# THE STUDY OF FACTORS AFFECTING DECISION-MAKING OF CUSTOMERS ON CHOOSING ENTERTAINMENT VENUES IN MAHA SARAKHAM MUNICIPALITY, MAHASARAKHAM PROVINCE



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# The Research has been approved by Stamford International University The Graduate School

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	Choosing Entertainment Venues in Maha Sarakham Municipality			
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**Title:** The Study of Factors Affecting Decision-Making of Customers on

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Maha Sarakham Province

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#### **Abstract**

This study aimed 1) to study the personal characteristics and the marketing mix that affect the decision-making of customers on choosing entertainment venues; 2) to compare the difference of customers on choosing entertainment venues classified by personal characteristics; 3) to investigate the relationship between marketing mix factors and decision- making of customers on choosing entertainment venues; and 4) to explore the behaviors of customers on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

Research Methodology: The sample consisted of 400 customers who visited entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province, obtained by convenience sampling using questionnaire. The statistical procedures used in this study were percentage, mean, standard deviation, t-test, F-test, and Linear Regression.

Research findings: The results showed that the majority were mainly male, aged 20-25 who were in a relationship, student having diploma education, working and the income per month was 15,001-20,000 baht, preferred Live Music Restaurant. They were invited by their friends to entertainment places several times a week. They went with their lovers at 19.30-21.30 PM. The cost of visiting was 751-1,000 Baht. Common activity was listening to the music. The music genre mostly was Thai Country song. Beer was the most preferable drink. Customers have compared prices between different places before they made a decision, and they knew the advertising information from poster. Customers with different personal characteristics, including age, marital status, educational background, occupation, source of income and income level were not different when making a decision on choosing entertainment venues, except gender with the higher average than female was different at the significant level of 0.05. The relationship between marketing mix factors and customers' decision-making found that factors of marketing mix that had relationship were namely; place, physical environment, and process at the significant level of 0.05.

**Keywords:** Customers, Decision-Making, Choosing, Entertainment venues

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Sarawut Sangchan

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#### **CHAPTER 1**

#### INTRODUCTION

Thai society also falls in the midst of consumerism, no matter what it arises from changes by globalization. This spurs and stimulates such trend to be faster and stronger even more, making us fully step into a society of consumerism. Consumption in today's society is not a response to requirements or basic necessity only, but consumption is intended for mental feelings, emotions, values, which change and vary according to the periods of time.

#### 1.1Statement of the Problems

In the present circumstances of Thai society, the consumer groups become more extravagant materialistically, such as going to various entertainment spots at night. Kanlaya (2012) stated that an entertainment is a source of happiness where people go in order to, decrease the tensions of their daily life, compete with the time, and rest due to exhaustion after working. Because of these mentioned, entertainment venues can increase the income as well as become successful and has expanded continuously. Entertainment industry is one of important components of the tourism of Thailand, which is growing rapidly and enormous income has positive effect to Thai economy as the important source of revenue in Thailand (Danu, 2007).

Mahasarakham Province is a big province in Northeastern (Isaan), Thailand and dubbed to be the educational center of the Northeastern region apart from being the province with growing investment in many aspects simultaneously, especially in real estate located next to educational institutions, including the bypass zone called Mahasarakham Municipality – Roi Et, Teenanont Road, and also Srisawat Damnoen Road or Na Pai Road. There are 955,644 people living in Maha Sarakham, including 470,808 males, and 484,936 females (Department of Government, Ministry of Defense, 2013: Online). There are 154,254 people living in Maha Sarakham Municipality (Department of Government, Ministry of Defense, 2013). It is a big area for business owner when comparing to the numbers of visitors. The government organizations also fully support with tourism development policies of Tourism

Authorities of Thailand (TAT) and Department of Business Administration. The tourism development through tourism policies such as the ancient city, conservative tourism, and other projects that can increase the income for souvenir shops, restaurants, and also nightlife businesses that are booming here.

**Table 1.1** Comparison the numbers of population and tourists in Maha Sarakham Province Year 2014

Population	Total	Municipality
	955,644	154,254
Number of Tourists in 2014	282, 862	

Source: Adapted from the Department of Government, the Ministry of Defense, 2013

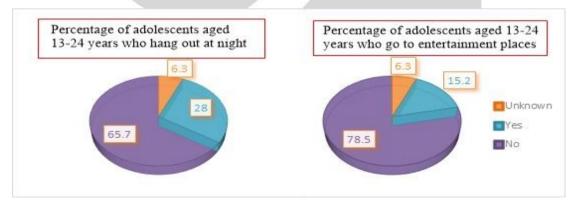
Entertainment business is a business that provides services to the customers in the area of Maha Sarakham Municipality, Mahasarakham Province. Apart from local people in the area of Maha Sarakham Municipality, there are also people from different areas who visit during festivals in various tourist seasons of Maha Sarakham Province. Maha Sarakham Provincial Statistical Office revealed that in 2014, it is obvious from tourism in 2014 that there were 282, 862 visitors and a revenue from tourism totaling 550.9 million baht. Also, the results of the surveying household economic and social conditions in 2014 revealed the comparison of household expenses (years 2012-2014), that is to say expenditures on food, beverages and tobacco accounting for 34.1 percent in 2012 and 33.9 percent in 2014 (National Statistical Office, 2014).

Besides, there is the key business zone in the city center of Mahasarakham Municipality. Currently "the road along Somthavil Canal" with an approximate distance of 3,850 meters actively becomes an area of investment in entertainment business, restaurants, and apartments throughout the two canal banks. (SkyscraperCity, 2013: Online). Eventually, it is classified as a new "hang-out zone" of people in Mahasarakham Province and neighboring provinces such as Roi Et, Kalasin, and Khon Kaen. The business survey revealed that, in addition to being a source of restaurants of various styles to select for using services, this quarter is also a

center of entertainment business with more than 11 shops. They are mainly located on the left bank of Somthavil Canal. Most entrepreneurs come from different localities by renting land to open businesses. Various types of entertainment business, including live music restaurants, discotheques, karaoke bars, and beer bars are now booming along Somthavil Canal, Mahasarakham Municipality.

Meanwhile, the new investments stand at the beachhead area on the right next to the road along the canal, which was previously housing. But today this has been revamped and changed from apartments for rental to restaurants and commercial buildings. Now the prices of land trading are considered to be much higher when compared with over the last 10 years (SkyscraperCity, 2013: Online). For instance, the trading price is high up to 10-15 million baht for the land of 50 square wah adjacent to the main road, which is most commonly used to develop 3-5 storey commercial buildings. An incentive to attract new investments is the "purchasing power" of mostly educational personnel and students of educational institutes of more than sixty thousand people in this area. Each of entertainment operators vigorously offers promotions to stimulate a craving to purchase of target customers.

This is obvious from the total figures of selling liquor and beer of Area Excise Office Mahasarakham in only Municipality of Mahasarakham neighborhood, which have increased continuously. SkyscraperCity (2013) website stated that in year 2011, the total sales were 14,331,724.90 liters and rose to 17,075,874.14 liters in 2012. During the first 7 months of this year, the total sales rose up to 10,769,464.72 liters. There are total sales of about 1 million liters or more each month.

