

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

We cannot deny that today retail businesses have very strong competition. Each retailer launches a campaign such as special discount for members, lucky draws, new products from overseas etc to maintain the old customer group and attract newcomers. In order to beat their competitors, retailers need to find strategies and proper plans to survive and be the leader in their business sector.

Presently, many bookstores operated in Bangkok. Some remarkable ones are Dokya Bookstore, which has been operating for more than 23 years, Naiin Bookstore from the Amarin Group, Japanese Bookstore: Kinokuniya & Asia Books, both of which sell foreign books.

Apart from books, some bookstores such as B2S, Chulalongkorn University Bookstore and Thammasat University Bookstore also provide more goods and services to their customers; for example, stationery, entertainment products, magazines, book ordering via website etc.

Thammasat University Bookstore was established in 1979 and opened for commercial business on February 1980. In June 1997, the bookstore opened a second branch at Rangsit campus. Located on the first floor of the Anekprasong Building, Tha Parachan Campus (opposite the Faculty of Liberty Arts), Thammasat University Bookstore opens from 0830 – 1900 on Monday to Friday and 1000 – 1600 on Saturday and Sunday.

The main purpose of Thammasat University Bookstore is to distribute and sell textbooks, stationery, premium gifts etc. The service also includes book rentals, selling of used book, and exchanging of books. Members of the bookstore will get a 10% discount on Thai books and 15% for foreign books. For every 100 baht purchase of stationery, there will be a 5% discount.

Below is an example of book categories at Thammasat University Bookstore

1. Law
2. Social Sciences
3. Science

4. Information Technology
5. Business and Management
6. Political Science
7. History
8. Architecture
9. Economics
10. Psychology
11. Travel
12. Language and Linguistics

In addition, a wholesale service is provided for large orders with special discount rates and credit terms. University lecturers are able to order textbooks via the bookstore. Furthermore, now the bookstore provides more services to its customers; these services are magazine corner, coffee corner, and a Puff & Pie bakery shop from Thai Airways.

1.2 STATEMENT OF THE PROBLEM

To stay powerful in retail service businesses, many aspects need to be taken into consideration to fulfill customers' needs and wants; for example, business competitors, business management, market trends, and customer satisfaction. This research only focused on the level of Customers' Satisfaction; therefore, the research questions would be

1.2.1 Are customers satisfied with the Thammasat University Bookstore: Tha Prachan Campus?

1.2.2 What are the expectations of the customers of Thammasat University Bookstore: Tha Prachan Campus?

1.2.3 How can Thammasat University Bookstore: Tha Prachan Campus meet the customers' expectation?

1.3 OBJECTIVES OF THE STUDY

1.3.1 Main Objective

To measure the level of satisfaction that customers have with Thammasat University Bookstore: Tha Prachan Campus.

1.3.2 Sub-Objectives

1. To investigate the issues or problems with which customers of Thammasat University Bookstore: Tha Prachan Campus are not satisfied with.
2. To gain the recommendations for improvement from the customers.

1.4 DEFINITIONS OF TERMS

Definitions of terms of this study are the following:

- 1.4.1 **Satisfaction** refers to level of customer satisfaction with the service of Thammasat University Bookstore: Tha Prachan Campus
- 1.4.2 **Customers** are the people who use service of Thammasat University Bookstore: Tha Prachan Campus
- 1.4.3 **Service** is the process of dealing with the customers at Thammasat University Bookstore: Tha Prachan Campus

1.5 SCOPE OF THE STUDY

1.5.1 This study was aimed to describe the level of customers' satisfaction with Thammasat University Bookstore: Tha Prachan Campus.

1.5.2 The respondents were 150 customers of Thammasat University Bookstore: Tha Prachan Campus and a self-administered pre-coded questionnaire was the instrument. The questionnaires comprised of both closed-ended and open-ended questions.

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 To understand the level of customer satisfaction with Thammasat University Bookstore: Tha Prachan Campus

1.6.2 To realize the customers' opinions about the problems or weak points of Thammasat University Bookstore: Tha Prachan Campus that they have noticed and provide some useful suggestions.

1.6.3 To offer the results of this research to concerned authorities in order to improve the quality and services of Thammasat University Bookstore: Tha Prachan Campus

1.6.4 To provide some useful information to other people who are interested in conducting further research in this field

1.7 ORGANIZATION OF THE STUDY

The study of Customer Satisfaction with Thammasat University Bookstore: Tha Prachan Campus in this paper is divided into five chapters.

Chapter 1: Introductory session, which consists of background, statement of the problem, objective, definition of terms, scope, significance, and organization of the study.

Chapter 2: Review of related theories, concepts, and literature

Chapter 3: Methodology, data collection, procedures, and data analysis method

Chapter 4: Results and tables of the survey

Chapter 5: Summary of the study, discussions, conclusions, and recommendation for further research.