

## CHAPTER FOUR

### RESULTS

In this chapter, the data collected from the 120 answered questionnaires were grouped, tabulated, and described.

The results of the study were divided into three main parts: demographic information of the respondents, channels to access information about the center, and factors influencing rice seed customer buying decisions.

#### 4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

*Table 1. Gender of the Respondents*

Gender	Frequency	Percent
Male	98	81.7
Female	22	18.3
Total	120	100.0

*Table 2. Age of the Respondents*

Age (years)	Frequency	Percent
>25	3	2.5
26-45	62	51.7
46-60	42	35.0
>60	13	10.8
Total	120	100.0

Table 1 showed that the majority of respondents (81.7%) were male whereas 18.3% were female. Most respondents (51.7%) had an average age between 26-45 years, followed by those (35.0%) who were 46-60 years old and those (10.8%) who were more than 60 years old. Only 2.5% of them were less than 25 years old as shown in table 2.

**Table 3. Educational Background of the Respondents**

Educational Background	Frequency	Percent
Primary School	80	66.7
Secondary School	24	20.0
Bachelor's Degree	5	4.2
Master's Degree	1	0.8
Others	10	8.3
Total	120	100.0

According to table 3, the respondents had primary and secondary education at 66.7% and 20.0% respectively, whereas 8.3% had other educational backgrounds such as vocational school, diploma. However, the respondents obtaining a bachelor's degree and master's degree were at 4.2% and 0.8% respectively.

**Table 4. Residential Area of the Respondents**

Residential area (Province)	Frequency	Percent
Ratchaburi	99	82.5
Petchaburi	13	10.8
Nakhonpathom	0	0.0
Kachanaburi	2	1.7
Supanburi	0	0.0
Others	6	5.0
Total	120	100.0

As shown in table 4, most respondents are in Ratchaburi province at 82.5%, followed by those (12.5%) staying in Petchaburi and Kanchanaburi. The other location of the respondents was Pachaupkherekhun province at 5.0%, whereas none of respondents are in Nakhonpathom and Supanburi.

**Table 5. Distance from Respondent's House to the Center**

Distance (kilometers)	Frequency	Percent
<50	102	85.0
50-100	10	8.3
>100	8	6.7
Total	120	100.0

According to table 5, there were 85.0% of the respondents living near the center, less than 50 kilometers. Only 8.3% and 6.7% of the respondents live far from the center between 50-100 kilometers and more than 100 kilometers, respectively.

**Table 6. Rice Field Area of the Respondents**

	Mean (SD)	Median (Min, Max)
Field area (rai)	28.3 (17.2)	26.5 (4, 80)

The average field area (rai) of the respondents was 28.3, whereas the median was 26.5 rai as shown in table 6.

**Table 7. Work Experience of the Respondents**

Work experience (Years)	Frequency	Percent
<1	1	0.8
1-5	19	15.8
6-10	11	9.2
11-15	11	9.2
16-20	11	9.2
>20	67	55.8
Total	120	100.0

Most respondents (55.8%) had work experience of more than 20 years, followed by those (15.8%) who have worked for 1-5 years. The work experience of 6-10 years, 11-15 years, and 16-20 years shared the same percentage at 9.2%. Only 0.8% of them had work experience of less than 1 year. (Table 7)

#### 4.2 CHANNELS TO ACCESS INFORMATION

**Table 8. How the Respondents Know About the Center**

Channels to know about the Center	Frequency	Percent
Newsletter	0	0.0
Radio	10	8.3
Mobile clinic	3	2.5
Website	0	0.0
Friend	96	80.0
Others	11	9.2
Total	120	100.0

The majority of respondents (80.0%) knew about the center from their friends, whereas 9.2% knew through other channels such as driving through, living near the center. Only 8.3% and 2.5% knew the center via radio and mobile clinic, respectively. However, none of them knew the center via newsletter and the center website.

**Table 9. Frequency of Accessing the Information via Different Channels**

Frequency of accessing the information	Channels of communication							
	Newsletter		Radio		Mobile Clinic		Website	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Always	4	3.3	22	18.3	2	1.7	0	0.0
Usually	3	2.5	21	17.5	0	0.0	0	0.0
Sometimes	4	3.3	17	14.2	2	1.7	0	0.0
Rarely	2	1.7	11	9.2	7	5.8	3	2.5
Never	107	89.2	49	40.8	109	90.8	117	97.5
Total	120	100.0	120	100.0	120	100.0	120	100.0

According to table 9, most of the respondents said that they had never got the information from any channel. For example, 97.5% of the respondents never accessed the information via website, whereas only 2.5% rarely accessed the information through this medium. Furthermore, 90.8% of the respondents never accessed the information via mobile clinic, whereas only 9.2% did. Moreover, 89.2% of the respondents never accessed the information via newsletters, whereas only 10.8% did. The respondents never accessed the information via radio at 40.8%, but 59.2% did.

