanee

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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: CONSUMER BEHAVIOR TOWARD BOOK RENTAL STORE: A STUDY OF  
RENTAL BEHAVIOR OF RESIDENTS AT SOI PATTANAKARN 61, BANGKOK

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June 20, 2009

Thanee, Pacharapan. Master of Business Administration, June, 2009, Graduate School, Bangkok University

Consumer behavior toward book rental store: a study of rental behavior of residents at soi Pattanakarn 61, Bangkok (79 pp.)

Advisor of Independent Study: Dr. Paul TJ James

#### ABSTRACT

This study aims to study the book rental behaviors of the residents in Soi Pattanakarn 61, Prawet district, Bangkok, including studying the factors that influence their rental behaviors, the expectation and other recommendations toward the book rental store.

The methodology used in this study is the quantitative approach, the primary data will be collected by distribute questionnaire to the population group who rented and could rent the book from Baan Cartoon book rental store, the sample size of this study is 92.

The results of this study found that the most reason for using the service of book rental store is cost saving, comics are the most popular types of book to rent. Most of the factors that the respondent consider as an important are related to the book itself such as the availability of newly book or the variety types of book in the rental store. A frequently promotion plan is the most topic that respondents expected to have from the book rental store.

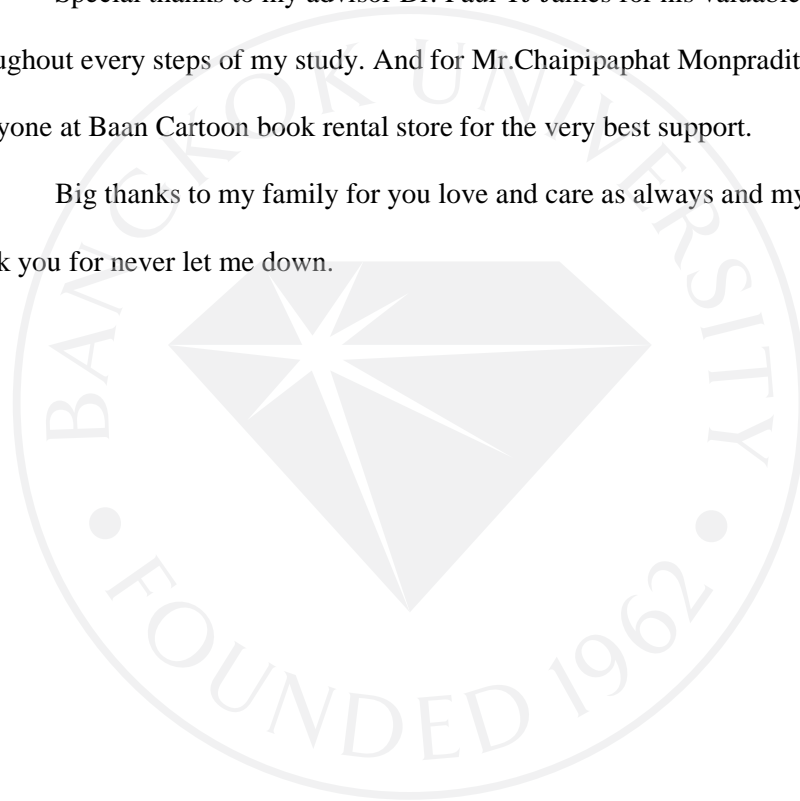
It is expected that the data contained in this research study will interested and benefit to all readers.

## ACKNOWLEDGEMENT

This independent study could not be accomplished without assistance and encouragement of people around me. I hereby wish to express my gratitude to all people who have helped me to carry out this study.

Special thanks to my advisor Dr. Paul TJ James for his valuable guidance throughout every steps of my study. And for Mr. Chaipipaphat Monpradit and everyone at Baan Cartoon book rental store for the very best support.

Big thanks to my family for your love and care as always and my dear friends thank you for never letting me down.



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## CHAPETER 1 INTRODUCTION

### BACKGROUND

From the statistic survey of National Statistic Office of Thailand, a survey of reading behavior of Thais in year 2008 shows the number of people age over 6 years old have percentage of reading at 66.3 percent, divided into male 67.5 percent and female 65.1 percent respectively (Thailand National Statistic Office, internet, 2009). The type of books that people read the most are newspaper at 71 percent followed by novel, cartoons, and magazine (Thailand National Statistic Office, ibid)

Education levels and the resident areas are effect to the number of reading i.e. those who have high education level are tend to read more than those who have lower level, as well as the people who lives in urban area are read more than rural area. (Thailand National Statistic Office, internet, 2009). In addition, the suggestion from the survey on the most efficient campaign to motivate people to read are; price, content, and the availability of the book. (Thailand National Statistic Office, ibid). From the factors of the book price, it is reflect to one point of view that not all people will buy books in the market, even they would like to read it. This is an opportunity for book rental store to take an advantage of this gap on providing rental business to customer who needs to read for each type of book.

To study about book rental business and its opportunity this research will focus on the behavior and factors that make people decided to use book rental service. An expectation of this research is to take a research result and the analysis of customer behavior and the factors toward book rental as primary information that is useful for the

owner of book rental who would like to expand their business and a person who interesting in this business and like to start up a book rental store.

### STATEMENT OF PROBLEM

Based on the observation on one rental store “Baan Cartoon” at Muang Thong2/2 village, Soi Pattanakarn 61, Prawet. There are a lot of different types of books for example; comic, pocket book, magazine, novel, fiction, and short stories with the different kind of customers such as students, working people, including unemployed people like housewife or retirees.

In order to operate the book rental business it is important to know customers; what are their behaviors on selecting book rental store, what factors influence their behavior on selecting book rental, what are their expectations and recommendations to book rental store. The considerable collected information will helps owner to set their direction and meet the expectation of all customers efficiently.

### INTENTION AND REASON FOR STUDY

Intention and the reason of this study are to study customer behavior and factors that influence customer’s decision making on selecting book rental service, which are benefit to those who interesting in book rental business

### RESEARCH OBJECTIVES

Objectives of this research are:

To determine customer’s behavior on using the book rental services,

To determine factors that influence customer's decision making on selecting book rental service, and

To determine the expectations including issue and suggestion of customer toward the using of book rental service.

### RESEARCH QUESTION

Major question;

What are customer's behaviors toward the use of book rental service?

Sub-question;

What are the influence factors behind rental behavior?

What are the expectations of customers toward the use of book rental services?

### ASSUMPTIONS

The assumptions of this research study are:

The data which will be collected and analyzed are appropriate and valid for the research design for this study,

The respondents used for this research study are truthful, and

The data collected, data presented and analyzed in this research are reliable

### SCOPE OF RESEARCH

The scope of this research is to focus on studying the book rental behavior of those who rented and those who could rent at Muang Thong 2/2 village, Soi Pattanakarn 61, Prawet, Bangkok.

The book rental store that referred in this research is Baan Cartoon which is located in the area of Soi Pattanakarn 61

### BENEFITS OF RESEARCH

The study of the research on consumer behaviors, influence factors, and their expectation toward the use of book rental service will be benefit to both existing owner of book rental store and other person who interested in book rental business, for the existing book rental store this research will provide the useful information regarding the research topic which will help the book rental store to develop and expand their business, for an interesting person this research can help them to plan the strategic for start up new book rental business.

### LIMITATIONS OF RESEARCH

This research is limit to gather the data from the respondents who have an experience with Baan Cartoon rental store by conduct the survey questionnaire. The research results in this study are not representing to customer behavior toward book rental service in all location.

## CHAPTER 2 LITERATURE REVIEW

This chapter describes the theory of consumer behavior, factor influencing consumer behavior, consumer behavior and marketing strategy, and research related to the book rental business. The contents of this chapter are as per below;

2.1 Consumer Behavior

2.2 Factors Influencing Consumer Behavior

2.3 Consumer Behavior and Marketing Strategy

2.4 Research Related to the Book Rental Business

2.5 Conclusion

### 2.1 CONSUMER BEHAVIOR

#### 2.1.1 Definition and important of consumer behavior

Consumer behavior defines as “individuals or groups acquiring, using, and disposing of products, services, ideas, or experiences. (Arnould & Price & Zinkhan, 2004, p.9) A study of Consumer behavior is “the study of how consumers differentiate among those products” to explores the reason why people buy product and how they think and the reaction when they buy the product (Howard, 1994, p.1).

“Why the study of consumer behavior is important?” In the past many organizations very focus about number e.g. sale figure rather than understanding consumer behavior, but it has been change since companies facing with the different needs of different consumers, now companies realized that their profitability are related to consumer behavior, companies tend to make costly mistake if they ignore or fail to perceive consumer needs, in order to meet the consumer needs effectively the company have to understand their consumer by having information that can identify and explain



consumer behavior and needs, a better understand the factor underlying consumer behavior lead to an effective marketing strategies that can meet consumer's need (Assael, 1998, p.3).

Marketing today is shift from sale orientation to behavioral or consumer orientation (Assael, 1998, p.9) "Marketing strategy rely on a better knowledge of consumer" is know as marketing concept (Assael, 1998, p.10), which is focus on customer; what are customers need, what is their wants and how the organization can delivers products and services to meet customer's need and satisfaction. (Ferrell & Hartline, 2008, p.11). Marketing research began in early 1950s base on the idea of psychologist Sigmund Freud; repressed desires, and unconscious wishes as motives for purchasing, (Howard, 1994, p.3). Freud's theory assumed that psychological effect to people's behavior are unconscious and cannot fully understand his/her own motivate that is mean not only the capabilities of product but including other features e.g. shape, size, weight, material, color, or brand name. (Kotler & Keller, 2009, p.202)

In order to understand behavior of buyer and product usage characteristic the companies need to collect and analysis marketing information on customer environment by using 5W model; Who, What, Where, When, and Why. (Ferrell & Hartline, 2008)

"Who"; who in the target market; this question will helps to understand an existing customer and potential customer on demographic, geographic, and psychographic. (Ferrell & Hartline, 2008)

"What"; what do customers buy or what do customers do with the product, this will clarify how customers consume and dispose the product and identify the product consumption rate or usage rate. (Ferrell & Hartline, 2008)

“Where”; where do customers purchase the product; from what type of vendor (distribution channel) e.g. broker, retailer, wholesalers, vending machine, direct marketing-catalog, and electronic merchandise-internet, (Ferrell & Hartline, 2008)

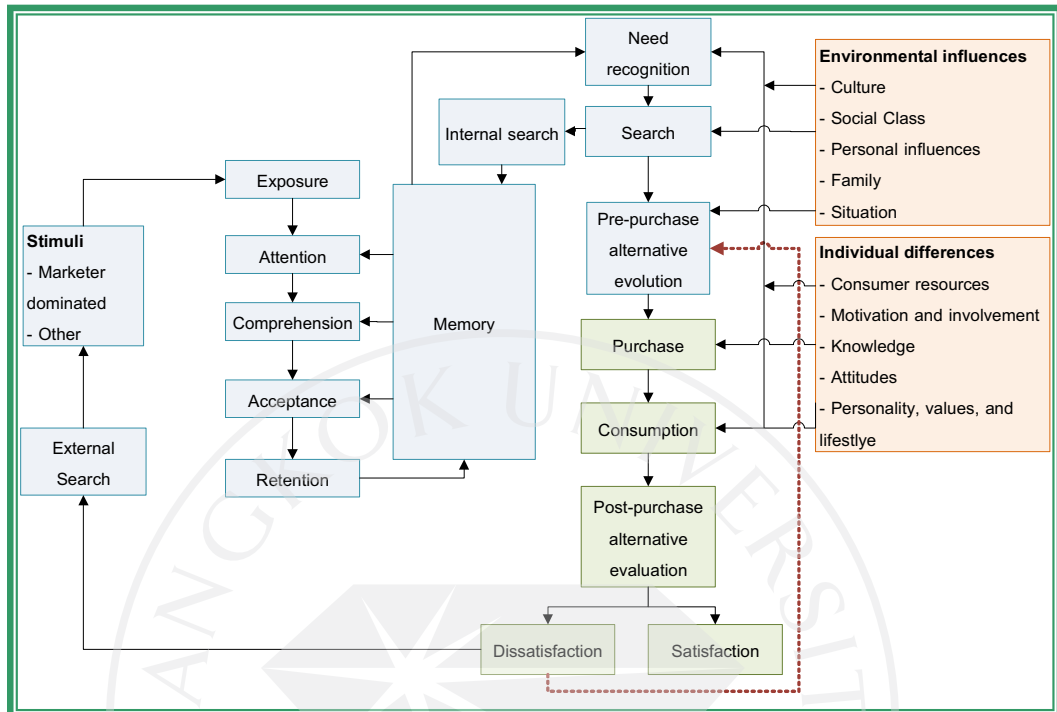
“When”; when customer purchase, this is the fourth question that refer to the situation influence that effect to consumer behavior on purchasing activity and consumption of the product to very over of time. (Ferrell & Hartline, 2008)

“Why”; why and how do customers select and buy including why do potential customer not buy, to identify customer need, their satisfy, and unsatisfied including the reason why potential customers not buy e.g. fulfillment of the product, product feature compare with competitors, product does not match with customer’s lifestyle, budget, or the availability of the product (Ferrell & Hartline, 2008)

#### 2.1.2 Consumer Behavior Model

A model of consumer behavior reviews the consumer behavior as a result of the factors that influence to consumer and interact between them. (Czinkota & Kotabe, 2001, p.86). A model in figure 2.1 shows the connection among each factors, starting with need recognition that trigger to internal and external stimuli, at this stage consumer will search for information to fulfill their need which influence by the experience and environmental influences, then consumer will begin to evaluate all alternatives that they have, the evaluation process is effect by individual aspect e.g. resource , knowledge, and lifestyle, after that the consumer will design for their purchasing, the post-purchase evaluation will show a result after consumer use products and service whether they are satisfy or dissatisfy. (Czinkota & Kotabe, 2001, p.89)

Figure 2.1: Model of Consumer Behavior (Czinkota & Kotabe, 2001, p.86)