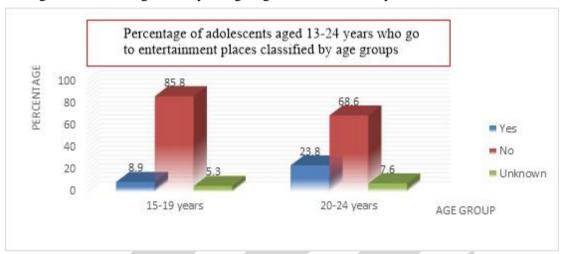


**Figure 1.1** The percentage of adolescents aged 13-24 years who hang out at night.

**Source:** Adapted from the National Statistical Office, 2008

According to the results of surveying social, cultural and mental health conditions in 2008 of the National Statistical Office, 28.0 percent of adolescents aged 13-24 years have the behavior of hanging out at night and 15.2 percent of adolescents aged 13-24 years is going to entertainment places.

However, despite the enforcement of the law forbidding children below 20 years to use services in entertainment places, but it is still found that 8.9 percent of teenagers under the age of 20 years going to entertainment places.



**Figure 1.2** The percentage of adolescents aged 13-24 years who frequent entertainment places

**Source:** Adapted from the National Statistical Office, 2008

Moreover, the National Statistical Office has showed that the number of population aged over 15 years in Maha Sarakham Province who drink alcohol had been decreasing in a period of year 2004-2007 from 32.7 percent to 30.0 percent. In 2009, the number was up to 32.0 and down to 31.5 percent in 2011. The number has been increasing in 2014 at the level of 32.3 percent. The surveying behavior of smoking and drinking alcohol of population in year 2014 found that there were three significant causes of population drinking alcohol. Firstly, people want to be together, that is 41.9 percent. Secondly, they want to have a nice time with friends at the level of 27.3 percent, and thirdly, 24.4 percent is that people want to try to drink alcohol.

From such information, the government therefore develops a policy to control and organize the society with a strict ban on opening entertainment places near

universities and strictness about age range of hanging out and sale of alcohol, including time for opening-closing entertainment places according to the fixed time. However, this does not reduce the behavior of people keen to hang out in any way.



**Figure 1.3** The causes of drinking alcohol in Maha Sarakham Province **Source:** Adapted from the National Statistical Office, 2014

Nevertheless, the measure implemented by the government sector throughout is collaboration among many agencies, consisting of police, public health, administration, excise, locality, municipality, and sub-district administrative organization. They inspect such entertainment spots once a week by checking ID cards of the customers as to whether they are aged under 20 or not, including checking urine, detecting weapons, and advising correct compliance with the law. The business owners must be investigated intensively and obey the rules properly. Customers must comply with every rule announced by government to protect all kinds of violence. 1) Opening and closing time beyond the legal limitation; 2) Selling illegally alcohol to people under 20 years-old. These heavy charges are due to being punishable by both imprisonment and fine. For the youths under 20 years, the business owners can be prosecuted immediately; 3) Causing noise problem as nuisance which affects the adjoining area; and 4) Hygiene such as cleanliness of food. If any shop is found to repeat offenses, then a proposal will be submitted to the Governor to employ the administrative order PorWor. 150 for closure. This is based on using the discretion of the Governor. So far, many shops have been punished and ordered to close.

From the problems mentioned, it is initially obvious that there are a large number of tourists and customers in entertainment spots in Maha Sarakham Province with popularity of using services of various types of entertainment places in Maha Sarakham Province continuously. As a result, the entertainment business in Maha Sarakham Province expands with more investments and attempts to deploy various strategies in order to influence and attract the customers, including service users from inside and tourists who use services in Maha Sarakham Province. Consequently, the business owners have to motivate themselves to compete for entertainment business. Failure of operators to take into account the deployment of appropriate marketing factors can lead to inability to continue the business.

On the basis of such reasons, the author has, therefore, been interested to study the factors affecting decision-making of customers on choosing entertainment venues in the area of Maha Sarakham Municipality, Maha Sarakham Province so as to allow operators in entertainment business to use the results of this study, including the customers' behavior as guidance and information to improve better operations. For new business owners desirous to invest to be able to define the management strategies, to respond to the customer's needs, to reduce the risk of investment, and to create a competitive advantage and further lead to success in business operation.

#### 1.2 Research Questions

- 1) What is the level of personal characteristics of customers and marketing mix that affect decision-making on choosing entertainment venues?
- 2) Do the customers have different decisions on choosing entertainment venues?
- 3) How is the relationship between 7P's marketing mix that affect customers' decision on choosing entertainment venues?
- 4) How are customers' behaviors on choosing entertainment places in the area of Maha Sarakham Municipality?

#### 1.3 Objectives

- 1) To study the personal characteristics and the marketing mix that affect the decision-making of customers on choosing entertainment venues.
- 2) To compare the difference of customers on choosing entertainment venues classified by personal characteristics.
- 3) To investigate the relationship between marketing mix factors and decision-making of customers on choosing entertainment venues.
- 4) To explore the behaviors of customers on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

#### 1.4 Significance of the Study

The study revealed factors including personal characteristics and marketing mix factors affecting the customers' decision-making on choosing entertainment venues in the area of Maha Sarakham Municipality. The findings would be useful for people or business owners who intend to start a new business on entertainment venues. Moreover, the findings can be helpful for the current owners of entertainment venues, especially in Maha Sarakham Province, to improve the business strategies to urge the customers to buy services and products.

#### 1.5 Limitations of the study

There were certain limitations in this study. According to the topic, the author limits his study with theories including Decision-Making, Consumer behavior, Concept of Service, Concept of Entertainment, and 7P's Marketing Mix. The questionnaire survey was needed to avoid sampling error from respondents, so the questionnaire was created in Thai Language.

There was also time constraint that the author had to finish collecting data from samples. All 400 questionnaires were needed to be collected in a short period. Moreover, the area of this research had to be seized because of time constraints, so Maha Sarakham Municipality was expedient and feasible.

#### 1.6 Scope of the study

In this study of factors affecting the customers' decision-making on choosing entertainment venues in the area of Maha Sarakham Municipality, the author determine the scope of the study as follows:

#### 1.6.1 Population and Sample

Population is Entertainment users in Maha Sarakham. Sample is a group of customers of entertainment places of 400, obtained by convenience sampling, who appeared at entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province, during June-July 2015, calculated by infinite formula of Cochran.

#### 1.6.2 Variables of Study

**Independent variables:** Personal characteristics, including gender, age, marital status, educational background, occupation, source of income, and income level. Another independent variable is Marketing Mix, including product/service, price, place, promotion, people, physical environment, and process.

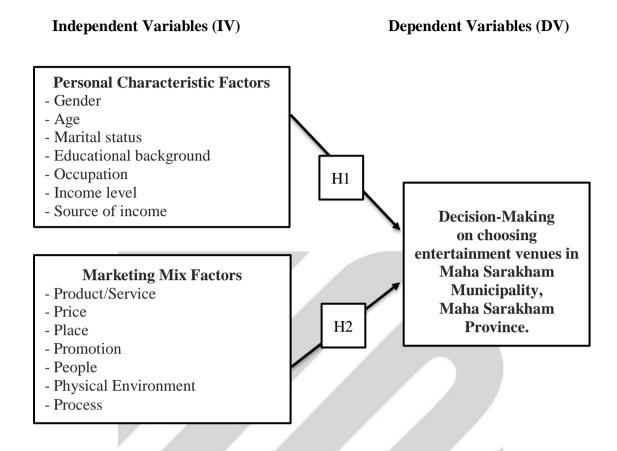
**Dependent variable:** Choosing decision-making of customers towards entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

#### 1.6.3 Area and time of study

This research was conducted at entertainment venues in the area of Somthavil Canal in Maha Sarakham Municipality, Maha Sarakham Province during the period of June-July 2015.

