

Chutaruck Chitrojjanaruck 2007: Consumer Behavior and Factors Affecting on Using Karaoke Services in Bangkok Metropolis. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 133 pages.

The purpose of this research were to study 1) the consumer behavior on using karaoke services 2) the relationship between personal factors and their behavior on using karaoke services, 3) the marketing factors influencing the decisions to use karaoke services by consumers in Bangkok Metropolis and 4) the personal factors influencing the importance level of marketing mix factors on using karaoke services of people in Bangkok Metropolis. This study used both primary and secondary data which were obtained by interviewing 400 samples and were analyzed by descriptive and quantitative methods with the statistics as follows: percentage, frequency, and mean. The hypotheses were tested by chi-square, t- test and F-test at 0.05 significance level.

The results of this study revealed that most samples were female, aged between 26 and 30 years old, educated to Bachelor's degree level, and were employed in a private company with an average monthly income of 10,000 to 19,999 baht. Most samples used the service at least one time per 2 months on Friday between 6.00 p.m. and 10.00 p.m. with 200-399 baht average expense and use the same service each time. Their reason for using the service was for parties with friends. They selected the place by friend's recommendations. At 95% confidential level, the relationship between personal factors and behavior of using karaoke services showed that 1) the personal factors of sex, age and career affected consumer behavior in terms of the place, usage frequency, the average time spent using the service and average expense money per time, 2) the personal factor of education level affected consumer behavior in terms of the date of usage, the average time spent using the service and average expense per time, 3) the personal factor of average monthly income affected consumer behavior in terms of the place, the average time spent using the service and average expense per time. The result of the study of importance level of marketing mix which affected consumer's behavior on using karaoke services revealed that product was important was product. 95% confidential level, the different personal factors of sex, age, education level, career and average monthly income affected the importance level of all factors of the marketing mix.

The suggestion from this research is that marketing can increase the numbers of people using karaoke services by: 1) having various kind of songs and being fashionable, 2) having a sophisticated interior style and clean accommodation with privacy, 3) having enough light both inside and outside to ensure safety standards, 4) controlling quality of food to ensure that it is good and clean, 5) improving human resources for the staff in general, and 6) developing fast and convenience ways of making reservations.

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Thesis Advisor's signature