

CHAPTER FOUR

RESULTS

The previous chapter explains subjects, materials, procedures, and data analysis. This chapter presents the results of the study. It is divided into four parts based on the questionnaire: Part I is the demographic information of the subjects, Part II is the frequency of use of printed materials by ranking from the most frequently used to the least, Part III is the result of customer satisfaction level, and Part IV is the suggestions for further improvement in the printing industry which includes products and services.

4.1 DEMOGRAPHIC INFORMATION OF RESPONDENTS

According to Table 1, more than half of the respondents were female. (64.4%), followed by male accounting for 35.6%.

Table 1. Gender

Gender	Frequency (N)	Percent (%)
Male	47	35.6
Female	85	64.4
Total	132	100.0

Among the six age groups, the largest group of respondents were those aged under 25 accounting for 33.3%, while the smallest group of respondents were aged over 45 representing 3.0%.

Table 2. Age

Age	Frequency (N)	Percent (%)
Under 25 years	44	33.3
26-30 years	40	30.3
31-35 years	24	18.2
36-40 years	12	9.1

Age	Frequency (N)	Percent (%)
41-45 years	8	6.1
Over 45 years	4	3.0
Total	132	100.0

From Table 3, the data shows that most of the respondents had obtained a Bachelor's Degree (59.8%), followed by a Master's Degree (20.5%), and below a Bachelor's Degree (19.7%), respectively.

Table 3. Education Level of Respondents

Education	Frequency (N)	Percent (%)
Below Bachelor's Degree	26	19.7
Bachelor's Degree	79	59.8
Master's Degree	27	20.5
Total	132	100.0

Regarding marital status, 81.8% of respondents were single, 16.7% of respondents were married, and 1.5% of them were separated or divorced.

Table 4. Marital Status

Marital Status	Frequency (N)	Percent (%)
Single	108	81.8
Married	22	16.7
Separated/Divorced	2	1.5
Total	132	100.0

Table 5 illustrates the respondents' occupations. More than half of respondents were private employees (53.8%), followed by government officials (21.9%) and students (13.0%), respectively.

Table 5. Occupation

Occupation	Frequency (N)	Percent (%)
Private Employees	71	53.8
Government Officials	29	21.9
Students	32	24.3
Total	132	100.0

More than half of the respondents (58.3%) had a monthly income lower than 20,000 baht. 22.0% of them earned 20,001-30,000 baht per month, while 10.6% earned more than 50,001 baht. Of the respondents, 5.3% had incomes per month between 30,001-40,000, followed by 3.8% who earned 40,001-50,000 bath per month.

Table 6. Monthly Income of Respondents

Monthly Income (Baht)	Frequency (N)	Percent (%)
< 20,000	77	58.3
20,001-30,000	29	22.0
30,001-40,000	7	5.3
40,001-50,000	5	3.8
> 50,001	14	10.6
Total	132	100.0

Table 7 indicates that more than one-third of the respondents (35.6%) had experience in the printing business for 2-5 years, followed by below 2 years (31.8%), and above 10 years (19.7%). The respondents with 9-10 years experience was the lowest percentage (3.8%).

Table 7. Working Experience

Working Experience	Frequency (N)	Percent (%)
< 2 years	42	31.8
2-5 years	47	35.6
6-8 years	12	9.1

Working Experience	Frequency (N)	Percent (%)
9-10 years	5	3.8
> 4 years	26	19.7
Total	132	100.0

4.2 THE RESULTS OF THE FREQUENCY OF USING PRINTED MATERIALS

According to Table 8, package printing was the highest percentage which purchasers ordered from printing houses followed by advertising materials. The books and magazines were ranked third, and the lowest percentage of orders was occasional printed materials. The mean of score were packaging, advertising materials, books and magazines, and occasional printed materials, consecutively. The mean were 3.06, 2.82, 2.39, and 1.73.