#### 1.7 Conceptual Framework

A model was designed in order to accomplish the objectives of the study. The factors of the study were selected through the related literature reviews. The selected factors were all important ones that influence the customers' decision when choosing the entertainment venues in the area of Maha Sarakham Municipality.



**Figure 1.4:** Conceptual Framework

**Source:** Adapted from Kotler, 2003 and Polchiangsa, 2007

#### 1.8 Research Hypotheses

*Ho1:* Customers of entertainment venues with different personal characteristics (gender, age, marital status, occupation, educational background, source of income, income level) are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

*H1:* Customers of entertainment venues with different personal characteristics (gender, age, marital status, occupation, educational background, source of income, income level) are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

*Ho2:* There is no significant relationship between 7P's Marketing Mix factors (product/service, price, place, promotion, people, physical environment, process) and

the decision-making of customers on choosing places of entertainment in Maha Sarakham Municipality.

*H2:* There is a significant relationship between 7P's Marketing Mix factors (product/service, price, place, promotion, people, physical environment, process) and the decision-making of customers on choosing places of entertainment in Maha Sarakham Municipality.

#### 1.9 Theoretical Frameworks

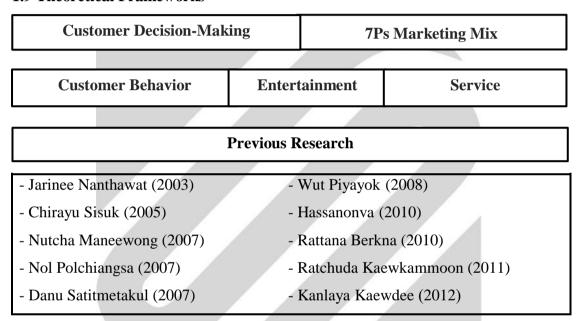


Figure 1.5 Theoretical Framework

#### 1.10 Definition of Terms

In this study, the author aimed to study the factors affecting customer's decision-making on choosing entertainment venues, so four types of entertainment venues in Maha Sarakham Province were defined. There are four types of entertainment venues that are popular among people showed as follows:

**Entertainment venue** is the establishment for people to involve fun and happiness. It is normally open in the evening, surrounded by modern lights and attractive atmosphere. People can enjoy dancing, drinking, and eating.

**Beer bar** is a place for sitting and drinking alcohol especially beers. Customer can listen to the music and live music is played here. It is good atmosphere.

**Discotheque** is a place for entertainment that customers come to drink alcohol. Customer can dance with the music that is being played by DJ and stand up to dance around the table. This entertainment type is often dim and dark lighting with modern light and sound system.

**Karaoke bar** is a form of one of interactive entertainment types in which singer sings with recorded music. Well-known popular songs are typically sung at a room of privacy. People come here to sing a song and enjoy a good time with friends and family.

**Live music restaurant** is where people join a happy time with their friends and family. This type of entertainment venue is basically popular because people like to set as a meeting point. Customers come here to drink, and have a dinner while music is being played.

**7P's Marketing Mix** is a combination of marketing tools that an entertainment business in Maha Sarakham Province uses to satisfy their target customers and achieve its business goals. There are Product/Service, Price, Place, Promotion, People, Physical Environment, and Process.

**Customers imply** to the people who visited entertainment venues in the area of Maha Sarakham Municipality, Maha Sarakham Province during June-July 2015.

**Customer Decision-Making** is kind of a proper blend of thinking, deciding and action. The only one event in the process that requires a succession of activities and daily-life decisions all along the way is an important executive decision (Singh, n.d.)

**Customer Behavior** imply to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman, 2007)



#### **CHAPTER 2**

#### LITERATURE REVIEWS

One reason that definitely makes consumer marketing not easy is that the mix of people in the market is constantly changing. It is difficult to predict what marketing program will work, and what it used to work yesterday might not work today or later the future. To understand how consumers make their decisions is challenging, therefore in this part, the information of customer decision-making is described.

#### 2.1 Customer Decision-Making

#### 2.1.1 Consumer Buying-Decision Process

To deal with the marketing environment and make the purchases, consumers are engaged in a decision process. The way to look at the process is to view it as problem solving. When the problem is solved, the consumer goes through logical stages to arrive at the decision.

Here the model is designed, the consumer buying-decision process showed as follows:

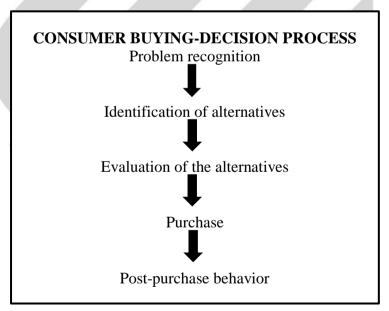


Figure 2.1 Consumer Buying-Decision Process

Source: Adapted from Etzel, Walker & Stanton, 2004

Here are the stages of the consumer buying-decision process;

#### **Problem recognition**

The consumer is moved to action by a need or desire. It happens when consumers are faced with an imbalance between actual and desired stages. Hunger and thirst are internal stimuli, including the package design, a brand name, and an advertisement that shows on television. These are all considered as external stimuli (William, 2002).

It is common that everyone has unsatisfied needs and wants. It makes people feel inconvenient. When goods or services are consumed and acquired, they are satisfied. Hence, the buying-decision process starts when a need that can be satisfied through consumption become strong enough to motivate that person.

When the consumer gets stimuli, he will be persuaded to recognize problems, which will happen when a person confronts with an imbalanced situation between the actual state and the desired state. The person's attempt to achieve the desired state will cause desire. Such desire is the root or the cause of all human behaviors. Without a desire, no behavior will occur. The problem recognition of the consumer is caused by the discovery that the product or service that he considers buying may be able to solve the problem of shortage or unfulfilled desire. For instance, when a working woman finds out that her female colleagues dress nicely and receive compliments from other people while she used to get bad comments on this subject, she will feel the need to learn about dressing from women's magazines which provide recommendations on this matter in order to find the dressing guidelines for herself.

#### **Identification of alternatives**

The consumer identifies alternative products and brands and collect information about them. This stage is so-called information search. After the consumer recognizes the problem, he will start searching for information about the product or service that he considers buying. Primarily, he will conduct an internal search by considering the knowledge from his past memories or experiences such as the knowledge about the products that he frequently and repeatedly buys, which can

be used to support his decision. However, if he finds out that the knowledge and experience in the past are inadequate, he will conduct an external search which happens when the decision to buy the product may be at high risk of errors and when the expense for data collection to support the decision is low. The sources of external data can be people such as family members, relatives, friends, neighbors, and colleagues, advertisements on the media, salespeople, sellers, packages and product displays. Besides, such data can come from public sources, for example, agencies and organizations which conduct surveys and collect statistical data regarding such product or service and also from sources of experiences, for instance, people who are experienced in inspecting and using such product or service directly. Clow and Baack (2001) also revealed that the consumer's information search should result a group of brands, sometimes called the buyer's consideration set, which are the consumer's most preferred alternatives. Kotler and Armstrong (2014) mentioned that the consumer who interested in something might or might not identify alternatives or search for information.

