

Special Research Study Title	Consumer Response to Digital Product Form
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Abstract

The popularity of digital products are continuously growing nowadays. The growth of digital world and digital media implies that businesses need to adapt themselves to the changes impacted from emergence of digital phenomenon in order to secure business opportunities. Digital products such as software, apps, e-book, music, games or service online increasing gaining consumer attention. Although Thai consumption in digital product is growing, those products mostly imported, therefore there is opportunity for Thai entrepreneur enter this business. Advantage of digital products could be the low delivery cost, low stocking expenses and the nature of digital platform that reaches to global consumers. Due to uniqueness of digital product forms, it is essential to study the determinant of digital product form separately. In this research, the objective is to study determinant of digital product form to consumer. Then, the results are compared and analyzed with determinant of traditional product form.

This research collects data from Lead User in 10 persons to Consumer Response to Digital Product Form factor which effect to responding in decision assuming 2 types of products to compare traditional form by book and digital form by e-book .Both are compared by using same factor in research found that consumer behavior get used to reading book more than e-book because of performance of traditional form products factor which is feature and unique, also consumer can perceive directly and trust in product, familiar, mind value that can feel from using product more than media digital that it is quite difficult to access information which is effect on using. But those products are feature specification in easy move according to consumer's behavior (convenience and fast) also fast sharing information, Price of both type are similar in significant details which are from reliable source, Clearly usage, easy to access and fast social and culture. Influence factor are not affect to

decision in both products but trend is affect to usage also recommendation from friends, family's experience lead to product trust and quick buying decision. Marketing program has high affect in both from of product. It effect on comparison of worthiness, benefit and good feeling on products. All factors found if digital product (Digital Form) can be developed efficiency it usage to be similar physical product (Traditional Form) to feel trust and reliable of product form about physical perceive, value and benefit including increase efficiency in usage to consumer's need.

Keywords : Digital Form / Lead User / Response Consumer Response / Traditional Form