Table 8. Frequency of Using Printing Materials Products

Type of printing materials	Frequency (N)	Mean of Score
Packaging	404	3.06
Advertising printed materials	372	2.82
Books and magazines	316	2.39
Occasion printed materials	229	1.73

4.3 THE RESULTS OF THE CUSTOMER SATISFACTION LEVEL

This part shows the customer satisfaction levels for printing materials. It is divided into four main aspects: (1) satisfaction with printed materials, (2) satisfaction with the services of printing houses, (3) factors affecting the selection of a printing house, and (4) problems which customers had encountered. The analysis is based on the Likert scale's principle by use of the degree of agreement (strongly disagree, disagree, uncertain, agree, and strongly agree). These were graded 1, 2, 3, 4, 5 points, respectively. The results of data in this study were presented in the form of statistical tables and descriptive statistics. The results in each table were analyzed by SPSS program and are shown as number and percentage

4.3.1 Satisfaction with Product Quality

Statement 9: The product quality affects your decision in requesting printing orders.

For this item, 71 respondents (53.8%) were strongly agreed, 48 respondents (36.4%) were agreed, 11 respondents (8.3%) were uncertain, and the number of respondents who disagreed and strongly disagreed were equal with the product quality.

Statement 10: Price of printed materials is appropriate.

For this item, 67 respondents (50.8%) strongly agree, 48 respondents (36.4%) were agreed, 15 respondents (11.4%) were uncertain, and the number of respondents who disagreed and strongly disagreed were equal with the price of products, i.e., 0.8%.

Statement 11: Location of printing house is easily accessed.

For this item, 60 respondents (45.5%) were uncertain, 41 respondents (31.1%) agreed, 21 respondents (15.9%) strongly agreed, 8 respondents (6.1%) disagreed, and 2 respondents(1.5%) strongly disagreed with the accessibility of location, i.e., 0.8%.

Statement 12: There are sale promotions.

For this item, 54 respondents (40.9%) agreed, 48 respondents (36.4%) were uncertain, 18 respondents (13.6%) strongly agreed, 9 respondents(6.8%) disagreed, and 3 respondents(2.3%) strongly disagreed with the sale promotion.

Statement 13: Lead-time is suitable.

For this item, 60 respondents (45.5%) were agreed, 46 respondents (34.8%) strongly agreed, 22 respondents (16.7%) were uncertain, 3 respondents(2.3%) disagreed, and 1 respondent(0.8%) strongly disagreed with the lead time of production.

Statement 14: Finished products are delivered in time.

For this item, 78 respondents (59.1%) strongly agreed, 32 respondents (24.2%) agreed, 17 respondents (12.9%) were uncertain, 5 respondents(3.8%) disagreed, and none of the respondents strongly disagreed with the punctual delivery.

Table 9. Satisfaction with Product Quality

Statement	Level of Satisfaction					Total
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	
9. The product quality affects your decision in requesting printing orders.	71 53.8%	48 36.4%	11 8.3%	1 0.8%	1 0.8%	132 100%
10. Price of printed materials is appropriate.	67 50.8%	48 36.4%	15 11.4%	1 0.8%	1 0.8%	132 100%
11. Location of printing house is easily accessed.	21 15.9%	41 31.1%	60 45.5%	8 6.1%	2 1.5%	132 100%
12. There are sale promotions.	18 13.6%	54 40.9%	48 36.4%	9 6.8%	3 2.3%	132 100%
13. Lead-time is suitable.	46 34.8%	60 45.5%	22 16.7%	3 2.3%	1 0.8%	132 100%
14. Finished products are delivered in time.	78 59.1%	32 24.2%	17 12.9%	5 3.8%	-	132 100%

4.3.2 Satisfaction with Service Quality

Statement 15: The staff are polite and friendly.

For this item, 59 respondents (44.7%) agreed, 52 respondents (39.4%) strongly agreed, 18 respondents (13.6%) were uncertain, 3 respondents (2.3%) disagreed. None of the respondents strongly disagreed with the staff's politeness.

Statement 16: The staff are expert in printing.

For this item, 62 respondents (47.0%) strongly agreed, 42 respondents (31.8%) agreed, 22 respondents (16.7%) were uncertain, 6 respondents (4.5%) disagreed. None of the respondents strongly disagreed with staff's expertise.

Statement 17: The staff can solve printing problems professionally.