#### **Evaluation of alternatives**

The consumer will use the data and knowledge in his memories and collect the data that he has searched from external sources by determining the criteria for evaluation which will allow him to compare the pros and cons of each option. The method which will help narrow down the options for easier decision is the selection of some outstanding product characteristics as the criteria for consideration. The products which do not have such characteristics will be excluded from the list while the product which has the outstanding characteristics that are superior to others will be chosen.

#### **Purchase**

After evaluating options in the best way possible, the consumer is ready to buy the product. However, there are 3 more things to consider, which are 1) the place to buy, which can be shops, workplaces or schools; 2) purchasing conditions since consumers nowadays will decide whether to pay cash, pay by installments, pay by

post or pay by credit card; and 3) the readiness to sell which means the readiness to deliver product or service to the client immediately, the duration of the order and the convenience of product and service delivery. If the consumer is satisfied with these 3 elements, the purchase will occur. On the other hand, if anything element is missing, there may be procrastination or a decision not to buy even though there is no problem with the product/ service at all.

#### Post-purchase behavior

After deciding to buy the product, the following result may be satisfactory or unsatisfactory. If the consumer is satisfied, the difference between the actual state and the desired state will disappear. The consumer will be pleased if all the things that he has expected are well responded to.

Consumers always have anxieties after purchasing products and may become unsure whether their decisions to buy are correct or not. Psychologically, this state of mind is called cognitive dissonance, which will always happen after consumers have made difficult decisions to choose important items from equally-important options (Belch & Belch, 1993:139); for example, when buying cars or computers. When the consumer is worried, he will find a way to reduce his anxieties by searching for advertisements or other information to support his decision. He may also find a friend or an acquaintance who has bought the same item and feels satisfied in order to reassure that he has made the right decision to buy. Besides, the consumer may avoid the information which supports or praises the products that he did not buy as well (Boone & Kurtz, 1995:272).

After a person goes through the procedure of making a purchase decision in each step which is the evaluation inside the consumers' own mind using information and experience in the past, it is possible to conclude the purchase behavior and the seeking of confidence which supports such decision.

#### 2.1.2 Factors Affecting Consumer Decisions

People make the purchase in order to satisfy their needs. They choose different products from different brands. Customer purchases are strongly influenced by cultural, social, personal and psychological factors.

To understand customer purchases, the model of Factors Affecting Consumer Decisions is classified and summarized as follows:

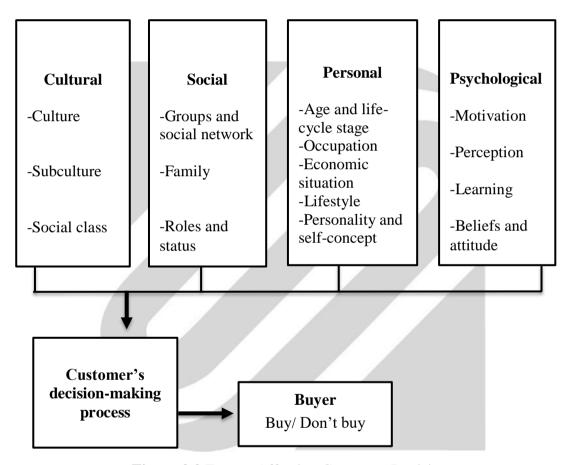


Figure 2.2 Factors Affecting Consumer Decisions

**Source:** Adapted from Kotler & Armstrong, 2014

#### **Cultural Factors**

Culture is the bond that unites a group of people together. People will learn about their culture through the social procedure. Culture determines the desires and the behaviors of people. Besides, each culture consists of subcultures or traditions which are common practices of certain groups of people. Culture is also related to

social classes in a society. Culture is the thing that determines the needs and the behaviors of people who have inherited the culture from the society ever since they were young. Culture contributes to the emergence of values and desires for products which vary in different cultures.

Subculture Cultures are based on: 1) nationality groups; for example, real Thai people and Chinese-Thai people have different subcultures; 2) religious groups; for example, the group of Buddhist Thais and the group of Christian Thais have different subcultures; 3) racial groups such as white Americans and black Americans; and 4) geographical areas; for instance, during the Loi Kratong Festival, people in the upper North of Thailand who live on the flat land mostly float their Kratongs on rivers while people who live on the mountain in Mae Hong Son Province will send their Kratongs up in the sky.

Social class means the categorization of people in the society into groups using various criteria. For instance, occupation, status, income, family or state of origin, position, and education. People who belong to the same social class usually have similar characteristics, behaviors and consumption. Also, the change of social class can happen all the time.

#### **Social Factors**

Society is a unit of culture. Therefore, it is another factor which is related to consumers' daily life. It also influences consumers' purchasing behavior. Social factors consist of reference groups, family members as well as roles and statuses of buyers (Kotler & Armstrong, 2014).

Reference groups are the groups that people must involve with. These groups will have an influence on the attitudes, opinions and values of the group members. Reference groups can be divided into 2 types, which are primary groups and secondary groups. Primary groups include family members, close friends and neighbors while secondary groups consist of friends in the same occupation, friends in the same institution, leading people in the society and celebrities. Reference groups will have an effect on people in terms of behavior selection, way of living, attitude

and idea. This is because people want to gain acceptance from their groups. Therefore, they usually follow and accept the opinions of reference groups.

Family members are considered to have the greatest influence on people's attitudes, opinions and values. These things affect the purchasing behavior of family members and will determine the purchase of family members. For example, for the buying of children's sweets, children may play a role in searching for the snacks that they want, but the mother will be the one who decides whether to buy the snacks or not.

Roles and statuses since consumers have to involve with various groups of people in the society both at home and at work, they start having "roles." Each person will have different roles. Therefore, roles mean the activities that people must carry out in response to the expectations of people around them. At the same time, roles will also bring about people's social statuses. Consumers usually choose the products which show their social statuses (Kotler & Armstrong, 2014).

#### **Personal Factors**

The decision of buyers is influenced by personal characteristics, including age, family life cycle, family, occupation, economic status, education, lifestyle and personality.

People of different ages will want different products and services. The family life cycle is the living process of people who have families. Each stage of the family life cycle will be influenced by different things and will have different needs.

The occupation of each person will lead to the demand of different products and services.

The economic circumstances which will affect the purchasing behavior of consumers are the consumers' budget for shopping after deducting some money from the income for saving, the power to ask for loans and the country's economic situation at the moment.

Marketers believe that the product selection of people depends on their lifestyles. They also believe that consumers' lifestyles are the sum of their activities, interests, opinions and demographics.

Personality has an influence on the purchasing behavior since personality is the sum of attitudes and habits of each person. Each consumer has different personality such as being delicate, open and creative.