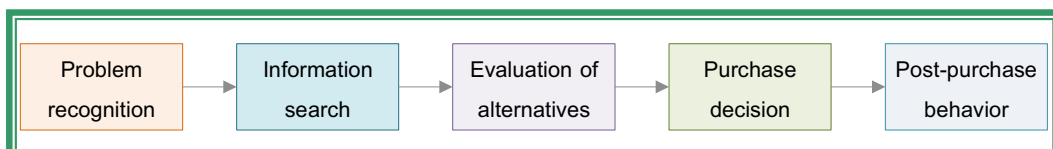


Source: Czinkota, Michael R. & Kotabe, Masaaki, Marketing Management, 2001, p.86

### 2.1.3 Consumer Decision Making Process

One important area of consumer behavior that need to concern is consumer decision making, the consumer decision making process will describe how consumer selected and decided including steps to their purchase both product and services, (Zeithaml & Bitner & Gremler, 2006, p.53)

Figure 2.2: Five Stage Model of Consumer Buying Process

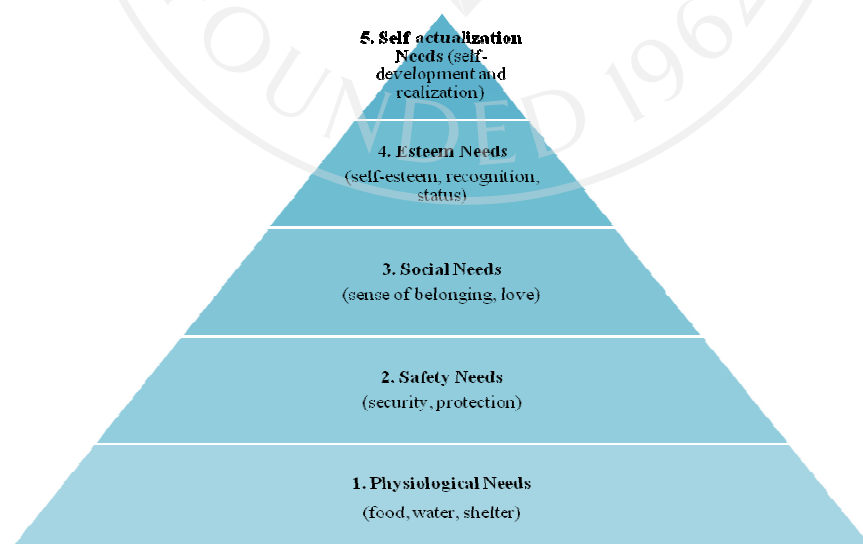


Source: Kotler, Philip & Keller, Kevin Lane, Marketing Management, 2009, p.208

Consumer decision making process consist of five stages; need or problem recognition, information search, evaluate of alternatives, purchase decision, and post-experience or post-purchase behavior. (Kotler & Keller, 2009, p.208)

Problem Recognition, or need recognition; the buying process begin with recognition of consumer need or problem by internal and external stimuli, the example of internal stimuli are physiological need; biological need such as hunger, thirst, and sleep, the external stimuli such as seeing new car advertisement or friend's new car these stimuli can caused to thought about the possibility of making purchase. (Kotler & Keller, 2009, p.208) According to Abraham Maslow explanation on human hierarchy need that people will try to satisfy their most important need first and they will move on to the next important need once they success and satisfy with their need (Kotler & Keller, 2009), these needs can arrange in a hierarchy form starting with physiological needs, safety needs, social need or love and belonging need, esteem needs, and self-actualization needs. (Zeithaml & Bitner & Gremler, 2006)

Figure 2.3: Maslow's Hierarchy of Needs



Source: Kotler, Philip & Keller, Kevin Lane, Marketing Management, 2009, p.203

Physiological needs; or biological need that is the basic need of people such as food, water, and sleep, the second is Safety needs; including shelter, protection, and security, third is a Social need or love and belonging need; are for affection, friendship, and acceptance, the social need is critical to all cultures, consumer use various type or services to address social needs for example dance club or dating services, fourth is Esteem needs; or ego need for prestige, success, accomplishment, and self-esteem, beside food, safety, and belonging most consumer also seek for looking good to others or feel good about themselves, the last need of Maslow's hierarchy theory is Self-actualization needs; involved self-fulfillment and enriching experience including self-development and realization. (Zeithaml & Bitner & Gremler, 2006, p.50)

Information search; consumers will collect information of goods and service that can satisfy their need once they recognize their need. (Zeithaml & Bitner & Gremler, 2006, p.55) The major sources of information are Personal source e.g. family and friend, Commercial source such as advertising, internet, salesperson, packaging, and displays, third is Public source; which are mass media, consumer rating organization, and the last source is Experimental; which are handling, examining, using product and services. Each information source influence to buying decision in different functions for example commercial sources normally show an information function, but personal source perform an evaluation function. (Kotler & Keller, 2009, p.208)

Evaluate of alternatives; the basic process of consumer evaluation are start with satisfying consumer' need; consumer will looking for product and service that can satisfy their needs, second step is consumer will looking for a certain benefits from product and service, third; consumer will consider each product and service as a set of

attributes with various abilities in order to deliver the benefit to satisfy their need

(Kotler & Keller, 2009, p.209)

Purchase decision; in the evaluation process consumer will set their preferred brand that they intend to buy, for purchase decision process consumer will form a sub-decision in order to execute purchasing which are brand of each product and services, dealer or those who support goods and services, quantity of required product and service, timing, and payment method. (Kotler & Keller, 2009, p.212) The perceive risks of consumer are influence to their purchase decision, consumer will perceive many kinds of risk for buying and consuming product and services, these risks are Functional risk; the performing of product does not meet expectation, Physical risk; threat of product and service to health or physical well being of user and others, Financial risk; product is not worth as the price paid, Social risk; product result in embarrassment from others, Psychological risk; product affects the mental well being of user, and Time risk; the result of the product' failure in opportunity cost of seeking another satisfactory product. (Kotler & Keller, 2009, p.215)

Post-experience or post-purchase behavior; after product purchased and consumed consumer perception for the use of product will effect to consumer behavior for their next purchasing (Czinkota & Kotabe, 2001, p.90) Post-purchase satisfaction; the satisfaction of customer toward product and services will influence to their mindset whether to buy it again and talks favorably or unfavorably to others, Post purchase actions; if consumer is satisfied they are likely to purchase it again and tend to crate a word of mouth about good benefit of the product, conversely, they will have a different action if they are not satisfy, Post-purchase use and disposal; need to know how consumer use and dispose of the product including the frequency of product

consumption; more and quickly on consuming product, the sooner of purchasing it once again. (Kotler & Keller, 2009, p.214)

## 2.2 FACTORS INFLUENCING CONSUMER BEHAVIOR

Factors that influence to consumer behavior are cultural factor, social factor, and personal factors, the broadest and deepest influence is cultural factor. (Kotler & Keller, 2009, p.190)

2.2.1 Cultural factor; Culture is “a set of beliefs and values that shared by most of people in a group” the behavior are shared by people from a particular culture background (Blythe, 1997, p.90). Culture is the fundamental determinant of what people wants and behavior, each culture have subculture with a specific characteristic of their group e.g. nationalities, religions, and geographic region. (Kotler & Keller, 2009, p.195) Geert Hofstede has identified the national culture characteristic as five dimensions to explain why and how people in difference culture behave, Hofstede’s cultural dimensions are Power distance, Uncertainty avoidance, Individualism, Masculinity, and term orientation (Hanna & Wzniak, 2001, p.145) Harris and Moran also identified that culture can be divide into ten categories that influence consumer behavior which are Communication and language, Beliefs and attitudes, Values and norms, Sense of self, Relationships, Time consciousness, Mental processes and learning, Rewards and recognition, Dress and appearance, and Food and eating habits. (Hana & Wozniak, 2001, p.148)

2.2.2 Social factor; including reference groups, family and social roles and statuses that effect to buying behavior. (Kotler & Keller, 2009, p.194) The reference group is the group that both direct and indirect influence to a person’s attitude and

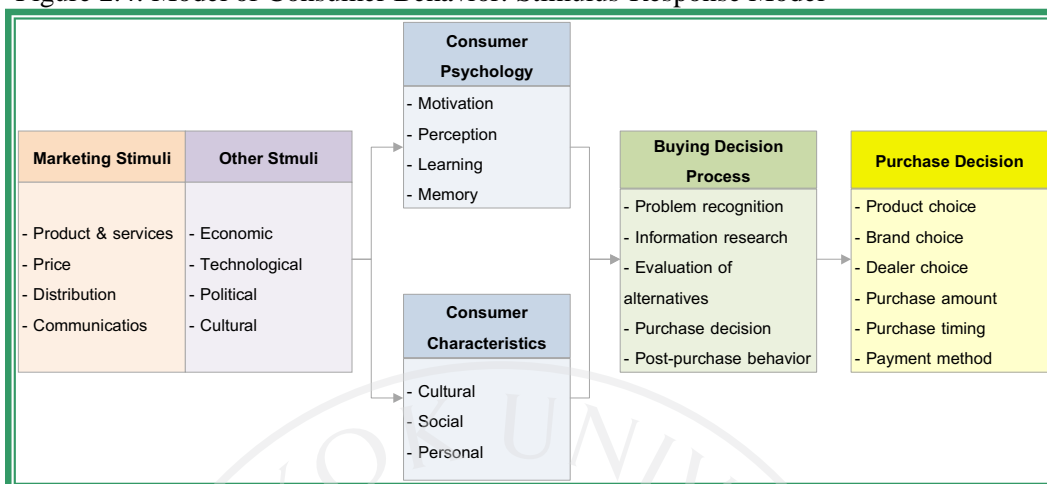
behavior the group that having a direct influence called “membership group” such as family, friends, neighbor, and coworker these groups are also called primary group which is the group that a person continues interact informally, for group that is required less continuous interaction and more formally likes religious, professional, and trade union group are called secondary group. The influences of reference group are an expose to new behavior and lifestyles, influence on attitude and self-concept, and create pressure for conformity that affect to product choices, and the most important group of consumer buying organization is family, in addition people also choose product & service that reflect to their role and actual or desired status in society. (Kotler & Keller, 2009, p.197)

2.2.3 Personal factor; personal characteristic includes; Age and stage in the life cycle; means that people test and recreation are related to age and gender, Occupation and economic circumstances; a difference in occupation reflect to the difference behavior, Personality and self-concept; each person has their own personality characteristics that influence buying behavior, and Lifestyle and values; lifestyle is a living pattern of each person that expressed into activities, interests, and opinions, these characteristic are directly impact to consumer behavior. (Kotler & Keller, 2009, p.196)

Beside consumer characteristics; cultural social, and personal factors the consumer psychology; motivation, perception, learning, and memory are also influence to consumer behavior and decision making and purchasing process, the figure 2.4: stimulus response model shows that marketing and environmental stimuli are enter consumer’s awareness, the characteristic and psychology of consumer will affect to consumer buying decision process and purchase decision respectively. (Kotler & Keller, 2009, p.201)



Figure 2.4: Model of Consumer Behavior: Stimulus-Response Model



Source: Kotler, Philip & Keller, Kevin Lane, Marketing Management, 2009 p.202

### 2.3 CONSUMER BEHAVIOR AND MARKETING STRATEGY

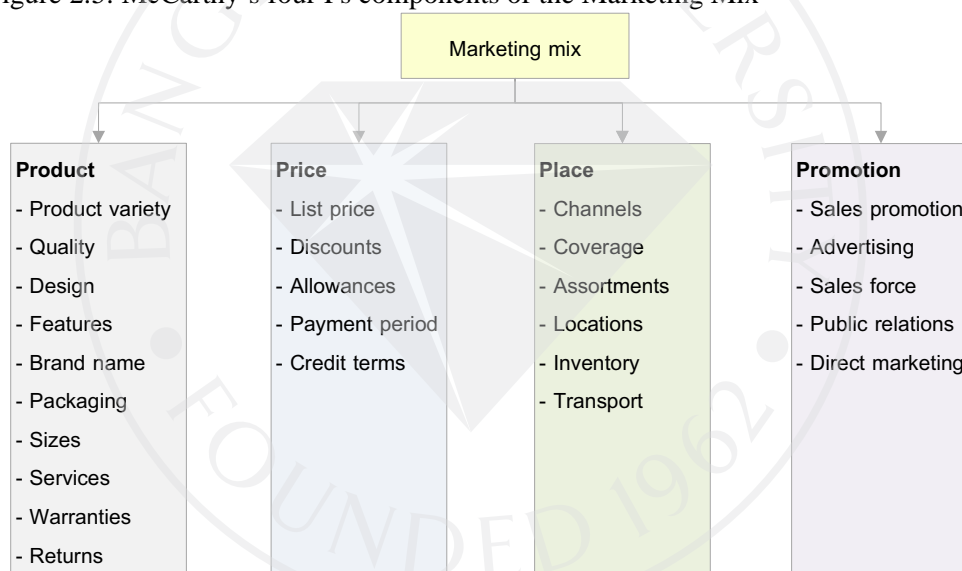
Marketing strategy in consumer market normally designed for increase an opportunity to get a positive attitude of favorable thought and feeling of consumer toward the products or services provided and tentative to have more change from consumer to try or purchase their product, the study of consumer behavior is useful for the strategic analysis in all levels. (Peter & Olson, 2002, p12)

A research on consumer behavior helps marketer to plan and improve marketing strategy, the four strategy types; prospector, defender, analyzer, and reactor is one useful categorization of strategies indentifies. (Arnould, & Price & Zinkhan, 2004, p.178) Defender strategy; is to maintain an established market position, focus on protecting its current market by lowering the cost and improve the performance of the existing product, Prospector strategy; is focus on innovation and change, provide a strategy that emphasize product's unique and an advantage that set apart from other competitor, Analyzer strategy; is in between defender and prospector strategy which are

both operate on stable area and changing area i.e. operate routinely and efficiently on the use of formalized structure and process including closely monitor competitors to get a new idea for adaptation process, Reactor strategy; this is not particularly customer orientation, and tend to respond slowly to environment change, often because the limitation of resources. (Arnould, & Price & Zinkhan, 2004, p.180)

Marketing Mix is one form of marketing strategy classified by McCarthy, a marketing mix tools consist of four Ps; product, price, place, and promotion (Kotler & Keller, 2009).