For this item, 69 respondents (52.3%) strongly agreed, 36 respondents (27.3%) agreed, 21 respondents (15.9%) were uncertain, 6 respondents (4.5%) disagreed. None of the respondents strongly disagreed with the ability of staffing solving the problems.

Statement 18: The staff can give useful advice and answers to customers.

For this item, 65 respondents (49.2%) strongly agreed, 36 respondents (27.3%) agreed, 27 respondents (20.5%) were uncertain, 4 respondents (3.0%) disagreed. None of the respondents strongly disagreed with the advice of staff.

Statement 19: The number of staff is enough.

For this item, 54 respondents (40.9%) agreed, 38 respondents (28.8%) strongly agreed, 30 respondents (22.7%) were uncertain, 9 respondents (6.8%) disagreed. Only one respondent (0.8%) strongly disagreed with the number of staff.

Table 10. Satisfaction with Service Quality

Statement	Level of Satisfaction					Total
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	
15. The staff are polite and friendly.	52 39.4%	59 44.7%	18 13.6%	3 2.3%	-	132 100%
16. The staff are expert at printing.	62 47.0%	42 31.8%	22 16.7%	6 4.5%	-	132 100%
17. The staff can solve printing problems professionally.	69 52.3%	36 27.3%	21 15.9%	6 4.5%	-	132 100%
18. The staff can give useful advice and answers to customers.	65 49.2%	36 27.3%	27 20.5%	4 3.0%	-	132 100%
19. The number of staff is enough.	38 28.8%	54 40.9%	30 22.7%	9 6.8%	1 0.8%	132 100%

4.3.3 Factors Affecting the selection of Printing Houses

Statement 20: Reputation of printing houses

For this item, 52 respondents (39.4%) agreed, 42 respondents (31.8%) strongly agreed, 34 respondents (25.8%) were uncertain, 4 respondents (3%) disagreed. None of the respondents strongly disagreed with the reputation of the printing house.

Statement 21: Word of mouth.

For this item, 59 respondents (44.7%) agreed, 24 respondents (18.2%) strongly agreed, 44 respondents (33.3%) were uncertain, 5 respondents (3.8%) disagreed. None of the respondents strongly disagreed with the words of mouth.

Statement 22: Quality of printed materials reaches the standard.

For this item, 81 respondents (61.4%) strongly agreed, 36 respondents (27.3%) agreed, 14 respondents (10.6%) were uncertain, 1 respondents (0.8%) disagreed. None of the respondents strongly disagreed with the printed materials which did not reach the standard.

Statement 23: The Price of printed materials is appropriate.

For this item, 65 respondents (49.2%) strongly agreed, 48 respondents (36.4%) agreed, 18 respondents (13.6%) were uncertain, 1 respondent (0.8%) disagreed. None of the respondents strongly disagreed with the inappropriate price.

Statement 24: The Location of printing house is easily accessed.

For this item, 55 respondents (41.7%) agreed, 49 respondents (37.1%) were uncertain, 20 respondents (15.2%) strongly agreed, 7 respondents (5.3%) disagreed. Only one respondent (0.8%) strongly disagreed with the accessibility of printing locations.

Statement 25: Staff are knowledgeable and expert.

For this item, 57 respondents (43.2%) agreed, 52 respondents (39.4%) strongly agreed, 16 respondents (12.1%) were uncertain, 7 respondents (5.3%) disagreed. None of the respondents strongly disagreed with the staff's knowledge.

Statement 26: Terms of payment

For this item, 73 respondents (55.3%) agreed, 27 respondents (20.5%) were uncertain, 25 respondents (18.9%) strongly agreed, 7 respondents (5.3%) disagreed. None of the respondents strongly disagreed with term of payment.

Statement 27: Printing house has modern and full-optioned machines.

For this item, 64 respondents (48.5%) agreed, 36 respondents (27.3%) strongly agreed, 28 respondents (21.2%) were uncertain, 4 respondents (3%) disagreed. None of the respondents strongly disagreed with the modern and full-optioned machines.