#### **Psychological Factors**

The selection of products of consumers is influenced by the psychological process which consists of motivation, perception, learning as well as beliefs and attitudes. The details are as follows:

Psychologically, it is believed that human behaviors are caused by motivations which stimulate the needs and generate the behaviors to respond to such needs. Psychologists have proposed many human motivation theories, but the one that is famous and widely accepted is Maslow's Hierarchical Theory of Motivation. According to Maslow, a person will have the hierarchy of needs from high to low as follows: physiological needs, safety needs, social needs, esteem needs and self-actualization needs. Human needs in different stages may happen at the same time. Each person will try to respond to the most important needs first. When they get the things that respond to their needs, the needs for such things will disappear.

The procedure of perception happens when people choose to categorize, interpret and perceive data or stimulations that they have seen or received when being stimulated by the 5 senses, including visions, sounds, smells, touches and tastes. Each consumer will perceive and interpret data using their personal feelings towards the physical characteristics of the stimuli, the relationship between the stimuli and the environment as well as the personal conditions of each person.

Learning is the thing that causes changed or repeated behaviors of consumers. It has a great influence on the attitudes and beliefs of people. Consumers may learn from the behaviors which respond to various stimuli by themselves.

Beliefs are the thoughts of consumers which are attached to certain things as a result of past experience. Beliefs do not have to be based on reasons.

Attitude is the evaluation that people have towards something, which can be positive or negative. Attitudes will affect the purchasing decision of consumers. Besides, consumers always have attitudes towards things; for example, attitudes

towards religion, politics, clothes, music, and food. Attitudes towards different things are always related to one another. Marketers must make an attempt to present the products which already gain positive attitudes rather than trying to change people's attitudes.

#### 2.2 Consumer Behaviors

The meaning of consumer behavior is briefly discussed to give basic understandings of this term and its important roles in marketing communication.

The following are definitions of the term "consumer behaviors".

Kotler (1999) stated the definition of consumer behavior refers to the act of any person directly attributable to the acquisition, which provides products and services. This includes Decision-making process and actions of the parties with respect to the purchase and use.

Consumer behavior is the study of individuals or organizations and the processes they used to select, secure, consume, dispose and evaluate their products, services, and experiences (Hawkins, Roger & Coney, 2001). Belch (1998) revealed consumer behaviors that it is the process and activities that people engage in when people are searching for, selecting, purchasing, using, evaluating, and disposing of products and service in order to satisfy their needs and desires.

Schiffman (2007) defined consumer behavior as; "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". While most contemporary definitions of consumer behavior are similar in scope, the next section will show the consumer buying-decision process that has been applied to this research work.

#### 2.2.1 Model of Buyer Behavior

Model of Buyer Behavior or the Black Box Model is a model that point out the buyer's response as a result of a conscious, rational decision process, in the way it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

#### The environment **Buyer responses** Marketing stimuli Attitudes and preferences Other Product, Price, Place Purchase behavior Economic Promotion, People **Technological** Brand and company Physical environment, Social Relationship behavior **Process** Cultural Buyer's black box Buyer's characteristic Buyer's decision process

**Figure 2.3** Model of Buyer Behavior **Source:** Adapted Kotler & Armstrong, 2014

Customers make many buying decisions every day. The buying decision is the focal point of the marketer's effort. Learning about why of customer buying decision is not that easy. It is often locked deep within the customer's mind. Often, the customers don't know themselves exactly what influences their buying.

A stimulus is a cue or a drive which stimulates a person to act or do something. A consumer will get stimuli from many sources. Social cues come from contacts between people who are not product sellers such as a talk with friends, family members, colleagues and other people. Commercial cues happen when sellers advertise their products on the media to make people interested in their products and services. Advertisements, sales by people and promotions are considered commercial cues. As for non-commercial cues, they usually derive from the news from unbiased sources such as consumer reports or government documents/ reports which are highly reliable and also physical drives which happen when physical senses are affected, resulting in hunger, thirst, fear.

Stimuli are changed into responses inside the consumer's black box. There are two parts 1) the buyer's characteristics influence how customers perceive and react to stimuli; and 2) the buyer's decision process affects customers' behavior.

#### 2.3 Marketing Mix

Marketing is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (Muala, 2012). Marketing is seen as a potential tool for the application of market forces and is therefore regarded as ethically undesirable (Harvey & Busher, 2008). Marketing tools that businesses utilize in order to achieve their marketing goals. These marketing tools are called the 7Ps, which are product, price, place, promotion, people, process, and physical environment (Kotler, 1997:98). The relationship between marketing and customer satisfaction is highly expressed among researchers (Zineldin & Philipson, 2007). Therefore the variables in each P are explained as follows.

#### **Product/Service**

The basic marketing tool, the product, consists of product variety, quality, design, logo, packaging, guarantee, size and shape. For the intangible offer including service element as in the study mean the service that satisfied customers. Ferrell (2005) mentioned that product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Kotler (2003) defined as tangible aspects, service element, and branding.

#### **Price**

Price consists of product price, discount, the price perception of consumers, the period of payment. Seaton (1996) mentioned that price is a product cue which is very important, unable to separate from the perceived identity of the product in the marketplace. Kotler (2003) defined price as discounting, value-for-money, and price level.

#### **Place**

Place consists of means of distribution, place of distribution, inventory, and logistics. Kotler and Armstrong (2014) mentioned that a high cost of distribution is a critic point that provides in efficiently, which result as unnecessary or duplicate

service. It stands for many and different activities that business is willing to make the product easily available and accessible to target customers. Kotler (2003) pined the meaning of place as the role of intermediaries including image, information, and distribution channel

#### **Promotion**

Promotion consists of promotional campaign, advertisement, public relation, direct sale, and sales promotion via representatives. Wearne (2001) suggested that the company's objectives need to be set for promotions, hence, it is clear for what is required of the promotion in monetary terms, numbers of customers, and the customers' reactions to the proposition. According to the result of Kusumawati et al., (2014) stated that good promotion can attract consumers intention to increase sales volume, so giving promotion is very important. However, there are three basic types of promotions that can be a tools for business use to meet the target customers, those are price promotions, party promotions, and new product promotions. Price can be included of advertising, public relations (PR), selling, and sales promotion (Kotler, 2003).

#### **People**

Service staff or people who produce as well as deliver the products and services. In the fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality (Hartline & Ferrell, 1996: Rust, Zahorik & Keiningham, 1996). Achievement of a customer-orientation is possible with cooperation coming from the personnel, staff, who produce service and product (Judd, 2001).

#### Physical environment

The environment is referred to which the service and any tangible goods facilitating the performance and communication of the service are delivered. The components of the service experience are called the "services-cape"-that is, the ambience, the background music, the comfort of the seating, and the physical layout

of the service facility, the appearance of the staff can greatly affect a customer's satisfaction with a service experience (Rust, Zahorik & Keiningham, 1996). The environment in which the service production is in (Mittal & Baker, 1998).

#### **Process**

Generally, process is defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods. Hirankitti, Mechinda, and Manjing (2009) stated that the pace of the process as well as the skill of the service providers are clearly revealed to the customer and it forms the basis of his or her satisfaction with the purchase. The design, implementation of product elements, creation and delivering of products and services (Muala, 2012).

The use of marketing mix will affect the presentation of product to consumer and service to the final consumer. Businesses can change distribution channels in the long term. Therefore, minor changes in the short term will enable businesses to achieve their marketing objectives. Also, in the consumers' viewpoint, these marketing tools will be able to demonstrate consumers' benefits.