Figure 2.5: McCarthy's four Ps components of the Marketing Mix



Source: Kotler, Philip & Keller, Kevin Lane, Marketing Management, 2009, p.63

Product; including goods and services which is a bundle of benefits that goes beyond the physical feature, this feature refer to consumer's cognitive e.g. product variety, quality, design packaging and other product related element. (Blythe, 1997, p.175) The questions regarding consumer behavior for product issue are "What products are consumer using", "What do they like and what don't they like about the products"

or “What would they like products to do, in addition to what they do already” (Peter & Olson, 2002)

Price; the most important thing to concerned is find out what the target market will think of a reasonable price for product or find out what value consumers would place on product, therefore the price setting need to in line with consumer is prepared to pay or reasonably expect to pay. (Blythe, 1997, p.180) Question that links the price and consumer behavior such as “What price that consumers perceive as good value” (Peter & Olson, 2002, p.20)

Place; or the distribution this is refers to the delivering of the product and service including retailer, distributor, wholesaler, export, import, warehousing, and distribution channel. (Czinkota & Kotabe, 2001, p.14) Example of the ask questions for consumer behavior toward place are “Whey do they buy the product” or “Is it convenience for them to buy the products and services” (Peter & Olson, 2002, p.22)

Promotion; or the communication for delivers the message to consumer. (Czinkota & Kotabe, 2001, p.17) This area is the most visible part of marketing that persuades people to try the product and concern on the attitude change via sales promotion, advertising, sale force, public relations, and direct marketing. (Blythe, 1997, p.182). The ask question for the promotion and consumer behavior such as “What type of the promotion will interest the consumers”, “Which promotion will encourage them to buy the product and services” (Peter & Olson, 2002, p.27)

#### 2.4 RESEARCH RELATED TO THE BOOK RENTAL BUSINESS

Book rental market; from the research of Kasikorn Research Center in year 1997 estimated market value of book rental business in Thailand per annum around

THB 600 million, from the information of Institute for Small and Medium Enterprises Development (ISMED) the most types of book that available in book rental store are comic, novel, pocket book, and magazine (Ratisukpimol, 2006, 25)

An operation of Baan Cartoon book rental is to provide service to their member only, each member will have their own account number, and the membership fee is THB 50.00 per year. The rental rate of each kind of books are as show in the below table2.1;

Table 2.1: The Rental Fee of Baan Cartoon Book Rental Store

BookType	Rental fee	
	day1	thereafter
Comic	10% from the book price	same
Magazine	10% from the book price, or minimum THB 5.00	same
Novel/Fiction	Book Price up to THB 150, charge THB 5.00	same
	Book Price THB 151 - 250, charge THB 8.00	THB 6.00
	Book Price THB 251 - 350, charge THB 10.00	THB 6.00
	Book Price more than THB 351, charge THB 15.00	THB 6.00
Pocket Book	10% from the book price, or minimum THB 5.00	same

Source: Personal interview with Baan Cartoon Book Rental Store, 2009

Baan Cartoon does not have a due date for returning the rental book, they calculate the rental fee per day. The opening hours are from 10.00 am. to 10.00 pm. every day.

## 2.5 CONCLUSION

These chapters reviews the theory of consumer behavior with how it's important as well as the factors influence to consumer behavior and the relation of consumer behavior and marketing strategy. The next Chapter3 will review the research methodology including describe the research method used in this study

## CHAPETER 3 RESEARCH METHODOLOGY

This chapter consist of three main parts, the first part review the research methodology, the second part describe the research methodology used in this study, and the third part is the conclusion that summarize the idea of this chapter.

### 3.1 Literature Review:

#### 3.1.1 Research Methodology

#### 3.1.2 Research Question

#### 3.1.3 Methods of Inquiry

#### 3.1.4 Sampling Design

#### 3.1.5 Survey Design and Development

#### 3.1.6 Coding Structures

#### ● 3.1.7 Reporting

### 3.2 Statement of Research Method Used

### 3.3 Conclusion

## 3.1 LITERATURE REVIEW

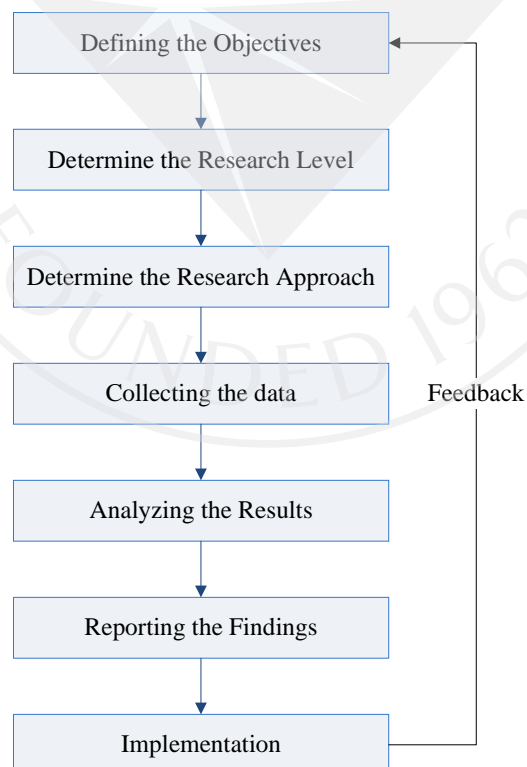
### 3.1.1 Research Methodology

Marketing research is “the function that links on organization to its market through the gathering of information” (Hair & Bush & Ortinau, 2003, p.4), the research information provides at least in four area; first are identification the problem, marketing opportunity, and ideas for marketing action, second is provide an evaluation of marketing action, third information is to comparison the performance and objectives,

fourth is the development of the understanding of marketing phenomena and process. (Churchill, 2001, p.7)

Since every marketing research problem is unique therefore all the research problems required their own special emphases and approaches, however there is a sequence of steps in the design and implementation of a research study that can be followed when designing the research project (Churchill, 2001, p.7). Steps in Research Process as show in figure 3.1 consist of six steps in the research process which are defining the objectives, determining the research level, determining the research approach, collecting the data, analyzing the results, reporting the findings, and implementation.(Czinkota, & Kotabe, 2001, p.127).

Figure 3.1: Key Step in Marketing Research



Source: Czinkota, Michael R. & Kotabe, Masaaki, Marketing Management, 2001, p.127

Defining the objectives; including define the problem, this step is the most important stage of the marketing research, the research could be misdirect because of the unclear objective (Czinkota, & Kotabe, 2001, p.126). The research problem should not define too broadly or too narrowly (Kotler & Keller, 2009, p131), and the research objectives need to be clearly stated with out ambiguity, and should not prejudge the issue which the result can be error by slanting question that produce the only answer that organization wants or expects. (Czinkota, & Kotabe, 2001, p.128).

Determining the research level; the three possible research levels are exploratory, descriptive, and causal. (Czinkota, & Kotabe, 2001, p.127)

The exploratory research is appropriate when the primary objective is to identify the problems, to define problems more precisely, or to investigate the possibility of the new alternative action (Czinkota, & Kotabe, 2001, p.128), it may be involve on reviewing published data, interviewing knowledgeable people, or conducting focus group. (Churchill, 2001, p.46) The exploratory the research is on qualitative rather than quantitative collection. (Czinkota, & Kotabe, 2001, p.128)

The descriptive research is to maximize accuracy and minimize system error, descriptive research provides information about the existing market phenomena e.g. market characteristics such as the socioeconomic position of customers or analyze their purchasing intention, this research is often used to determine the frequency of marketing event e.g. the frequency of customer visiting the store or investigate the degree to which marketing variables are associated with one another. (Czinkota, & Kotabe, 2001, p.129)

The causal research is indentify the cause and effect relationships present in the market, it intend to answer why things happen and highlight the relationship among variables, the level of the precision of causal research is higher than exploratory and

descriptive research because the reasonably unambiguous conclusions of causality must be presented. (Czinkota, & Kotabe, 2001, p.129)

Determining the research approach; there are different types of research approach, however one principle differentiation is their type of data yield which are qualitative and quantitative approach. (Czinkota, & Kotabe, 2001, p.130) The qualitative approach intends to gain informed insight and a better understanding of a phenomenon, while the quantitative approach is the numerical, research intends to manipulate numbers to extract information.(Czinkota, & Kotabe, 2001, p.132) The most frequency used of type of data gathering for qualitative research are observation, in-depth interviews, and focus group. For the typical quantitative research approaches are experimentation and surveys. (Czinkota, & Kotabe, 2001, p.135)

Collecting the data; this steps of research process is to collect data via various possible methods of contacting the respondents for example mail, telephone, and personal interviews. (Czinkota, & Kotabe, 2001, p.135)

Analyzing the results; to analyze the research result there are three steps; first is data collection scanning, all the data must be scanned to be sure that they are complete and consistent with the instruction, then “editing”; this steps is to inspection and correction of necessary of each questionnaire or observation form, after editing the form must be “coded” which is involve assigning the numbers to each answer that will be analyzed by a computer, and the last step is “tabulation”, this is an data arrangement in a table or other summary format execute by counting the frequency of responses to each question. (Churchill, 2001, p.48)

Reporting the findings; a final steps of research process is to disseminate the results. (Czinkota, & Kotabe, 2001, p.137) While reporting the findings relevant result,



researched need to be more proactive in order to translating the data and information into insights, and provides recommendation. (Kotler & Keller, 2009, p.143)

### 3.1.2 Research Question

Key questions of research study will lead research study to answer these below questions, which also involve with the research process in each step. (Aaker & Kumar & Day, 2001, p.230)

“Why should we do research?” this question refers to the research propose, and required to understand the decision to be made and problems or opportunities to be analyzed. (Aaker & Kumar & Day, 2001, p.230)

“What research should be done?” this is refer to the research objectives that guide the researcher on what questions need to be answered by research study. (Aaker & Kumar & Day, 2001, p.230)

“Is it worth doing the research?” the decision on research study has to decide whether the collected information from the research study is going to be greater than the cost of collecting or not. (Aaker & Kumar & Day, 2001, p.231)

“How should the research be designed to achieve the research objectives?” this question is refer to the research design and the choice of research approach which will be discuss more detail in the “Methods of Inquiry” (Aaker & Kumar & Day, 2001, p.231)

“What will we do with the research?” with the collected data how this data will be analyzed, interpreted, and used in order to make a recommendation action. (Aaker & Kumar & Day, 2001, p.231)

Research question is a part of the research objectives, which is a statement of what information is needed, the research objective should be framed and obtaining the

information that related to the research propose.(Aaker & Kumar & Day, 2001, p.232)

Research objective consist of three component; research question, development of hypotheses, and scope or boundaries of the research.(Aaker & Kumar & Day, 2001, p.232)

The development of hypotheses and scope of the research are support the research question as specific and precise as possible; the hypothesis is a possible answers to research question, it determine which of the alternatives answer is correct, the research boundaries or scope of the research will clarifying the boundaries of the research study for example what geographic areas are to be considered, what time period is to be evaluated (Aaker & Kumar & Day, 2001, p.233)

The research question asks “what specific information is required to achieve research propose”, it is possible to have several research questions for a given research propose. (Aaker & Kumar & Day, 2001, p.233) Role of the research objective is to guide to the research design, the more specific the research question is, the more practical guidance will be provided, the research question can be more specify by developing the hypothesis and scope of the research. (Aaker & Kumar & Day, 2001, p.233)

### 3.1.3 Methods of Inquiry

Method of inquiry refers to research design and data collecting method.

Research design; the choice of research design depends on how much is know about the problem or the research level as mentioned in the “Determining the research level” which are exploratory, descriptive, and causal research.

The exploratory used when the problem is broad or vague and the characteristic of exploratory is flexibility due to researcher know little about research.

(Churchill, 2001, p.46) It focus on collect both secondary and primary data and using unstructured format or informal procedure to interpret them, and example of exploratory research techniques are focus group interviews, experience surveys, and pilot studies. (Hair & Bush & Ortinau, 2003, p.41)

The descriptive design for determining the frequency of with which something occurs or extent among variables (Churchill, 2001, p.46) that uses a set of scientific methods and procedure to collect data and create data structures that describe existing characteristic such as attitudes, intention, preferences, purchasing behaviors, and evaluation of current marketing mix strategies (Hair & Bush & Ortinau, 2003, p.41)

The causal research is design for experiments to identify cause and affect relationship between two or more variables. (Churchill, 2001, p.46) It appropriate when the research objectives need to understand the reason why it happen as they do, and it can be used to understand the functional relationships between the causal factors and the effect on performance variable under investigation.(Hair & Bush & Ortinau, 2003, p.42)

Data collection method; there are two types of data which are primary data and secondary data, primary data is an information that special collected for the study, and secondary data is data that already been collected or exist for some other research purpose or question. (Churchill, 2001, p.46)

Secondary data is an existing data from published source that most of the companies used as a first analyze because of the less cost and quickly to obtain than primary data. (Assael, 1998, p.16) However the data can be outdated or not fit with the research's requirement. Sources of secondary data can be found inside company, public libraries, university, internet web sites, or purchasing from other specialize in providing information in response to specific request. (Hair & Bush & Ortinau, 2003, p.42)

Primary data is represent “firsthand” data and structure that collected specifically for each research purpose, sources of primary data tend to be the output of conducting some type of research design. (Hair & Bush & Ortinau, 2003, p.42) An advantage of primary data is it contain with a lot of data and information for various sources and very relevant to the specific problem and trustworthy, but cost more expensive an take time than secondary data, there are four major sources of primary data collection; observation, focus group, survey, and experimental (Ferrell & Hartline, 2008, p.112)

Types of primary data; Demographics and Socioeconomic Characteristics, Psychological and Lifestyle Characteristics, Attitudes and Opinions, Awareness and Knowledge, Intentions, Motivation, and Behavior. (Churchill, 2001, p.238)

Demographics/Socioeconomic Characteristics; such as age, gender, education, occupation, marital status, income, and social class, researcher use these variable match with the data collected to understanding research subject under investigation, this characteristics are often used to delineate market segments. (Churchill, 2001, p.238)

Psychological/Lifestyle Characteristics; researcher studying this characteristic in the form of personality traits, activities, interests, and values. (Churchill, 2001, p.239)

Personality refers to the normal pattern of behavior by an individual such as the attribute, traits, and mannerisms that differentiate on individual from another. (Churchill, 2001, p.240)