Table 11. Factors Affecting the selection of Printing Houses

Statement	Level of Satisfaction					Total
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	
20. Reputation of printing Houses	42 31.8%	52 39.4%	34 25.8%	4 3.0%	-	132 100%
21. Word of mouth.	24 18.2%	59 44.7%	44 33.3%	5 3.8%	-	132 100%
22. Quality of printed materials reaches the standard.	81 61.4%	36 27.3%	14 10.6%	1 0.8%	-	132 100%
23. Price of printed materials is appropriate	65 49.2%	48 36.4%	18 13.6%	1 0.8%	-	132 100%
24. Location of printing house is easily accessed.	20 15.2%	55 41.7%	49 37.1%	7 5.3%	1 0.8%	132 100%
25. Staff are knowledgeable and expert.	52 39.4%	57 43.2%	16 12.1%	7 5.3%	-	132 100%
26. Terms of payment	25 18.9%	73 55.3%	27 20.5%	7 5.3%	-	132 100%
27. Printing house has modern and full-optioned machines.	36 27.3%	64 48.5%	28 21.2%	4 3.0%	-	132 100%

4.3.4 Mostly Encountered Problems

Statement 28: Quality of the products is below the specification

For this item, 50 respondents (37.9%) were uncertain, 35 respondents (26.5%) agreed, 24 respondents (18.2%) disagreed, 19 respondents (14.4%) strongly agreed. Only 4 respondents (3%) strongly disagreed with the under specification of printed materials.

Statement 29: Product delivery delayed.

For this item, 56 respondents (42.4%) were uncertain, 27 respondents (20.5%) agreed, 24 respondents (18.2%) disagreed, 20 respondents (15.2%) strongly agreed, and 5 respondents (3.8%) strongly disagreed with the delay delivery.

Statement 30: Price of printed materials is not appropriate.

For this item, 56 respondents (42.4%) were uncertain, 35 respondents (26.5%) agreed, 27 respondents (20.5%) disagreed, 10 respondents (7.6%) strongly agreed, and 10 respondents (7.63%) strongly disagreed with inappropriate printing price.

Statement 31: It is difficult to contact the printing house.

For this item, 58 respondents (43.9%) were uncertain, 32 respondents (24.2%) agreed, 24 respondents (18.2%) disagreed, 10 respondents (7.6%) strongly disagreed, and 8 respondents (6.1%) strongly agreed with difficulty in contacting.

Statement 32: Staff lack of knowledge expertise and manners.

For this item, 50 respondents (37.9%) were uncertain, 36 respondents (27.3%) disagreed, 20 respondents (15.2%) agreed, 15 respondents (11.4%) disagreed, and 11 respondents (8.2%) strongly agreed with the staff's manners and expertise.

Statement 33: There is limitation of printing jobs requiring special techniques.

For this item, 65 respondents (49.2%) were uncertain, 29 respondents (22%) agreed, 17 respondents (12.9%) disagreed, 14 respondents (10.6%) strongly agreed, and 7 respondents (5.3%) strongly disagreed with the limitation of printed materials.

Table 12. Mostly Encountered Problems

Statement	Level of Satisfaction					Total
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	
28. Quality of the products is below the specification	19 14.4%	35 26.5%	50 37.9%	24 18.2%	4 3.0%	132 100%
29. Product delivery delayed	20 15.2%	27 20.5%	56 42.4%	24 18.2%	5 3.8%	132 100%
30. Price of printed materials is not appropriate	10 7.6%	35 26.5%	56 42.4%	27 20.5%	4 3.0%	132 100%
31. It is difficult to contact the printing house	8 6.1%	24 18.2%	58 43.9%	32 24.2%	10 7.6%	132 100%
32. Staff lack of knowledge, expertise and manners	11 8.2%	20 15.2%	50 37.9%	36 27.3%	15 11.4%	132 100%
33. There is limitation of printing jobs requiring special techniques.	14 10.6%	29 22.0%	65 49.2%	17 12.9%	7 5.3%	132 100%

4.3.5 Suggestions

Several suggestions about the products and services of printing houses were written in the questionnaires. For example, the staff of printing houses should attend training courses to make them more expert in printing and to know more about new printing techniques. Some respondents suggested that the printing houses guarantee the quality of the products.