Marketing mix in the operation of all types of businesses will be affected by various factors, especially the marketing operation which has 2 factors: 1) internal factors that the executives or entrepreneurs are able to control in accordance with the policy of the enterprise, that is, the marketing mix; and 2) external factors which are uncontrollable factors that have an effect on the operation of business. Thus, it is necessary to adjust the internal factors so that they are in line with the external factors such as economic, social and political atmosphere, competitors, cultures, laws and technologies.

Marketing mix means the controllable marketing factors that an enterprise will have to co-use in order to respond to the demands of targeted markets, which means the relationship between 7 factors: product, price, place, promotion, people, physical environment, process. They are considered the controllable marketing tools which must be used together in order to respond to the demands of customers (targeted markets) and make them satisfied. They comprise product, price, place, place or

product distribution, promotion, people, physical environment, process (Boone & Kurtz, 1989:9).

In conclusion, the marketing mix concept demonstrates the marketing elements which cause consumers to think before making a decision to buy.

#### 2.4 Concept of Service

Zineldin (1996) revealed that quality of service is related to the expectations of the customers in terms of quality after customers received services as well as they have evaluated and selected to use the service once.

Quality of service is derived from the actual recognition minus the expectation from the services. If the perception of the service they receive is less than expected. It will give customers a service quality negatively (Schmenner, 1995).

In the contrary, Lovelock (1996) stated a quality of service has a broad meaning. It is a concept about the product or service to potential customers in purchasing, and customers may have to evaluate the products and services before they make the purchase. Some of researchers have defined good meanings of service by starting those meaning with the initial alphabets of service. They trained their employees as 'the person who have these seven aspects, they will never be fired'.

According to the result of study of Yelkur (2000), it was found that the important elements in the services marketing mix positively effects to customer satisfaction. It means that as long as the feelings and perceptions have a pervasive influenced on attracting new customers, the quality of service is there.

There are 7 aspects of service showed as follows:

- S = Smiling & Sympathy. It means smile and sympathy for the customer's difficulties.
- E = Early Response, means fast response to the customer's need without any asking.
- R = Respectful. The meaning is to respect and be honored to customers.
- V = Voluntariness manner is that must be willing to do service.
- I = Image Enhancing. It means that need to have image protection.

C = Courtesy means gentle, polite, good manner, and humility.

E = Enthusiasm, which mean active in service, give good service to customers.

Service means the thing that is difficult to touch and easily to lose. Service could be created by a service provider to the client. The consumption or service using immediately started since service providing or at the same time when service began (Witoon, 2000, p.202-203).

#### 2.5 Concept of Entertainment

Entertainment venue means the service place according to the Act of Club B.E. 2509 which enacted for the peaceful city of entertainment venues controlling.

The Act of Satian and Surbwong (2000: 9) stated in the third section that, the entertainment place means the place for commercial benefits;

- 1) Place for dancing, Thai folk dance, or Rong-Ngeng dance which had or had not women to be partners. The section 3 (1) stated that Thai folk dance bar, ballroom, or other kinds of dance such as Discotheque, or Rong-Ngeng are entertainment.
- 2) Place for food, liquor, tea, or other drinks for sale and service with women services, sleeping space, or massage. The section 3 (2) stated that, this place was tea providers, traditional massage, small hotel, a motel with women service, or cocktail lounge.
- 3) Place for the shower, massage, or a spa with service people. The section 3 (3) stated that, this place was massage parlor, sauna, or fitness center.
- 4) The place provided tea or other drinks with live music or shows. The section 3 (4) stated that, this place was café or coffee shop, pub, and karaoke.

From the meanings of entertainment above could be concluded that, entertainment is a commercial benefit place to entertain people at night.

In the present, the working hours is 8 P.M. to 2 A.M. with food, both non-alcoholic drink and alcohol drink, singing area, listening to music, and dancing. The decoration is with modern sound, colorful materials, and lights. These entertainment places are dim and dark area for privacy.

There are many kinds of entertainment, depending on people's need. For instance, the café for family, joke entertainment, massage, and dancing place. Teahouse is only for the male. Karaoke is for singing service. Discotheque provides food, drink, listening to music, and dancing; visitors could dance at their seat. This research is about entertainment venues, including beer bar, karaoke bar, live music restaurant, and discotheque preferred by the customers in the area of Maha Sarakham Municipality, Maha Sarakham Province.

#### 2.6 Previous Studies

Since this research was mainly related to customers' decision and customers' behavior of choosing entertainment places. The survey of related research was focused on factors of marketing mix 7Ps associated with the main point.

Jarinee Nanthawat (2003) studied customers' behavior and satisfaction of using entertainment service in Ubon Ratchathani Province. The purposes of this research were 1) to improve the operation; 2) to plan the strategic marketing; and 3) to be able to respond users' demand of entertainment business. The results were found that most of the men, aged 20-26, liked to go to disco, pub, and karaoke bar. They go on Saturday. They liked modern music. They always ordered the liquor and beer every time. Friend was one of the reasons why they decided to go to entertainment place. They always compare the prices of entertainment places before choosing one. Users were satisfied with factors of marketing, service, price, and place in the medium level.

Chirayu Sisuk (2005) studied Factors affecting the use of recreation night clubs of workers in the Northern Region Industrial Estates, Lamphum Province. The aims were 1) to study behaviors; and 2) factors affecting the use of recreation night clubs of workers. The results revealed that 59% of sample size were women; 66.97% were less than 25 years old; 47.88% were at the high school level. 65.15% visited night clubs on holidays.

**Nutcha Maneewong (2007)** studied factors affecting entertainment behavior in nightclubs entertainment among the students in Changwat Nakon Pathom. The purposes were 1) to compare entertainment behavior in the nightclubs entertainment

among the university students in Changwat Nakhon Phathom as classified by personal factors; 2) To compare emotional motivation, family relationships, relationships with friends as classified by accommodation, educational institution, monthly allowance, sourse of income, and family status; 3) to estimate emotional motivation, family relationships, and relationship with friends as predictors of the students' entertaining behavior. The questionnaires were used as instruments to collect data from 394 university students. The results showed that the whole, students' entertainment behavior in the nightclubs entertainment as classified by gender were different statistically significance at 0.05 in the singing, listening to the music, watching cinema, alcohol drinking, getting relationship with friends of different gender. There was no statistical difference in eating meals, a conversation, body massage, non-alcohol drinking, and dancing.

Nol Polchiangsa (2007) studied factors influencing the customers' decision making on the selection of entertainment places in the area of Ubon Ratchathani. The study aimed 1) to study the behavior in using the service of entertainment places in Ubon Ratchathani Municipality; and 2) to study the factors influencing the decision making of consumers in selecting places of entertainment. This topic has been revealed that the samples were male, aged 36 and above, holding a bachelor' degree, single, government officials with income between 5,001-10,000 baht. Pubs were popular type. They went to these places during festivals. The factors influencing the consumers' decision makings on the selection of the entertainment place were found that four factors including service factor, ways of product distribution, physical factor, and the process of offering service, these factors had the impact on customers' decision with the statistical significance at the level of .01, all of which could predict the decision making of the consumers with 67% accuracy.