Attitudes/Opinions; some define attitude and opinions differently, some are use the term “interchangeably” that refers to attitude and opinions. (Churchill, 2001, p.240) However the attitude is refer to an individual’s preference toward some phenomenon, and opinions refer to “verbal expression of an attitude”, hence Churchill

treat attitudes and opinions interchangeably representing a person's ideas, convictions, or linking with respect to a specific object or idea. (Churchill, 2001, p.240) The attitudes are related to behavior for example if a person has positive attitude to a product or brand, that person is tend to buy it, on the other hand that person will not likely to buy it if they have a negative attitude. (Churchill, 2001, *ibid*)

Awareness/Knowledge; refers to the understanding of facts about some object or phenomenon. (Churchill, 2001, p.241) In term of product awareness the awareness and knowledge is used interchangeably to determining whether the respondent is aware of the product, its features, where it available, its price, its manufacturer, where is it made, how is it used and for what purpose, and its specific distinctive features. (Churchill, 2001, p.241)

Intentions; a person intention refers to the individual anticipated or planned future behavior, the intentions primarily of people related to purchasing behavior , researcher likely to use purchasing intentions when they would like to investigating the likelihood of consumers buying items which required a large sum of money e.g. automobile, house, and vacation trip (Churchill, 2001, p.242)

Motivation; refer to "a need, a want, a drive, a wish, a desire, or inner state that energizes, activates, or moves and that directs or channels behavior toward goal" (Churchill, 2001, p.244) The researcher interest in motivates because they believe that a person's motivates tend to be more stable than individual's behavior, and they believe that by understanding what drives a person's behavior is easier than understand the behavior itself. (Churchill, 2001, p.244)

Behavior; concerned "what subjects have done or are doing" (Churchill, 2001, p.244) Researcher investigating behavior are interesting in description of the activity

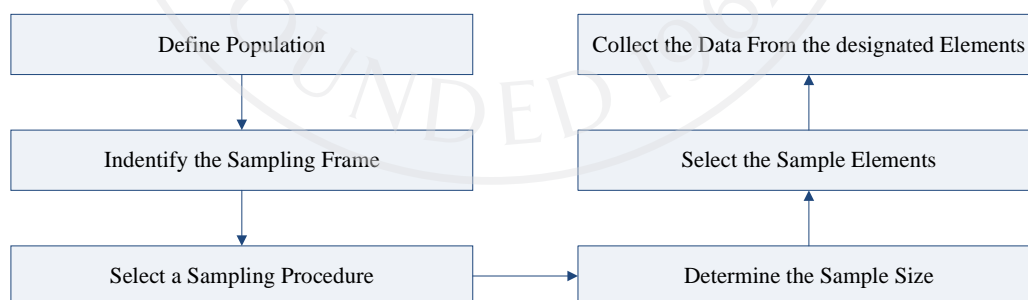
and its various components, the data of behavior is becoming more important in increasing competitiveness. (Churchill, 2001, p.244)

### 3.1.4 Sampling Design

In order to collect the data researcher need to decide what group will be observed or question, there are two ways for collecting data; one way is to collect information from each member of the population of interest by completely canvassing a population called “census”, another way is to collect information from a particular subset of the population chosen for study called “sample”. (Churchill, 2001, p.440) Sample is “selection of a subset of elements from a larger group of objects” (Churchill, 2001, p.440)

To designing the sample of population researcher must define population, identify sampling frame, select sampling procedure, determine sample size, select sample element, and collect data from designed elements, these are the six steps for drawing a sample as show in figure 3.2 (Churchill, 2001, p.449)

Figure 3.2: Six steps procedure for drawing a sample



Source: Churchill, Gilbert A. Jr, Basic Marketing Research, 2001, p.449

Population the population define as a group of people, manufacturing firm, and retail or wholesale institutions that are the target group of the research, the population is refer to “the totality of cases that conform to some designated

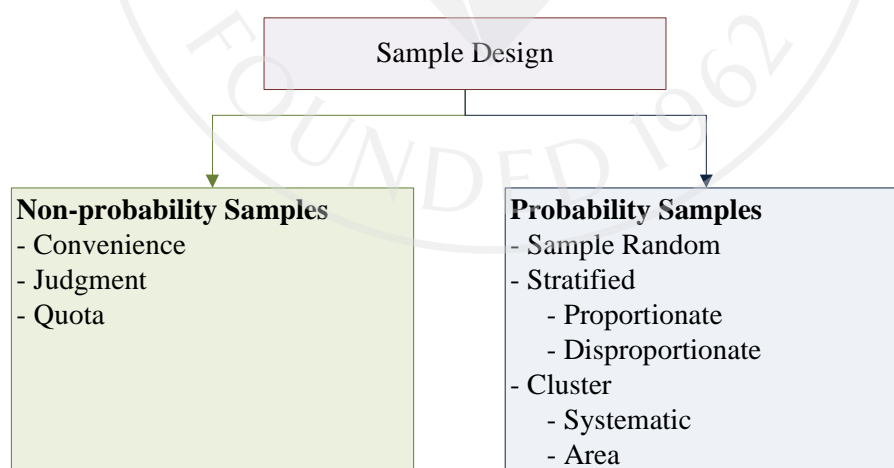
specifications” (Churchill, 2001, p.448), the specification define the elements that belong to the target group and those that are to be excluded (Churchill, 2001, p.448)

Sampling frame is “the list of population elements from which the sample will be drawn” the list could consist of the geographic areas, institution, individual, or other units. (Churchill, 2001, p.448) While census take a whole population that costly and time consuming, therefore researcher might choose the sample rather than census, and some cases the census is impossible to collect data as a whole population. (Churchill, 2001, ibid)

Sampling procedure; this process is closely intertwined with the identification of the sampling frame, the different types of samples required different types of sampling frame and also related to the sampling method. (Churchill, 2001, p.451)

Sampling techniques as show in the figure 3.3 are divided into two broad categories i.e. non probability samples and probability samples. (Churchill, 2001, p.452)

Figure 3.3: Classification of sampling Techniques



Source: Churchill, Gilbert A. Jr., Marketing Research, 2001, p.452

Non probability sample is “the sampling process where the probability of selection of each sampling units is unknown” (Hair & Bush & Ortinau, 2003, p.350),

non probability sample consist of convenience sample, judgment sample, and quota sample. (Churchill, 2001, p.452) The convenience sample selects the most accessible population members, the judgment sample selects population members who are good prospects for accurate information, and the quota sample is to find and interviews a prescribed number of people in each of several categories. (Kotler & Keller, 2009, p.140)

Probability sample is “a sample in which each sampling unit has a know, nonzero probability of being included in the sample” (Hair & Bush & Ortinau, 2003, p.350), probability sample consist of simple random sample, stratified random sample, and cluster (area) sample. (Kotler & Keller, 2009, p.140) Simple random sample refers to the every member of the population has equal change of selection, stratified random sample is divided the population into mutually exclusive groups e.g. age groups, and random samples are drawn from each groups, and the last one is cluster (area) sample which the population is divided population into mutually exclusive groups e.g. city blocks and drawn a sample of the groups to interview. (Kotler & Keller, 2009, p.140)

Sample size; the sampling distribution of the statistic is the key to determining sample size that indicates how the sample estimates vary as function of particular sample selected. (Churchill, 2001, p.504) To determine the sample size the following four factors are needed; first is the number of groups within the sample that will be analyzed, second is the value of the information in the general study and the accuracy required in the results, if the study is little important the research not need to conducted, third is the cost of the sample, and fourth is the variable of the population, if all members in the population have identical opinion a sample of one is satisfy but id the variability in the population increase the sample size also increase. (Aaker & Kumar &



Day, 2001, p.394) Additionally there are two concerning issues on determining an appropriated sample size; level of confidence desired in the estimates, and degree of precision desired in estimating the population characteristic. (Hair & Bush & Ortinau, 2003, p.367) The precision is “the degree of error in a study or the size of the estimating interval” (Churchill, 2001, p.504), the confidence is “the degree to which one can feel confident that an estimates approximates the true value” (Churchill, 2001, p.504)

Select sample elements; this is the fifth step of the drawing sample procedure, it's indicates that researcher need to pick elements that will be include in the research study, this steps depends on the type of sample that being used. (Churchill, 2001, p.508) The element is “a person or object from the define target population from which data and information are sought” (Hair & Bush & Ortinau, 2003, p.334)

Collect data; at this stage the researcher need to maintain the consistency and control the conducting of data collection activities from the designed respondents. (Churchill, 2001, p.451) The two fundamental approaches to gathering data are ask question and observe, ask question is about variables and market phenomena using trained, interview, or questionnaires, the observation is using professional observers and high-tech devices, the example for data collection tool are self-administered surveys, personal interviews, computer simulations, telephone interviews, and focus group. (Hair & Bush & Ortinau, 2003, p.335)

### 3.1.5 Survey Design and Development

Survey research method is a procedure for data collecting by using question and answer formats, which is normally associated with the descriptive and causal research. (Hair & Bush & Ortinau, 2003, p.256) The survey research is focus on

collecting data that answer the how, who, what, where, when and why question. (Hair & Bush & Ortinau, 2003, p.257)

There are many alternative ways of gathering data since there are many types of communication and the advance of the telecommunication however the survey method can be classified as Person-administered, Telephone-administered, Self-administered, and Computer-assisted (online). (Hair & Bush & Ortinau, 2003, p.257)

Person-administered survey is the method that required the presence of a trained interviewer who ask the question and record the answers from their interview, the example of this survey method are; in-home interview, executive interview, mall-intercept interview, purchase-intercept interview. (Hair & Bush & Ortinau, 2003, p.258)

Telephone-administered survey is the method that the questions and answers are conducted via telephone e.g. telephone interview, and computer assisted telephone interview (CATI; a computer is used to conduct telephone interview and give the answer by press the buttons of the phone). (Hair & Bush & Ortinau, 2003, p.258)

Self-administered survey is data collection technique from the respondent answer the survey question without the presence of trained interview e.g. direct mail surveys, mail panel surveys, and drop off surveys

Computer-assist or online survey method this type of survey method using an internet technology on gathering the data, there are three particular online survey design i.e. fax, email, and internet surveys. (Hair & Bush & Ortinau, 2003, p.259)

Questionnaire is one of the survey instruments that most common used to collect primary data, the other two survey instruments are qualitative measure and technological device, (Kotler & Keller, 2009, p.136) it consist of a set of questions and scale designed to generate raw data. (Hair & Bush & Ortinau, 2003, p.259)

The questionnaire must be specific design for the research objectives, to develop a questionnaire the five steps need must be follow; first plan what to measure that need to relevant to the research purpose, second is formulate question to obtain the needed information i.e. determine content of each question in each issue. (Aaker & Kumar & Day, 2001, p. 250) To formatting the questions the degree of question's freedom of respondents answering need to be made which can be categorize into three difference type of questionnaire; first open response questions or unstructured questions that allow freedom answering from respondent, second is closed response questions or structured questions, this allow respondent to make a choice from the list or rate with the rating scale, and the last one is the combination of unstructured and structured questions, this type of the question using both open response and closed response question which is called "probe", probe can have a specific question and get the additional information that is the subset of the previous specific question. (Aaker & Kumar & Day, 2001, p.400)

### 3.1.6 Coding Structures

Coding is an assignment of numerical values to each individual response in each question of the survey, normally the codes used in the research are a numerical number from 0 – 9 because the numbers are easy to input and generate in a computer program, the coding should be incorporate with the questionnaire design. (Hair & Bush & Ortinau, 2003, p.289)

The coding of open response question is much more difficult than closed response question (Aaker & Kumar & Day, 2001, p.424), the researcher can use the four steps process to develop codes to anticipated response, the first step is the create a list of the potential responses as much as, the second step is consolidate the responses,

third is assign the numerical value as code, and the fourth step is to assign a code value to each response. (Hair & Bush & Ortinau, 2003, 293)

### 3.1.7 Reporting

The professional research report must to achieve the four primary objectives; effectively communicate the research's findings, provide logical recommendations, illustrate the credibility of the research, and serve as a future reference document for strategic or tactical decisions. (Hair & Bush & Ortinau, 2003, p.633)

According to MR. Churchill there the criteria of research report need to achieve; "completeness"; the report provides all information that reader needed, "accuracy"; report present with the correct information and logical reason, "clarity"-this refer to a clear logical thinking and precise expression, and the last criteria is "conciseness"; that is mean the report writing is direct to the point/subject. (Churchill, 2001)

The basic form of the research report including with the title page, table of contents, summary, introduction, body, conclusion and recommendation, and appendix, the researcher need to select the report format that appropriate with the reader needs. (Churchill, 2001, p.774)

## 3.2 STATEMENT OF RESEARCH METHOD USED

The study of rental behavior of residents at Soi Pattanakarn61 has determined the research method use as follow;

### Research Methodology

This research is quantitative approach using descriptive research design to collect data from the respondents in order to understand the consumer behavior toward the book rental store.

#### Research Question

Major question;

What are customer's behaviors toward the use of book rental service?

Sub-question;

What are the influence factors behind rental behavior?

What are the expectations of customers toward the use of book rental services?

#### Methods of Inquiry

The primary data will be collected by using descriptive research design, and data collection method is self-administered survey by distribute the questionnaires to the respondents.

#### Sampling Design

##### Population:

The population of this research is the person who rented and could rent the book from Baan Cartoon, book rental store at Muang Thong 2/2 village, Soi Pattanakarn 61, Prawet, Bangkok.

According to the record of the rental store owner Mr.Chaipiphat Monpradit the average number of customer visit rental store per month are 3,600 customers, around 120 customers per day

##### Sampling Technique:

The sampling technique used in this study is the probability sample which is the simple random sampling that everyone in the population has equal change to be selected.

#### Sample Size:

The sample size of this study is calculation from the research population that derives from the number of customer who visit Baan Cartoon book rental store in one day, approximately 120 customers.