**Table 10. Types of Information the Customers Wanted and did not Want to Get**

	Types of information							
	The variety of rice on sale (%)		The updated price and discount (%)		The new variety of rice and its outstanding characteristics (%)		Others (%)	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Wanted	74	61.7	73	60.8	82	68.3	5	4.2
Unwanted	46	38.3	47	39.2	38	31.7	115	95.8
Total	120	100.0	120	100.0	120	100.0	120	100.0

Most of the respondents (68.3%, 61.7%, and 60.8%) wanted to know about the new variety of rice seed and its outstanding characteristics, the variety of rice which is on sale, and the updated price and discount, respectively. The information which the respondents wanted to know (4.2%) more varied, for examples, when the seeds are on sale. (Table 10)

### 4.3 FACTORS INFLUENCING CUSTOMER RICE SEED BUYING DECISIONS

*Table 11. Influence of Products on Customer Buying Decisions*

Influence of products on customer buying decisions	Mean	Standard deviation	Opinion
Many varieties of rice	4.33	0.70	Strongly agree
High germination rate	4.72	0.52	Strongly agree
High productivity	4.52	0.67	Strongly agree
No weed	4.67	0.52	Strongly agree
No seed borne disease	4.53	0.66	Strongly agree

*Table 12. Influence of Price on Customer Buying Decisions*

Influence of price on customer buying decisions	Mean	Standard deviation	Opinion
Satisfying Price	4.04	0.84	Agree
Discount	4.40	0.76	Strongly agree
Cheaper (compared to other distributors)	4.62	0.57	Strongly agree
Reasonable price (compared to quality)	4.38	0.67	Strongly agree

Table 11 and 12 revealed that most respondents thought that good quality rice seeds with high germination (mean = 4.72), no weeds (mean = 4.67), no seed borne diseases (mean = 4.53), high productivity (mean = 4.52), and the varieties of rice seeds (mean = 4.33) were the most influential factors for customers when deciding to buy rice seeds. Concerning prices, the discount (mean = 4.40) and the reasonable price (mean = 4.38) were the most influential factors when buying rice seeds.

**Table 13. Influence of Place on Customer Buying Decisions**

Influence of place on customer buying decisions	Mean	Standard deviation	Opinion
Buying rice seeds from any shop near home	2.64	1.52	Uncertain
Convenient to travel to the center	4.62	0.54	Strongly agree
Easy to find the center	4.65	0.53	Strongly agree
Branch of the center located near home	4.41	0.94	Strongly agree

According to table 13, most respondents strongly agreed that the easiness (mean = 4.65) and the convenience to go to the center (mean = 4.62) were the most influential factors which led to customers' buying decision, whereas they were not sure if a short distance from home (mean = 2.64) led them to rice seeds.

**Table 14. Influence of Public Relations (PR) on Customer Buying Decisions**

Channels of communication for PR on customer buying decisions	Mean	Standard deviation	Opinion
Advertising via newsletters	4.44	0.91	Strongly agree
Advertising via radio	4.16	1.06	Agree
Advertising via mobile clinic	3.89	1.12	Agree
Advertising via website	2.40	1.47	Disagree

Newsletter (mean = 4.44) was the most influential channel of communication which the respondents thought was the best channel of communication with them. The advertising via radio (mean = 4.16) and mobile clinic (mean = 3.89) followed. On the other hand, the advertising via website (mean = 2.40) was a less influential channel of communication (Table 14).

**Table 15. Influence of Service on Customer Buying Decisions**

Influence of service on customer buying decisions	Mean	Standard deviation	Degree of Agreement
Good sales service	4.76	0.48	Strongly agree
Good after-sales service	4.46	0.81	Strongly agree
Recommendations or knowledge from agricultural extension officers	4.65	0.51	Strongly agree

Most respondents strongly agreed that Good sales service (mean = 4.76), recommendations from agricultural extension officers (mean = 4.65), and good after-sale services (mean = 4.46) were the most influential factors on customer buying decisions as shown in table 15.

Based on all the results above, it showed that the most influential factors on buying decisions were good quality of product, reasonable price, convenient place, advertising via newsletters and good services respectively.

The findings of the study will be summarized and discussed in the next chapter.