

Independent Study Demand for Advertising Agency Service in
Chiang Mai Province

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Abstract

There are four objectives of the independence study on

" Demand for Advertising Agency Service in Chiang Mai Province ";

1. To study the demand of Business firms in Chiang Mai in using advertising agencies ;
2. To find out the factors that make businessmen decide to use advertising agencies ;
3. To survey the opinions of Chiang Mai Businessmen towards advertising and advertising agencies ;
4. To find out the problems that Chiang Mai businessmen have with advertising agencies.

Data were collected from 120 businessmen in Mae Rim, Sankampang, Hangdong and Amphoe Muang district of Chiang Mai by a Simple Random sampling method. The sample size was divided equally for four groups ; the industrial , the commercial , the service business and the real estate sectors. All data were analysed by SPSSX computer program. The statistics used were the percentage, Chi - square and Cochran test.

1. The results show that the needs of Chiang Mai businessmen for the service of an advertising agency are different. The service and real estate sectors need more help from advertising agencies than the commercial and industrial sectors. The main reason in using advertising agencies because of their expertise and skills. The minor reasons are that advertising agencies took less time , cost and money than setting up their own advertising department. Most businessmen need advertising agencies which provide full service because they have a high level of efficiency and all advertising planning. Only a few businessmen prefer special package services which provide specific limited services , either conceptualizing ,media or artwork producing. The reason is "economy". The types of advertising companies they want to have most in Chiang Mai are advertising agencies which provide a full service and creative boutique which are doing creative work.

2. The factors of selecting advertising agencies in Chiang Mai are as follows : campaign proposal, service fee and expertise respectively.

3. All businessmen in every sector firmly believe that advertising can effectively create consumer awareness and interest. This research also found that the service business and the real estate sectors think that there are not enough advertising companies. On the other hand, the commercial business sector think it is enough, while the industrial sectors are not sure. Almost all of businesses think that local advertising agencies have advantages over advertising agencies from Bangkok, for the reason that the agencies are close, easy to contract and consult. The minor advantage is local advertising agencies have more understand about Chiang Mai in every aspect than the ones from Bangkok. Nevertheless , local advertising agencies also have disadvantages. They lack hi-technology and expertise which can produce effective advertisement.

4. The first and most important problems that businessmen found in using an advertising agency are as follows :

- service fee is too expensive,
- ineffectiveness advertisement,
- advertising materials are not attractive or provocative,
- lack of qualified personnel.