A formula used to calculate the sample size for this research is a formula of Yamane Taro (Israel, Glenn D., University of Florida, Institute of Food and Agricultural Sciences, internet, 2009)

$$n = N / (1 + N(e^2))$$

Where n = sample size

N= population size

e<sup>2</sup> = level of precision (±5%, or at 95% confidence level)

The sample size calculates method for this research as follow;

$$n = 120 / (120 + 120(0.05)^2)$$

$$n = 92.31$$

Then, the sample size for this study is 92 respondents,

#### Survey Design and Development

The research instrument used in this study is questionnaire, the questionnaire was designed in English and Translate to Thai language with the same understanding and meaning. The research questionnaire consists of four main parts as follow;

Part1: Demographic data; this part consist of six questions to collect the data in term of gender, age, education level, occupation, income, and hobbies

Part2: Rental behavior; the question in this part design for collect data on the rental behaviors such as reasons for use/not use book rental, type of book rented, time spend on reading each type of book, the frequency of rental, and criteria in selecting book to rent.

Part3: Factors toward rental behavior; this part collect data about the factors toward rental behavior such as the variety of books, the availability of book to rent, location and decoration of the rental store, discount , and the attitude of the staff.

Part4: Expectation and the desirable book rental store; this part collect data about the expectation of customer toward book rental store such as the additional service from rental store, and the frequently promotion plan.

In order to obtain a response survey at 92 sample sizes, the questionnaires are distributed to respondents via Baan Cartoon book rental store.

The pilot survey or pre-test was conducted to have a clear understanding for each question in the questionnaire as well as checking the reliability of the questionnaires, the minimum require for pilot survey is 25 (Kallaya, 2000, p.29)

The result of the pilot test of 25 questionnaires is 0.803 Cronbach's Alpha

#### Coding Structures

The coding structures of research questionnaire for each part is refer in an appendix A: Coding Structure.

#### Reporting

The collected data from survey questionnaires are analyzed by using Statistic Package for The Social Sciences Program (SPSS Program), the statistic used is the descriptive statistic.

The descriptive statistics such as frequencies, mean, standard deviation will be used for analyze and present the data. The below table is a summarize of the statistic used in this research.

Part	Statistic used
Part1: Demographic data	Frequencies and percentage
Part2: Rental behavior	Frequencies, percentage, and crosstab
Part3: Factors toward rental behavior	Mean & Standard deviation (SD)
Part4: Expectation and the desirable book rental store	Mean & Standard deviation (SD)

### 3.3 CONCLUSION

This chapter reviews research methodology and describe the research method used in this study which is the quantitative approach using descriptive research design and collect primary data by distribute questionnaires to the respondents who are rented and could rent the book from book rental store “Baan Cartoon” at Soi Patanakarn61 with a required sample size at 92.

The data collected from the research questionnaire will be record and analyzed by using the SPSS program, the result will be present in the next Chapter 4: Data Presentation.



## CHAPETER 4

### DATA PRESENTATION

This chapter will present the data of the result from the questionnaires that distributed to the respondents. The data were collected and present based on the research objectives in order to answer the research questions that state in Chapter1. The result of the study of consumer behavior toward book rental store at Baan Cartoon, Soi Pattanakarn 61 will present into four main parts as follow;

- 4.1 Demographic data
- 4.2 Rental behavior
- 4.3 Factors toward rental behavior
- 4.4 Expectation and the desirable book rental store

#### 4.1 DEMOGRAPHIC DATA

The statistic use in this part is descriptive, the demographic data of the respondents that collected from the research questionnaire will present in terms of gender, age, education level occupation and income per month.

Table 4.1.1: Summary of demographic data show the summary of the demographic data of each data group, the data present in the portion of gender which are male and female together with data of total respondents toward each subgroup of age, education level, occupation, and income per month

Table 4.1.1: Summary of Demographic Data

Demographic Data	Male		Female		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Age</b>						
Below 15 years	-	-	7	12.07	7	7.61
16 - 20 years	9	26.47	7	12.07	16	17.39
21 - 25 years	3	8.82	14	24.14	17	18.48
25 - 30 years	11	32.35	9	15.52	20	21.74
31 - 35 years	6	17.65	8	13.79	14	15.22
Over 35 years	5	14.71	13	22.41	18	19.57
<b>Total</b>	<b>34</b>	<b>100.00</b>	<b>58</b>	<b>100.00</b>	<b>92</b>	<b>100.00</b>
<b>Education</b>						
High School or below	8	23.53	15	25.86	23	25.00
Diploma/ College	4	11.76	4	6.90	8	8.70
Bachelor's degree	15	44.12	31	53.45	46	50.00
Master's degree or higher	7	20.59	8	13.79	15	16.30
<b>Total</b>	<b>34</b>	<b>100.00</b>	<b>58</b>	<b>100.00</b>	<b>92</b>	<b>100.00</b>
<b>Occupation</b>						
Students	8	23.53	20	34.48	28	30.43
Government/ State Enterprises	4	11.76	4	6.90	8	8.70
Private Company	13	38.24	16	27.59	29	31.52
Business Owner	7	20.59	9	15.52	16	17.39
Unemployed	2	5.88	9	15.52	11	11.96
<b>Total</b>	<b>34</b>	<b>100.00</b>	<b>58</b>	<b>100.00</b>	<b>92</b>	<b>100.00</b>
<b>Income</b>						
5,000 Baht, or below	9	26.47	12	20.69	17	18.48
5,001 - 10,000 Baht	4	11.76	21	36.21	29	31.52
10,001 - 15,000 Baht	6	17.65	5	8.62	11	11.96
15,001 - 20,000 Baht	7	20.59	3	5.17	10	10.87
20,001 - 25,000 Baht	3	8.82	7	12.07	10	10.87
25,001 - 30,000 Baht	-	-	6	10.34	6	6.52
30,001 - 35,000 Baht	5	14.71	4	6.90	9	9.78
<b>Total</b>	<b>34</b>	<b>100.00</b>	<b>58</b>	<b>100.00</b>	<b>92</b>	<b>100.00</b>

Source: Survey in April, 2009

#### 4.2 RENTAL BEHAVIOR

This part present the data of rental behavior in terms of rental experience, reason for rent and not rent from book rental store, types of book rented, frequency of visiting rental store, number of book rent for each time, date and time of visiting rental store, and criteria for select the book to rent. The statistic used is descriptive statistic

Table 4.2.1: Rental Experience

Rental Experience	Male		Female		Total	
	Count	%	Count	%	Count	%
Less than 1 year	7	20.59%	6	10.34%	13	14.13%
1 - 2 years	7	20.6%	8	13.8%	15	16.3%
2 - 3 years	4	11.76%	11	18.97%	15	16.30%
More than 3 years	16	47.06%	33	56.90%	49	53.26%
<b>Total</b>	<b>34</b>	<b>100%</b>	<b>58</b>	<b>100%</b>	<b>92</b>	<b>100%</b>

Source: Survey in April, 2009

Table 4.2.1 present the rental experience of the total respondents including separate data by gender

Table 4.2.2: Reason for use and not use the book rental store

	Male		Female		Total	
	Count	%	Count	%	Count	%
<b>Reason for using the service of book rental store</b>						
Cost saving	10	29.41%	18	31.03%	28	30.43%
Various type of books	8	23.53%	13	22.41%	21	22.83%
Availability of the required books	6	17.65%	4	6.90%	10	10.87%
Have no intention to keep books	6	17.65%	9	15.52%	15	16.30%
Easy to access to the rental store	1	2.94%	2	3.45%	3	3.26%
Reading before purchasing decision	3	8.82%	8	13.79%	11	11.96%
Good services	0	0.00%	4	6.90%	4	4.35%
<b>Total</b>	<b>34</b>	<b>100%</b>	<b>58</b>	<b>100%</b>	<b>92</b>	<b>100%</b>
<b>Reason for not using the service of book rental store</b>						
Improper rental fee	2	5.88%	6	10.34%	8	8.70%
Have no variety types of books	5	14.71%	8	13.79%	13	14.13%
Unavailability of the required books	12	35.29%	18	31.03%	30	32.61%
Intend to keep books	7	20.59%	12	20.69%	19	20.65%
Poor location of the rental store	6	17.65%	6	10.34%	12	13.04%
Poor service quality	1	2.94%	7	12.07%	8	8.70%
Decoration	1	2.94%	1	1.72%	2	2.17%
<b>Total</b>	<b>34</b>	<b>100%</b>	<b>58</b>	<b>100%</b>	<b>92</b>	<b>100%</b>

Source: Survey in April, 2009

Table 4.2.2 shows the reasons for using and not using the service of book rental store which are present by the total of all respondent as well as breakdown the detail of each gender.

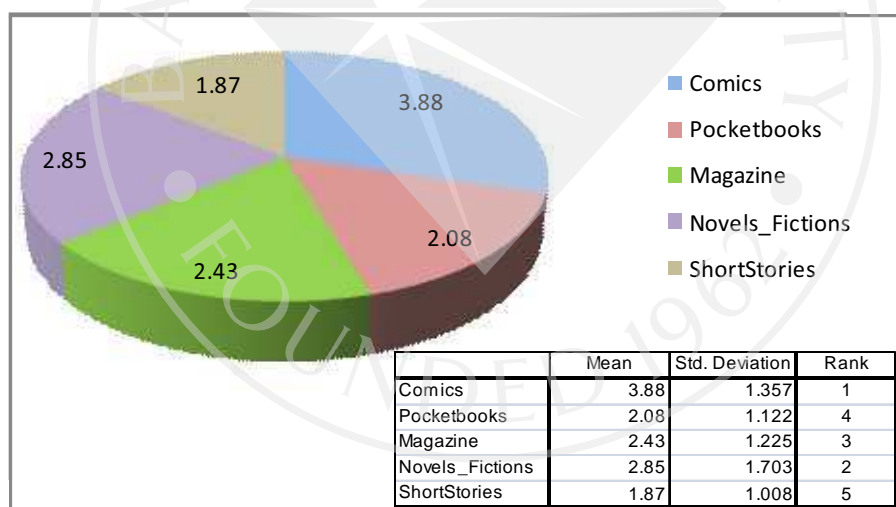
Table 4.2.3: Types of book rented; this table present the types of book that the respondents rent and not rent, the types of book present here are comics, pocketbooks, magazine, novel and fiction, and short story. The data present under this table 4.2.3 also separate data for male, female, and the total respondents

Table 4.2.3: Types of book rented

Total	Never		Rarely		Sometimes		Mostly		Always	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Comics	9	9.78%	7	7.61%	15	16.30%	16	17.39%	45	48.91%
Pocketbooks	37	40.22%	25	27.17%	19	20.65%	8	8.70%	3	3.26%
Magazine	26	28.26%	24	26.09%	25	27.17%	10	10.87%	7	7.61%
Novel/Fiction	33	35.87%	14	15.22%	6	6.52%	12	13.04%	27	29.35%
Short story	44	47.83%	23	25.00%	20	21.74%	3	3.26%	2	2.17%
Male	Never		Rarely		Sometimes		Mostly		Always	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Comics	0	0.00%	1	2.94%	2	5.88%	5	14.71%	26	76.47%
Pocketbooks	19	55.88%	6	17.65%	7	20.59%	2	5.88%	0	0.00%
Magazine	17	50.00%	8	23.53%	8	23.53%	1	2.94%	0	0.00%
Novel/Fiction	22	64.71%	6	17.65%	3	8.82%	2	5.88%	1	2.94%
Short story	20	58.82%	6	17.65%	7	20.59%	1	2.94%	0	0.00%
Female	Never		Rarely		Sometimes		Mostly		Always	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Comics	9	15.52%	6	10.34%	13	22.41%	11	18.97%	19	32.76%
Pocketbooks	18	31.03%	19	32.76%	12	20.69%	6	10.34%	3	5.17%
Magazine	9	15.52%	16	27.59%	17	29.31%	9	15.52%	7	12.07%
Novel/Fiction	11	18.97%	8	13.79%	3	5.17%	10	17.24%	26	44.83%
Short story	24	41.38%	17	29.31%	13	22.41%	2	3.45%	2	3.45%

Source: Survey in April, 2009

Figure 4.1: Summary chart of the rented types of book



Source: Survey in April, 2009

The above figure 4.1 shows the summary chart of the types of book that the respondents rented by compare mean and given the ranking for each type of the book.

Table 4.2.4: The frequency of visit the book rental store

Frequency Visit	Occupation						Gender				Total	
	Students		Working people		Unemployed		Male		Female			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Everyday	11	39.29%	20	37.74%	8	72.73%	13	38.24%	26	44.83%	39	42.39%
Once a week	4	14.29%	10	18.87%	0	0.00%	7	20.59%	7	12.07%	14	15.22%
Twice a week	2	7.14%	9	16.98%	0	0.00%	5	14.71%	6	10.34%	11	11.96%
Three times a week	6	21.43%	4	7.55%	0	0.00%	2	5.88%	8	13.79%	10	10.87%
More than three time a week	4	14.29%	10	18.87%	3	27.27%	7	20.59%	10	17.24%	17	18.48%
Less than once a week	1	3.57%	0	0.00%	0	0.00%	0	0.00%	1	1.72%	1	1.09%
<b>Total</b>	<b>28</b>	<b>100%</b>	<b>53</b>	<b>100%</b>	<b>11</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>58</b>	<b>100%</b>	<b>92</b>	<b>100%</b>

Source: Survey in April, 2009

Table 4.2.4 presents the frequency of visiting the book rental store on monthly basis, the data provide the different among each occupations; students, working people, and unemployed, and also present the frequency of visiting rental store by gender.

Table 4.2.5: The visiting time &amp; date

VisitingTime			VisitingDay				Total
			Weekdays	Weekends	Holidays	not specify	
Before noon	Count	4	1	0	1	6	
	%	4.35%	1.09%	0.00%	1.09%	6.52%	
	At noon	Count	5	0	1	7	
		%	5.43%	0.00%	1.09%	7.61%	
	01:00 - 03:00 pm	Count	2	3	0	7	
		%	2.17%	3.26%	0.00%	7.61%	
	03:01 - 05:00 pm	Count	7	3	0	14	
%		7.61%	3.26%	0.00%	15.22%		
05:00-7:00 pm	Count	17	8	2	38		
	%	18.48%	8.70%	2.17%	41.30%		
After 7:01 pm	Count	7	4	0	20		
	%	7.6%	4.3%	0.0%	21.7%		
Total	Count	42	19	3	92		
	%	45.65%	20.65%	3.26%	100%		

Source: Survey in April, 2009

Table 4.2.5 present the date and time that all the respondents usually went to the rental store.