A similar research work, **Danu Satitmetakul (2007)** studied The Service Marketing Mix Factors Affecting Consumer Selection towards Entertainment Venues in Mueang District, Chiang Mai Province. The purpose aimed to study the services marketing mixed factors which affected consumers in choosing the entertainment venues. This study was based on a questionnaire survey by using a random sampling method for 300 populations, who are 20 years or older. The study showed that most

respondents are single males aged between 20-24 years and studying in colleges. Their monthly incomes range between 5,001-10,000 baht. Pub and restaurant was the most chosen entertainment place. Their behaviors of going to entertainment venues, the most important reason is to meet friends and friend has the influential factor to their decisions. Most of them usually go to entertainment venues on Friday between 8-10 p.m.; the frequency of visiting was once a week. The duration of visiting averages between three to four hours. The average number of people in the consumer group was 4 - 6 people. The most favorite location in the entertainment venues is the spot with a good atmosphere. They spent either less than 500 baht or 501-1,000 baht per visit. After visiting, the correspondents feel indifferent or better and most are more likely to visit again. The results of all services marketing mixed factors showed that every factor was in the very important level.

Wut Piyayok (2008) studied factors affecting decision-making of customers using entertainment services in Uthai District, Phranakhon Si Ayutthaya Province. The purposes of this research were 1) to explore personal factors of customers visiting entertainment places in Uthai District, Phranakhon Si Ayutthaya Province; 2) investigate the factors affecting the customers' decision-making for visiting entertainment places in Uthai District, Phranakhon Si Ayutthaya Province; and 3) compare the factors that influenced the customers' decision to use an entertainment services in Uthai District, Phranakhon Si Ayutthaya Province, classified by their personal factors. The research instrument was a questionnaire. The sample group consisted of 245 customers at entertainment places in Uthai District, Phranakhon Si Ayutthaya Province. The findings revealed as the following: 1) most customers were male, single, under 25 years old, having a bachelor's degree and higher degree, working as company employees, and residing in Phranakhon Si Ayutthaya Province. Their average monthly income was 7,501-10,000 baht; 2) the factors that highly affected the customers' decision to visit the entertainment places included service providing, price, location, service-minded staff, service procedure, and physical environment. The factor that moderately affected the customers' decision to visit the entertainment places was sales promotion; 3) the customers with a different occupation, and domicile had different factors that affected their decision to go to the entertainment places with a statistically significant level of .05. The customers with different age, gender, educational background, monthly income, and status did not yield any difference in their decision with a statistically significant level at 0.05.

Another interesting study of **Hassanova** (2010) studied Managing Customer Relationships in Nightclubs in Finland. This research aimed to explore how night club managers can attract new customers and keep their old customers. Primary and secondary research methods had been used to find the results. Managers and customers are two different groups participated in the survey. The researcher used a survey as a study method to get the results. The survey consisted of two questionnaires; one for customers and the second one for managers of nightclubs in Finland. Then the questionnaires were sent by emails to them to answer. The study revealed that at the present, good atmosphere and best service are the most important and the best way to attract more people to nightclubs. To give customers discounts, comfort and attention are the best management tool to make the customer come back again. Happy and satisfy is also considered at the high level, the customer can become a loyal and bring more profit into business.

Ratthanun Berkna (2010) studied factors affecting the decision making on choosing entertainment service in Aumphur Muang, Krabi Province. The aims were 1) to study decision-making behavior in choosing entertainment service in Krabi Province; 2) to study the relationship between individual factors and decision-making behavior in choosing entertainment service; 3) to study the relationship between marketing factors and decision-making behavior in choosing entertainment service in Krabi; 4) to study problems and suggestions of the users of entertainment. The questionnaire was randomly distributed to 400 Thai customers in Krabi. Statistical tests employed in data analysis were frequency, percentage, average, and standard deviation, and chi square. It was found that male aged 34-40 years old, buddies, single, holding bachelor's degree, self-employed, with monthly income 10,000-20,000 baht. Decision-making behavior was mostly for the purpose of relaxation with pubs as the most favorite. Marketing factors exerted a strong influence on decision-making behavior of the user on entertainment services in Krabi Province with evaluation value at a high level.

Ratchuda Kaewkammoon (2011) studied factors affecting the entertainment services by using students from Faculty of Economics, Changmai University, Thailand. The aims of the study were 1) to study the behavior using entertainment services of students from Faculty of Economics; 2) to study the factors that affect the decision making on using entertainment services by students from Faculty of Economics, Changmai University; 3) to decrease the negative impacts of undergraduates' using entertainment places instead of the presence of learning; and 4) to apply the data to control the behavior of undergraduates. The population used was 312 undergraduates from Faculty of Economics. This was quantitative research, a questionnaire was used to collect data. The result from a sample of 320 people was found that the senior student girls liked to go to pubs and restaurants from Friday-Sunday and on holidays. They went for having fun and meeting friends. The important factors were the factor of promotion, factor of product, the factor of price, and the factor of place. The factor of promotion, including discounts was affecting the entertainment business. Service in store was medium priority level. The advertising was very important priority level.

One more interesting work, **Kanlaya Kaewdee (2012)** studied Marketing Mix and Consumer Behavior Affecting on Entertaining Services in Yala Municipality, Yala Province. The objectives were 1) to study the characters of consumers, marketing mix, and consumer behavior on entertaining service usage; 2) to find out the relationship between consumer characters and consumer behavior on entertaining service usage in Yala City Municipality; 3)to determine the relationship between marketing mix and consumer behavior on entertaining service usage in Yala City Municipality; and 4) to study problems and suggestions of consumers about entertaining service usage in Yala City Municipality. The instrument employed in data collection was a questionnaire to 400 people. The study results showed that major of the sample were male, 61.25%, aged between 20 and 30 years, 48.25%, Buddhist religion, 80.75%, the career of government servants/state enterprise employees, 36.50%, monthly income lower than 15,000 baht, 56.75%, and resided in Yala province, 93.50%. Marketing mix relating to consumer behavior on entertaining place selection showed that marketing mix aspects of servicing, shop location,

marketing promotion, servicing staff, service procedure, and physical environment significantly related to consumer behavior on entertaining service usage in Yala City Municipality, at a statistical level of 0.05

There are a lot of previous research works that have been revealed about customers' behaviors, marketing mix, and customers' decisions. There are also a lot of previous studies that focus about the effective of 7P's marketing mix. In this study used as independent variables showing, product, price, place, promotion, people, process, physical environment. Therefore, this study was attempted to study the marketing mix of 7P's to see how all 7P's marketing Mix influences on choosing the decision of customers toward entertainment venues in the area of Maha Sarakham.



## **CHAPTER 3**

### RESEARCH METHODOLOGY

Data collection methods are an integral part of research design, there are several data collection methods, each with its pros and cons (Sekaran & Bougie, 2013, p. 116). Problem researched with the use of appropriate methods greatly enhance the value of the research. Thus, this study was designed showed as follows:

#### 3.1 Population and Sampling

The sample of this study consisted of people or customers who come to entertainment places in Maha Sarakham Municipality, Mahasarakham Province. Since the exact number of sample was unknown, sample size was determined by using a formula for infinite population of Cochran (1977) showed the formula as follows.

$$n = P(1-P)(Z)^{2}$$

$$= \frac{P(1-P)(Z)^{2}}{E^{2}}$$

Remark: n = the sample size

P =Percentage of population (assumed to be 50% (0.5))

E =Percentage of Error at 5% (0.05)

Z = Confidence level (assumed to be 95% and given Z

value = 1.96)

From equation the sample size can be calculated as follows;

$$n = \frac{(0.5) (1-0.5) (1.96)^2}{(0.05)^2}$$

= 384.11 or 385

Therefore, this study utilized 385 as the sample size. The margin of error for sample sizes was 15. In this study, percentage of error was at 5%. So, the total size of the sample was 400.