Table 4.2.6: Number of books rented per each time

	Gender				Occupation						Total	
	Male		Female		Students		Working people		Unemployed			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
One book	2	5.88%	5	8.62%	1	3.57%	6	11.32%	0	0.00%	7	7.61%
Two books	5	14.71%	28	48.28%	9	32.14%	20	37.74%	4	36.36%	33	35.87%
Three books	9	26.47%	9	15.52%	3	10.71%	12	22.64%	3	27.27%	18	19.57%
Four Books	8	23.53%	9	15.52%	9	32.14%	6	11.32%	2	18.18%	17	18.48%
More than 4 books	10	29.41%	7	12.07%	6	21.43%	9	16.98%	2	18.18%	17	18.48%
Total	34	100%	58	100%	28	100%	53	100%	11	100%	92	100%

Source: Survey in April, 2009

Table 4.2.6 present the number of book rented for each time categorize by gender and occupation of all respondents.

Table 4.2.7: Percent of the decided book to rent in advance

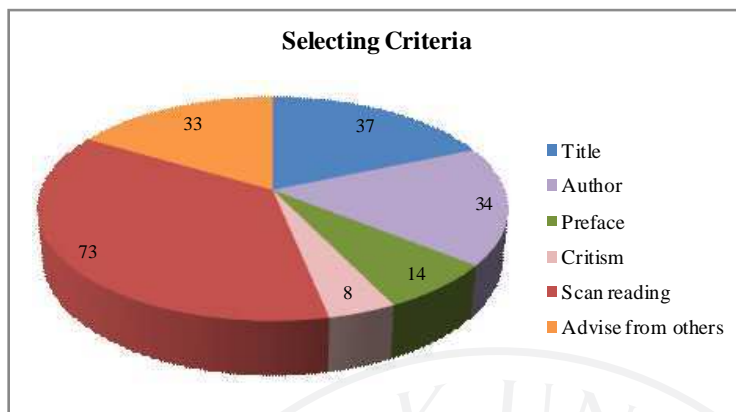
	Alternative		Count	Decided Before Rent		Total
				No	Yes	
Male	Alternative	Postpone your rent	Count	3	7	10
			%	8.82%	20.59%	29.41%
		Select another similar book	Count	10	10	20
		%	29.41%	29.41%	58.82%	
	Find another source	Count	2	2	4	
		%	5.88%	5.88%	11.76%	
Total			Count	15	19	34
			%	44.12%	55.88%	100.00%
Female	Alternative	Postpone your rent	Count	7	5	12
			%	12.07%	8.62%	20.69%
		Select another similar book	Count	37	9	46
		%	63.79%	15.52%	79.31%	
	Total	Count	44	14	58	
		%	75.86%	24.14%	100%	

Source: Survey in April, 2009

Table 4.2.7 present the decision making of male and female whether both of them are plan to rent the specific book before visit the rental store and what would they do if the required books are not available.

The criteria on selecting book to rent is show in figure 4.2 consist of the title of the book, the author name, the preface, the criticisms, scan reading, and advise from other people.

Figure 4.2: The criteria in selecting a book to rent



Source: Survey in April, 2009

#### 4.3 FACTORS TOWARD RENTAL BEHAVIOR

This part present the factors toward rental behavior, there are four main areas covered under this part; product and service, price, place, and promotion

##### 1. Product & services

- 1.1 Variety types of books
- 1.2 Number of books available
- 1.3 Newly books available
- 1.4 Physical quality of books
- 1.5 Completed set of books
- 1.6 Popularity of books
- 1.7 Notice board, signboard
- 1.8 Attitude and recommendation of staff
- 1.9 Rental system e.g. speed, reliability, accuracy

##### 2. Price

- 2.1 Rental fees
- 2.2 Fines
- 3. Place
  - 3.1 Location
  - 3.2 Open hours
  - 3.3 Decoration
  - 3.4 Shelf arrangement
  - 3.5 Cleanness of the rental store
- 4. Promotion
  - 4.1 Giveaway
  - 4.2 Special discount

The result from the total respondent considered the importance of each factor present in table 4.3.1, the statistic used is descriptive by compare mean, standard deviation including translate meaning by rating scale and given the rank for each factors

**Table 4.3.1: Factors toward rental behavior**

Factors	Mean	Std. Deviation	Meaning	Rank
<b>Product &amp; Services</b>				
Variety of Book	4.39	0.66	Important	2
Number of Book Available	4.12	0.74	Important	4
Newly Book Available	4.43	0.68	Important	1
Physical Quality of Book	3.60	0.93	Important	13
Completed Set of Books	4.20	0.83	Important	3
Popularity of Book	4.00	0.94	Important	5
Notice Board	3.16	1.05	Average	17
Attitude and recomedation of staff	3.30	0.84	Average	15
Rental System	3.76	0.94	Important	10
<b>Total</b>	<b>3.89</b>		<b>Important</b>	
<b>Price</b>				
Rental Fees	3.88	0.88	Important	8
Fines	3.70	0.91	Important	12
<b>Total</b>	<b>3.79</b>		<b>Important</b>	
<b>Place</b>				
Location	3.90	0.79	Important	7
Open Hours	3.74	0.84	Important	11
Decoration	3.24	0.89	Average	16
Shelf Arrangement	3.80	0.90	Important	9
Cleannes	3.97	0.82	Important	6
<b>Total</b>	<b>3.73</b>		<b>Important</b>	
<b>Promotion</b>				
Giveaway	2.79	1.12	Average	18
Special Discount	3.32	1.14	Average	14
<b>Total</b>	<b>3.05</b>		<b>Average</b>	



#### 4.4 EXPECTATION AND THE DESIRABLE BOOK RENTAL STORE

This part presents the result of data collected from the questionnaire in terms of the expectations and the additional services that the respondent required including the recommendations and suggestion. The data present for the part of expectations and additional required used the descriptive analysis by compare mean, standard deviation including translates meaning by rating scale and given the rank for each topic.

Table 4.4.1: Expectation on the additional services from book rental store

	Mean	Std. Deviation	Meaning	Rank
<b>Product &amp; Services</b>				
Reservation services	3.22	1.01	Average	5
Delivery services	2.59	0.99	Average	8
Email service for news update and due date alert	3.15	1.02	Average	7
Newspaper to rent	2.08	0.93	Less Important	9
Book ordering services	3.34	0.96	Average	4
2nd hand book selling	3.20	0.96	Average	6
<b>Total</b>	<b>2.93</b>		<b>Average</b>	
<b>Place</b>				
Reading corner	3.48	0.98	Average	2
Eapand store space	3.42	0.97	Average	3
<b>Total</b>	<b>3.45</b>		<b>Average</b>	
<b>Promotion</b>				
Frequently promotion plan	3.68	1.04	Important	1
<b>Total</b>	<b>3.68</b>		<b>Important</b>	

Source: Survey in April, 2009

The number of respondents regarding the additional recommendations and suggestion from the respondents show in table 4.4.2

Table 4.4.2: Recommendations and suggestions

Recommendations & Suggestions	Frequency	Percent
Not participate	78	84.78
Participate	14	15.22
<b>Total</b>	<b>92</b>	<b>100</b>

Source: Survey in April, 2009

From the total 92 respondents, there are 78 people or 84.78% does not have recommendations and suggestions, 15.22% or 14 of them give their opinions as hereunder;

Participant 1: “Recommend to have signboard on the shelf for each specific kind of book such as children books, romance novel, or Thai fiction, this will be easy for the customer to find the required books.

Participant 2: “Required the rental store to extend the rental period for the books that have many pages that cannot finish in one day into two days or more”

Participant 3: “Improve rental system; provide online service such as checking rental status or online booking”

Participant 4: “For the newly books and popular books need the rental store to increase the number of books provided”

Participant 5: “Need more space e.g. the walk way between book shelves or reading corner”

Participant 6: “Keep updates book trend and sourcing new book to the store in timely fashion”

Participant 7: “Provide the personal recommendation for each individual customer”

Participant 8: “Play music in the rental store”

Participant 9: “Need rental store to provide the comment box for customer to put their required book list as well as their recommendation on the book that they’ve read”

Participant 10: “Have magazine for computer games to rent e.g. “Future Gamer Magazine””

Participant 11: “Expect the rental store to decrease the rental fee for the next following day, especially for the books that have many pages”

Participant 12: “Maintain the good service as always”

Participant 13: “The complete set of series books is needed and important” and  
“Provide comments and recommendations from other readers for each book”

Participant 14: “In case of the require book was rent, request the rental store to have a service on update the rental status of the book”

## CONCLUSION

This chapter present the result of data collected from 92 questionnaires by using the SPSS (Statistic Package for The Social Sciences Program), the data present in four main parts; demographic data, rental behavior, factors toward rental behavior, and expectation and the desirable book rental store.

The analysis of data presentation will discuss and analyze in Chapter 5: Data Analysis

## CHAPETER 5 DATA ANALYSIS

This chapter analyzes and summarizes the data presentation in Chapter 4. The data analysis in this chapter consists of the four parts as follow;

- 5.1 Demographic data
- 5.2 Rental behavior
- 5.3 Factors toward rental behavior
- 5.4 Expectation and the desirable book rental store

### 5.1 DEMOGRAPHIC DATA

According to the Table 4.1.1: Summary of Demographic Data in Chapter4, from the total of 92 respondents found that the majority gender of the respondents of this study is female at 63% and 37% is male, most of the 58 female respondents are age between 21 – 25 years old, and 25 -30 years old for male. Both of them graduate in Bachelor's degree at 50% which is the major group among other education levels.

Most of the respondents are working for the private company at 31.52%, the second group is student at 30.43% and 17.39% have their own business, the largest portion 34.48% of female respondents is students while most of male respondents working with private company (38.24%)

Most of the respondents 31.52% earn 5,001 - 10,000 Baht per month (31.52%), the major group of male 26.47% earns less than 5,000 Baht per month, while 36.21% of female respondents earn 5,001 - 10,000 Baht per month

## 5.2 RENTAL BEHAVIOR

According to the Table 4.2.1 most of the respondents have an experience with book rental store more than 3 years or 53.26% from the total of respondent which are male at 47.06% and female at 53.26%

The first three reasons of the respondents to rent the book from the rental store are cost saving (0.43%) then the variety types of book (22.83%), and the third reason is they have not intention to keep the book. On the other hand 32.61% provide the reason for not to rent a book from rental store as unavailability of the required books.

The most favorite type of book that the respondents rented is comic (48.91%) follow by novel & fiction, magazine, pocket book, and short story, the summary chart of rented types of book as shows in Figure 4.1 of Chapter 4. From the Table 4.2.4: the frequency of visit the book rental store present 42.39% of the respondent rents visit the rental everyday, even separate by occupation and gender. The most visiting date & time is from 5.00 - 7.00 pm on weekdays.

From Table 4.2.6: The number of books rented per each visit, the data present that most of the respondent 35.87% rent two books per each visit. And the most of them (75.86%) are not decided the book to rent before visit the rental store, and if their required book are not available the most of them are going to select another book to rent which are 58.82% for male and 79.31% for female. From the Figure 4.2: The criteria in selecting book in Chapter4 show that most of them select the book by scan reading, then the title of the book, the author name and advised from other person respectively.

### 5.3 FACTORS TOWARD RENTAL BEHAVIOR

Form Table 4.3.1: Factor toward rental behavior, found that most of the factors have the interval of mean in range of 3.51 – 4.50 that is mean most of the factors are consider as an important to the respondents. The analyze of each factor group as follow;

Product & Services: the perception of respondents toward this factor group as an “important” factor, the result shows that the first five ranks of all the factors are in this group; start from rank1 is “newly book available”, “variety of book”, “complete set of series book”, “number of book available in the rental store”, and “the popularity of book”. However the notice board and the attitude and recommendation of the staff of the rental store are percept in an average level.

Price: factors under this group are rental fee and the fine, both of these factor are important to the respondent, the rank of these two factors are rank8 for rental fee and rank 12 for the fine.

Place: the factors regarding the place of the rental store are important to the respondent, the cleanness of the rental store is the first rank in this group or rank 6 of all factors, the second rank in this group is location of the rental store, then an arrangement of the shelf, open hours, and the last rank in this group is store decoration which the respondents consider this factor as an average

Promotion: The respondents are not much focus in this area, they give all factors in this group as an average. Giveaway or the promotion on providing free gift is not the main factor on using book rental store, if compare with other factors in this study the respondents gives this factor as the lowest rank (rank18), for the special discount this factor is in rank14 and the respondents also considered this factor as an average issue for their considered on using book rental store

#### 5.4 EXPECTATION AND THE DESIRABLE BOOK RENTAL STORE

From Table 4.4.1, it shows that the respondents give an important to the frequently promotion plan that they expect the most, while the other additional services are in the average level, except the newspaper which is less important. The expectations of the respondents toward each category are as follow;

Product & Service: for the new products and service provided e.g. reservation service, delivery service, email service, book ordering service, newspaper to rent, and second hand book selling, most of these topics the respondents have expectation in an average level except news paper to rent that is less important to them.

Place: the respondents have an average expectation toward the reading corner and the store's space expansion.

Promotion: the frequently of the promotion plane e.g. reward, discount is the one that important to the respondents expectation.

The recommendations and suggestions from the respondent toward the rental store, the Table 4.4.2 shows that from the total of 92 respondents there are 14 people who have a recommendations and suggestions, according to their recommendations and suggestions presented in Chapter4 the total of 14 participants are divide into four categories as follow;

Product & Service: there are nine of them (participants 3, 4, 6, 7, 9, 10, 12, 13, and 14) have the recommendation on product and service issues e.g. improve rental system, increase number of the available book, personal recommendation service, provide new type of book to rent, and have a complete set of series book, provide the book update status service.

Price: One of them (participant 11) recommend on price aspect e.g. decrease the rental fee for the specific kind of book.

Place: three of them (participant 1, 5, 8) provide the recommendations related to the place of the rental store e.g. improve shelf arrangement by using signboard for each type of book or expand rental store space.

Promotion: one participant (participant 2) has a recommendation that refers to the promotion plan regarding the extension of the rental period.

## CONCLUSION

This chapter analyzed the data that presented in Chapter 4: Data presentation, the analysis of data presentation covers four main areas of the study that consist of the demographic data, rental behavior, factor toward rental behavior, and expectation toward rental store.

The summary of the data analysis in each study area including the recommendation to this study will present and discuss in Chapter 6: Conclusions and Recommendations.



## CHAPETER 6

### CONCLUSION AND RECOMMENDATIONS

This chapter summarizes and concludes the results of this study, the contents of this chapter are as follow;

6.1 Summary of the study

6.2 Summary of the finding

6.3 Recommendations

6.4 Conclusions

#### 6.1 SUMMAY OF THE STUDY

This Individual Study is a study of rental behavior of residents at Soi Pattanakarn 61, Bangkok. The intention of this study is to study customer behavior and factors that influence customer's decision making on selecting book rental service in order to answering the research question that stated in Chapter1: Research Question.

#### Major question:

What are customer's behaviors toward the use of book rental service?

#### Sub-question:

What are the influence factors behind rental behavior?

What are the expectations of customers toward the use of book rental services?

The method used in this research is quantitative approach using descriptive research design to collect the primary data by using the data collection method of self-

administered survey by distribute the questionnaire to the respondents by using the simple random sampling technique

The sample size of this study was 92 samples drawn from the population of this study that is the person who rented and could rent the book from Baan Cartoon book rental store at Muang Thong 2/2 village, Soi Pattanakarn 61, Bangkok.

The research instrument or the questionnaire consists of four main parts; demographic data, rental behavior, factors toward rental behavior, and expectation and the desirable book rental store.

The collected data were process by SPSS program using the descriptive statistic for the present and analyze the data

## 6.2 SUMMARY OF THE FIDING

According to the research questions referred in Chapter 1, the answering to the research question will be present under each relevant topic

### 6.2.1 Demographic Data

The respondents in this study are 34 male and 58 female, most of the respondents are age between 25 – 30 years old, most of them are held a bachelor's degree, majority of the respondents work for private company, and the most of the respondents earn 5,000 – 10,000 per month.

### 6.2.2 Rental Behavior

“What are customer’s behaviors toward the use of book rental service?”

From the data of rental behavior aspect, found that most of the respondent have an experience with the rental store more than 3 years, and the main reason for them to use the book rental service is cost saving, on the other hand the if the required books to rented are not available this is the most reason for them to not use the rental

service. The most favorite book to rent is comic, an average number of books to rent per each visit are 2 books, and most of them visit the rental store every day at 5.00pm – 7.00 pm. Most of the respondents are not yet decided book to rent before visit the rental store, they normally scan reading the book at the rental store for make a decision on selecting the book to rent.

### 6.2.3 Factors toward Rental Behavior

“What are the influence factors behind rental behavior?”

From the four factors; product and service, price, place, and promotion, product is the most factor that the respondent considered as an important factor to deciding to use the rental service; the availability of the newly book at the rental store is the first important factor follow by the variety types of book and the completed set of series book, the other two factors; price and place are also considered as an important, but for the promotion; the respondents are considered the promotion for giveaway, and special discount as an average.

### 6.2.4 Expectation and the desirable book rental store

“What are the expectations of customers toward the use of book rental services?”

From the expectation on the additional service that the respondent expected from the book rental store, the finding shows that most of the respondents are expected to have a frequently promotion plan from the rental store such as reward and discount. While the second and third rank are for the expectation of having the reading corner and expansion the rental store. For the product and service issue they considered as an average for the additional service and new product provide, except newspaper that the most of the respondent considered the rental of the newspaper is less important.

### 6.3 RECOMMENDATIONS

The recommendations from the research study will discuss in terms of product and service, price, place, and promotion.

#### 6.3.1 Product & Service;

From the study found that the most concerning issue of the respondents are related to the product which is the book itself. The rental store should maintain to have a new book release for the rental store always, even the most rental book is comic but the variety of book is also important that the rental store must have. For the series books and the physical the rental that the respondents considered as an important factor to deal with this issue the rental store must have a regular store checking whether there are any books loss or damage or not. A new technology for implement the rental system also important regarding the accuracy and increase the speed of service

#### 6.3.2 Price

If the rental fee is too high its might effect to the customer's consideration on using book rental store. And form the results of the study in chapter4 under part4; expectation, it was found that one of the respondent are expected to decrease the rental fee for the next following day for the book that have many pages

#### 6.3.3 Place

Because of the customer mostly have a scan reading before they rent, therefore the shelf arrangement is important for the customer to have an easy way to found the book, and the space between each shelf is also important for all customers to feel comfortable when other customers have a scan reading. Besides that the cleanness of the rental store are also consider as an important factor, the rental store should cleaning their store as well as cleaning the book on shelf on regular basis.

#### 6.3.4 Promotion

Even the study result on the factors toward rental behavior is the less factor that the respondents considered (comparing with others factor), but for the result of an expectation part found that the respondents expected to have a frequently promotion plan the most. From this result the rental store could have a promotion for their customer in order to maintain the existing customer and gain more customer base, an example of the promotion plan such as provide the special discount for customer who has rent more than five books in each time.

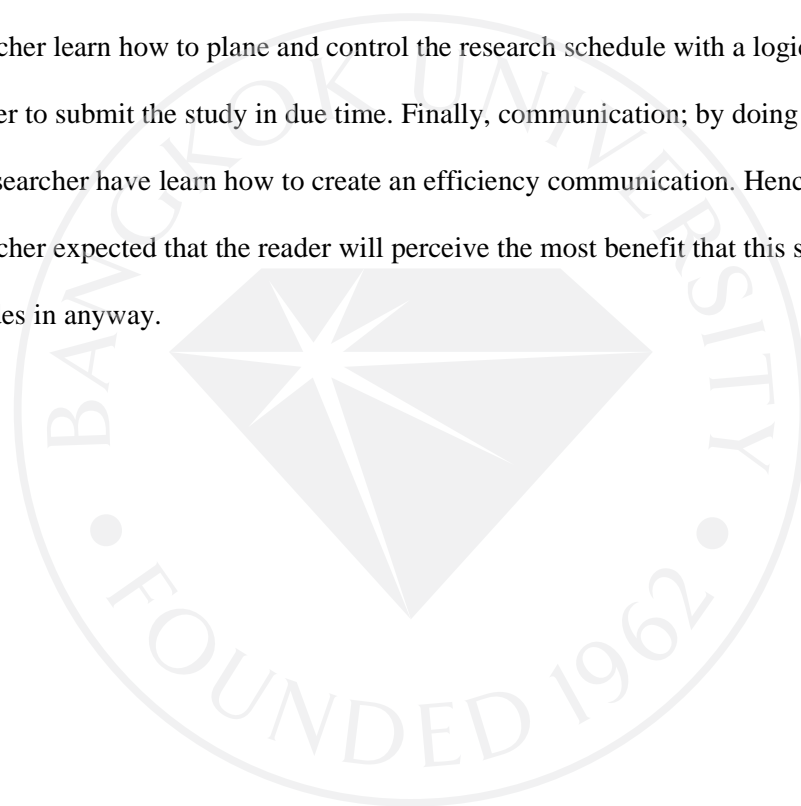
#### 6.4 CONCLUSION

This study conducted from the objectives in order to determine the customer's behavior on using the book rental service, determine factors that influence customer's decision making on selecting book rental service, and determine the expectations including issue and suggestion of customer toward the using of book rental service. The background and statement of this study are described in Chapter 1: Introduction

The literature review in Chapter 2 review the theory of customer behavior and its relevant topics, Chapter 3: Research methodology consist of two part; literature review to review the research methodology, second part is the statement of method used; this part describe research method used in this study

The result of the study show in Chapter 4: Data presentation; this chapter report the result of the data by using SPSS program, Chapter 5: Data analysis; describe the data presentation, Chapter 6: Conclusion and recommendation; this chapter is the conclusion of the research study including provide the recommendations that found from the study

Apart from the data provided in each chapter that will be benefit to reader, this study also gives the opportunity for the researcher to have a difference experiences and learn from it, for example the research process; this aspect lead the researcher know how to manage and conduct the research in appropriate way e.g. steps for conducting research, how to create the research instrument, how to interpret the collected data. Secondly, time management; with the timeline of submitting the research study, the researcher learn how to plane and control the research schedule with a logical thinking in order to submit the study in due time. Finally, communication; by doing this study the researcher have learn how to create an efficiency communication. Hence, the researcher expected that the reader will perceive the most benefit that this study provides in anyway.



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## APPENDIX

Appendix A: Coding Structures

The coding structures of each part of the questionnaire are as follow;

Part 1: Demographic data

Variables	Coding
1. Gender	1= male, 2= female
2. Age	1= Below 15 years, 2=16 – 20 years, 3= 21 – 25 years, 4= 25 – 30 years, 5= 31 – 35 years, 6= Over 35 years
3. Education Level	1= High School or below, 2= Diploma/ College, 3= Bachelor's degree, 4= Master's degree or higher
4. Occupation	1= Students, 2= Government/ State Enterprises, 3= Private Company, 4= Business Owner, 5= Unemployed
5. Income per month	1= 5,000 Baht, or below, 2=5,001–10,000 Baht, 3= 10,001–15,000Baht, 4= 15,001–20,000Baht, 5= 20,001–25,000Baht, 6= 25,001–30,000Baht, 7= 30,001–35,000Baht, 8=35,001Bath or above

Part 2: Rental behaviors

Variables	Coding
6. Years of Experience	1= Less than 1 year, 2= 1 - 2 years, 3= 2 – 3 years, 4= More than 3 years
7. Reason for rental store	1= Cost saving, 2= Various type of book, 3= Availability of book, 4= No intention to keep books, 5= Easy to access, 6= Reading before purchasing decision, 7= Good services, 8= Decoration of the rental store
8. Reason for <u>not</u> rental	1= Improper rental fee, 2= Limiting type of book, 3= Availability of book, 4= Intend to keep books, 5= Inaccessible rental store, 6= Service quality, 7= Decoration,
9. Type of books rent	1= Never, 2= Rarely, 3= Sometimes, 4= Mostly, 5= Always
10. Time reading for each books	1= 1 day, 2= 2 days, 3= 3 days, 4= 4 days, 5= more than 4 days
11. Frequency of visit rental store	1= Everyday, 2= Once a week,

	3= Twice a week, 4= Three times a week, 5= More than three time a week, 6= Less than once a week (number per month)
12. Number of book rented/each	1= One book, 2= Two books, 3= Three books, 4= Four Books, 5= More than 4 books
13. Day of visit book rental store	1= Weekdays, 2= Weekends, 3= Holidays, 4= Not specific
14. Time of visit book rental store	1= Before noon, 2= At noon, 3= 01:00 – 03:00 pm., 4= 03:01 – 05:00 pm, 5= 05:00 – 07:00 pm., 6= After 7:01 pm.
15. Decided book to rent before visit rental store	1= Yes, 2= No
16. Criteria on selecting book	1= Title, 2= Author, 3= Preface, 4= Criticism, 5= Scan reading, 6= Recommendation from others
17. Alternative choice if book is not available	1= Postpone your rent, 2= Select another similar book, 3= Go to book store

### Part 3: Factors toward rental behavior

The rating scales for this part are as follow;

<u>Score</u>	<u>Interval of means</u>	<u>Meaning</u>
5	4.51 – 5.00	Most important
4	3.51 – 4.50	Important

3	2.51 – 3.50	Average
2	1.51 – 2.50	Less important
1	1.00 – 1.50	Not important

Part 4: Expectations and the desirable book rental store

The rating scales for this part are as follow;

<u>Score</u>	<u>Interval of means</u>	<u>Meaning</u>
5	4.51 – 5.00	Most important
4	3.51 – 4.50	Important
3	2.51 – 3.50	Average
2	1.51 – 2.50	Less important
1	1.00 – 1.50	Not important

## Appendix B: English Questionnaire

The purpose of this questionnaire is to study consumer behavior toward book rental store of residents at Soi Pattanakarn61, Bangkok. It is a part of an independent study for the completion of the Degree Master of Business Administration, Bangkok University.

The questionnaire is divided into four parts as follows;

Part 1: Demographic data

Part 2: Rental behaviors

Part 3: Factors toward rental behavior

Part 4: Expectations and the desirable book rental store

Explanation: Please mark  to the answer you think is the most appropriate to you.

### Part 1: Demographic data

#### 1. Gender

1. Male

2. Female

#### 2. Age

1. Below 15 years

2. 16 – 20 years

3. 21 – 25 years

4. 25 – 30 years

5. 31 – 35 years

6. Over 35 years

#### 3. Education Level

1. High School or below

2. Diploma/ College

3. Bachelor's degree

4. Master's degree or higher

## 4. Occupation

1. Students  2. Government/ State Enterprises
3. Private Company  4. Business Owner
5. Unemployed (e.g. housewives, retire, job seekers)

## 5. Income per month

1. 5,000 Baht, or below  2. 5,001 – 10,000 Baht
3. 10,001 – 15,000 Baht  4. 15,001 – 20,000 Baht
5. 20,001 – 25,000 Baht  6. 25,001 – 30,000 Baht
7. 30,001 – 35,000 Baht  8. 35,001 Bath or above

Part 2: Rental behaviors

## 6. How long have you used book rental service?

1. Less than 1 year  2. 1 - 2 years
3. 2 – 3 years  4. More than 3 years

7. What is the most important reason for rent book at rental store? (select only one)

1. Cost saving  2. Various type of book
3. Availability of book  4. Have no intention to keep books
5. Easy to access  6. Reading before purchasing decision
7. Good services  8. Decoration of the rental store

8. What is the most important reason for not rent book at rental store? (select only one)

1. Improper rental fee  2. Limiting type of book
3. Unavailability of book  4. Intend to keep books
5. Inaccessible rental store  6. Service quality
7. Decoration

9. Which types of the books do you normally rent from book rental store?

	1. Never	2. Rarely	3. Sometimes	4. Often	5. Very Often
Comics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pocket books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Novels/Fictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How long do you read for each kind of book?

	1 day	2 days	3 days	4 days	> 4 days
Comics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pocket books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Novels/Fictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How often do you visit book rental store?

1. Everyday     
  2. Once a week     
  3. Twice a week  
 4. Three times a week   
  5. More than three time a week  
 6. Less than once a week

12. How many rented book(s) for one visit?

1. One book     
  2. Two books     
  3. Three books  
 4. Four Books     
  5. More than 4 books

13. What day do you mostly visit book rental store?

1. Weekdays                       2. Weekends  
 3. Holidays                       4. Not specific

14. What time do you normally visit book rental store?

1. Before noon                       2. At noon                       3. 01:00 – 03:00 pm.  
 4. 03:01 – 05:00 pm.                       5. 05:00–7:00 pm.                       6. After 7:01 pm.

15. Have you already decided the book(s) that you going to rent before visit rental sore?

1. Yes                       2. No

16. Which are the first three criteria in book selecting? (can be more than one answer)

1. Title                       2. Author                       3. Preface                       4. Criticism  
 5. Scan reading                       6. Recommendation from others (e.g. friends, staff)

17. What would you do if the decided books are not available

1. Postpone your rent                       2. Select another similar book  
 3. Find another source e.g. book store

Part 3: Factors toward rental behavior

18. Which factors do you consider as important when you deciding to use the book rental service?

	1. Not Important	2. Less Important	3. Average	4. Important	5. Most Important
Variety of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of books available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newly book available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical quality of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Completed set of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Popularity of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notice board, signboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude and recommendation of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental system; speed, reliability, accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of rental store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decoration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shelf arrangement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanness of rental store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giveaway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Expectations and the desirable book rental store

19. What are the additional services that you expected from book rental store?

	1. Not Important	2. Less Important	3. Average	4. Important	5. Most Important
Reservation Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email alert (e.g. new book comer, due date)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Newspaper to Rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book ordering service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Second hand book selling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading corner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand the store's space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequently promotion plan (e.g. reward, discount,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Recommendations & Suggestions:

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THANK YOU FOR YOUR ANSWER

### Appendix C: Thai Questionnaire

#### แบบสอบถาม

แบบสอบถามฉบับนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการใช้บริการร้านเช่าหนังสือของประชากร  
ในซอยพัฒนาการ 61 กรุงเทพฯ งานวิจัยนี้เป็นส่วนหนึ่งของโครงการวิจัยของนักศึกษาปริญญาโท  
สาขาบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ

แบบสอบถามนี้ประกอบด้วยคำถาม 4 ส่วน ดังนี้

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2: พฤติกรรมการใช้บริการเช่าหนังสือ

ส่วนที่ 3: ปัจจัยที่มีผลต่อพฤติกรรมการใช้บริการเช่าหนังสือ

ส่วนที่ 4: ความมุ่งหวังและคุณลักษณะของร้านเช่าหนังสือที่พึงปรารถนา

คำชี้แจง: โปรดทำเครื่องหมาย  ในช่องว่างที่กำหนดตามความคิดเห็นที่ตรงกับตัวท่านมากที่สุด

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ  1. ชาย  2. หญิง
2. อายุ  1. ต่ำกว่า 15 ปี  2. 16 – 20 ปี  3. 21 – 25 ปี  
 4. 25 – 30 ปี  5. 31 – 35 ปี  6. 35 ปีขึ้นไป
3. การศึกษา  1. มัธยมศึกษา  2. อนุปริญญา, ปวช., ปวส.  
 3. ปริญญาตรี  4. ปริญญาโทขึ้นไป
4. อาชีพ  1. นักเรียน, นักศึกษา  2. รับราชการ, รัฐวิสาหกิจ  
 3. พนักงานบริษัท  4. ธุรกิจส่วนตัว  
 5. ไม่ได้ทำงาน (แม่บ้าน, เกษียณอายุ, ระหว่างรองาน)

## 5. รายได้ต่อเดือน

- |   |   |
|---|---|
| <input type="checkbox"/> 1. ไม่เกิน 5,000 บาท   | <input type="checkbox"/> 2. 5,001 – 10,000 บาท  |
| <input type="checkbox"/> 3. 10,001 – 15,000 บาท | <input type="checkbox"/> 4. 15,001 – 20,000 บาท |
| <input type="checkbox"/> 5. 20,001 – 25,000 บาท | <input type="checkbox"/> 6. 25,001 – 30,000 บาท |
| <input type="checkbox"/> 7. 30,001 – 35,000 บาท | <input type="checkbox"/> 8. มากกว่า 35,001 บาท  |

## ส่วนที่ 2: พฤติกรรมการใช้บริการเช่าหนังสือ

## 6. ท่านใช้บริการร้านเช่าหนังสือมานานเท่าใด

- |   |  |
|---|--|
| <input type="checkbox"/> 1. น้อยกว่า 1 ปี | <input type="checkbox"/> 2. 1 - 2 ปี     |
| <input type="checkbox"/> 3. 2 – 3 ปี      | <input type="checkbox"/> 4. มากกว่า 3 ปี |

## 7. สาเหตุสำคัญที่สุดที่ท่านใช้บริการร้านเช่าหนังสือ (โปรดเลือก 1 ข้อ)

- |   |  |
|---|--|
| <input type="checkbox"/> 1. ประหยัดเงิน               | <input type="checkbox"/> 2. ความหลากหลายของหนังสือ           |
| <input type="checkbox"/> 3. มีหนังสือรองรับตามต้องการ | <input type="checkbox"/> 4. ไม่ต้องการซื้อหรือเก็บหนังสือไว้ |
| <input type="checkbox"/> 5. สถานที่เข้าถึงง่ายสะดวก   | <input type="checkbox"/> 6. เพื่อทดลองอ่านก่อนตัดสินใจซื้อ   |
| <input type="checkbox"/> 7. มีบริการที่ดี             | <input type="checkbox"/> 8. การตกแต่งร้าน                    |

## 8. สาเหตุสำคัญที่สุดที่ท่านไม่ใช้บริการร้านเช่าหนังสือ (โปรดเลือก 1 ข้อ)

- |  |  |
|--|--|
| <input type="checkbox"/> 1. การมีค่าเช่าที่ไม่เหมาะสม        | <input type="checkbox"/> 2. ประเภทหนังสือไม่หลากหลาย |
| <input type="checkbox"/> 3. ไม่มีหนังสือรองรับความตามต้องการ | <input type="checkbox"/> 4. ต้องการซื้อหนังสือเก็บ   |
| <input type="checkbox"/> 5. สถานที่เข้าถึงยากไม่สะดวกสบาย    | <input type="checkbox"/> 6. คุณภาพการบริการ          |
| <input type="checkbox"/> 7. การตกแต่งร้าน                    |  |

## 9. ปกติท่านเช่าหนังสือประเภทใดบ้าง

	1. ไม่เคย	2. นานๆครั้ง	3. บางครั้ง	4. ส่วนใหญ่	5. มากที่สุด
การ์ตูน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
พ็อคเก็ตบุ๊ก	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
นิตยสาร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
นิยาย, นวนิยาย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
เรื่องสั้น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 10. ระยะเวลาที่ใช้ในการอ่านหนังสือเช่าต่อเล่ม

	1 วัน	2 วัน	3 วัน	4 วัน	มากกว่า 4 วัน
การ์ตูน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
พ็อคเก็ตบุ๊ก	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
นิตยสาร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
นิยาย, นวนิยาย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
เรื่องสั้น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 11. ท่านใช้บริการร้านเช่าหนังสือบ่อยแค่ไหน

- |   |  |
|---|--|
| <input type="checkbox"/> 1. ทุกวัน                    | <input type="checkbox"/> 2. สัปดาห์ละครั้ง               |
| <input type="checkbox"/> 3. สองครั้งต่อสัปดาห์        | <input type="checkbox"/> 4. สามครั้งต่อสัปดาห์           |
| <input type="checkbox"/> 5. มากกว่าสามครั้งต่อสัปดาห์ | <input type="checkbox"/> 6. น้อยกว่าหนึ่งครั้งต่อสัปดาห์ |

12. จำนวนหนังสือที่เช่าเฉลี่ยต่อครั้ง

1. หนึ่งเล่ม                       2. สองเล่ม                       3. สามเล่ม  
 4. สี่เล่ม                               5. มากกว่า สี่เล่ม

13. ปกติท่านมักจะใช้บริการร้านเช่าหนังสือวันใดมากที่สุด

1. จันทร์ - ศุกร์                       2. เสาร์ - อาทิตย์  
 3. วันหยุดนักขัตฤกษ์                       3. ไม่มีวันกำหนดชัดเจน

14. ช่วงเวลาที่ท่านใช้บริการร้านเช่าหนังสือ

1. ช่วงเช้า                               2. ตอนเที่ยง                       3. 13:00 – 15:00 น.  
 2. 15:01 – 17:00 น.                       3. 17:01 – 19:00 น.                       4. หลัง 19:01 น.

15. ท่านได้มีการคิดหรือตัดสินใจเกี่ยวกับหนังสือที่จะเช่าไว้ล่วงหน้าก่อนไปร้านเช่าหนังสือหรือไม่

1. ใช่                                       2. ไม่ใช่

16. ท่านใช้เกณฑ์ใดในการตัดสินใจเลือกหนังสือที่จะเช่า (ตอบได้มากกว่า 1 ข้อ)

1. ชื่อเรื่อง                               2. ชื่อผู้แต่ง                       3. คำนำ, บทนำ  
 4. บทวิจารณ์                               5. อ่านเนื้อเรื่องคร่าวๆ  
 6. คำแนะนำจากผู้อื่น (เช่น เพื่อน, เจ้าหน้าที่ในร้านเช่าหนังสือ)

17. ท่านจะอย่างไรหากหนังสือที่ต้องการ ไม่มีหรือมีคนอื่นเช่าอยู่ในขณะนั้น

1. กลับ และรอมาเช่าใหม่ภายหลัง                       2. เลือกเช่าเล่มอื่นแทน  
 3. ไปหาอ่านที่อื่น เช่นร้านหนังสือ

ส่วนที่ 3: ปัจจัยที่มีผลต่อพฤติกรรมการใช้บริการเช่าหนังสือ

18. ในการเลือกใช้บริการร้านเช่าหนังสือท่านให้ความสำคัญกับปัจจัยต่อไปนี้อย่างไรบ้าง

	1. ไม่สำคัญ เลย	2. ไม่สำคัญ	3. ปานกลาง	4. สำคัญ	5. สำคัญ มาก
ความหลากหลายของหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ปริมาณของหนังสือในร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีหนังสือใหม่, ทันสมัย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
สภาพของหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีหนังสือชุดครบชุด	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีหนังสือที่เป็นที่นิยม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ป้ายประกาศข่าวภายในร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
คำแนะนำของทางร้าน, กริยา ท่าทางของพนักงาน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ระบบการเช่าหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
อัตราค่าเช่าหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ค่าปรับ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
สถานที่ของร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
เวลาเปิดปิดร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
การตกแต่งภายในร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
การจัดวางชั้นหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ความสะอาดของร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ของแถม, ของสมนาคุณ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

การลดราคา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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ส่วนที่ 4: ความมุ่งหวังและคุณลักษณะของร้านเช่าหนังสือที่พึงปรารถนา

19. ท่านต้องการให้ทางร้านเช่าหนังสือมีบริการใดเพิ่มเติม

	1. ไม่สำคัญ เลย	2. ไม่สำคัญ	3. ปานกลาง	4. สำคัญ	5. สำคัญ มาก
บริการจองหนังสือที่จะเช่า	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
บริการส่งหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีการแจ้งข่าวสารทางอีเมลล์ (เช่น หนังสือมาใหม่, แจ้ง เตือนคืนหนังสือ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีหนังสือพิมพ์ให้เช่า	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีมุมให้อ่านหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีบริการสั่งซื้อหนังสือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีการขายหนังสือมือสอง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ขยายพื้นที่ร้าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
มีรายการส่งเสริมการขายที่ มากขึ้น (เช่น ส่วนลด, การ สะสมแต้ม)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

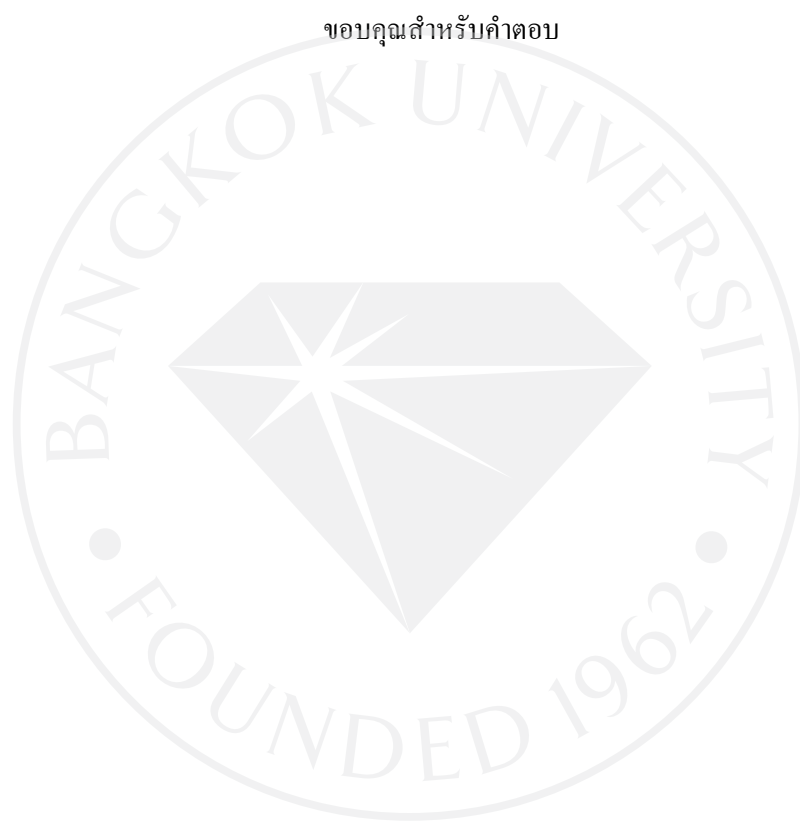


20. ข้อคิดเห็นแนะนำอื่นๆ:

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ขอบคุณสำหรับคำตอบ



## BIODATA

Name : Miss Pacharapan Thanee

Date of Birth : January 28, 1980

Place of Birth : Bangkok, Thailand

Nationality : Thai

Residence : Thailand

Education : Silpakorn University; Bachelor of Arts (Archeology), 2002

: Bangkok University; Master of Business Administration, 2009