#### **Convenience sampling**

The method of convenience sampling was described as follows.

In this study, the author used convenience sampling, the questionnaire was distributed to the sample.

A certain number of customers in Maha Sarakham Municipality, Maha Sarakham Province and the surrounding area were chosen. The locations chose to distribute the questionnaire, including beer bars, karaoke bar, discotheque, and live music restaurants in the area of Maha Sarakham Municipality, Maha Sarakham Province.

The author asked for the cooperation from participants directly after the permission from entertainment owners have been accepted.

#### 3.2 Research instrument

In this study, the research instrument was the survey questionnaire since this study was quantitative method.

#### 3.2.1 Questionnaire

This research uses a survey questionnaire to collect the data. Questionnaire is a preformulated written set of questionnaires to which respondents record their answers. It is generally designed to collect large numbers of quantitative data (Sekaran & Bougie, 2013:147).

In this study, the questionnaire was formed as a close-ended question. The questionnaire development procedures stated as follows.

1) The author studied the theories and principles related to research variables, which were 7P's marketing mix, personal characteristics, customers' decision-making, and customers' behavior.

- 2) The author reviewed the defined objectives, conceptual frameworks, assumptions, and definitions.
  - 3) The author studied concepts of developing the questionnaire.
- 4) The author developed the draft based on defined parameters and then asked for advisor's review.
- 5)The author revised and improved the questionnaire to enhance completeness and then propose it to the advisors for their comments.
- 6) The author published the complete questionnaire in order to be used as the data collection instrument. Questionnaire was the close-ended one that consisted of four parts.
- **Part 1.** "Personal characteristics" The variables included gender, age, marital status, educational background, occupation, source of income, and income level. The author created using suitable questions modified from relevant study works. In this part, the questionnaire contained seven multiple-choice questions and close-ended questions.
- Part 2. "Marketing Mix factors affecting customers' decision-making towards entertainment venues", including product/service, price, place, promotion, people, process, physical environment. The author created using suitable statements modified from relevant studies and also from his individual questions formed by the experience. The Likert scale was used to determine if the respondents mark as important or unimportant in given statements.
- **Part 3.** "Behaviors of visiting entertainment venues" The author created using suitable questions modified from relevant study works and also from his individual questions formed by the experience. In this part, the questionnaire contained twelve multiple-choice questions and close-ended questions.

#### 3.3 Scoring and Interpretation

The criteria of scoring to measure attitudes for rating on factors affecting customers' decision-making on choosing entertainment places.

The author used the Likert scale to measure customers' attitudes as follows:

Level of importance	Score of customer's attitude		
Highest	5	score	
High	4	score	
Moderate	3	score	
Low	2	score	
Lowest	1	score	

Besides, the interpretation criteria of mean was considered by the range and class interval of arithmetic mean based on the following formula.

$$\frac{\text{Maximum-Minimum}}{\text{Number of class}} = \frac{5-1}{5} = 0.8$$

The following is the interpretation criteria of mean scores and definition of level of importance.

The range of mean score	Level of importance
4.21 - 5.00	Highest
3.41 - 4.20	High
2.61 - 3.40	Moderate
1.81 - 2.60	Low
1.00 - 1.80	Lowest

Based on Davis's criteria, the method of interpreting the correlative coefficients (R) showed as follows:

<b>Correlative coefficients (R)</b>	Level of correlation
0.01-0.09	Very weak
0.10-0.29	Weak
0.30-0.49	Moderate
0.50-0.69	Strong
0.70 or above	Very strong

## **3.4 Testing Instrument**

The author tested the validity and reliability of the developed questionnaire as follows.

#### 3.4.1 Validity testing.

The author tested the content validity of the developed questionnaire by asking for advisors' assistance. Each item of the questionnaire was checked for content validity that met the study objective. After advisors' review, the author revised the questionnaire further. After that, the author tested IOC or the index of congruence that five experts checked overall questionnaire appropriateness, the results received 0.86.

## 3.4.2 Reliability testing.

The author tested reliability of measurement of 40 copies of the questionnaire by using the formula of Cronbach's Alpha (Cronbach, 1951) which was analyzed by using Statistic Package for the Social Science program to test the reliability of the instrument. Alpha equals to 0.762 which was greater than 0.7 (Nunnaly, 1978). It means that the questionnaire was acceptable reliability coefficient.

#### 3.5 Data collection

The following were the methods of data collection.

#### 3.5.1 Primary data

The author used the survey from the questionnaire completed by the samples in the area of the study. Moreover, the primary data was from surveyings as well as data service of Maha Sarakham Province.

#### 3.5.2 Secondary data

The author studied, gathered related data and research as guidelines to develop the comprehensive content questionnaire. The author designed and distributed the certain amount of questionnaire. The responded questionnaires were checked for the completeness in order to analyze data further.

## 3.6 Data analysis

The author verified the validity of the questionnaire and statistically analyzed data by using a software program of Statistic Package for the Social Science (SPSS).

#### 3.7 Statistics

The author used the following statistics to analyze data.

- 1) Data on personal characteristics and behaviors of visiting entertainment venues were analyzed through frequency distribution and percentage.
- 2) Data on 7P's Marketing Mix and customer's decision-making on choosing entertainment venues in Maha Sarakham Province were analyzed through mean ( $\overline{X}$ ) and standard deviation (S.D.).
- 3) Independent and dependent variables were compared through Independent Sample t-test (analysis of difference in means) for two independent variables and One Way ANOVA and F-test (one-way analysis of variance) for more than 2 independent variables. If the result was statistically significant, the difference between two means would have tested at a statistic significant level of 0.05 by using Scheffe's test according to hypothesis 1.
- 4) Hypothesis 2, testing the relationship between marketing mix factors and choosing decision-making of entertainment. The Multiple Linear Regression Analysis is therefore used.

# CHAPTER 4 RESEARCH FINDINGS

The analyzed data including Personal characteristics data, Marketing Mix factors affecting customers' decision-making on choosing entertainment venues Data, Decision-making of customers on choosing entertainment venues Data, Customers' behaviors of visiting entertainment venues Data, and Hypothesis testing results, are presented in this chapter as follows.

#### 4.1 Personal characteristics data

The sample of this study is 400 customers of entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. Personal characteristics data obtained from questionnaires was analyzed and presented in the following tables.

Table 4.1 Personal characteristic Data Classified by Gender

Gender	Frequency	Percent
Male	247	61.8
Female	153	38.3
Total	400	100.0

Findings from Table 4.1 revealed that major group of respondents gender were male (61.8%) and follows by female (38.3%).

Table 4.2 Personal characteristic Data Classified by Age

Age	Frequency	Percent
Below 20 years	78	19.5
20-25 years	116	29.0
26-29 years	72	18.0
30-35 years	62	15.5

 Table 4.2 Personal characteristic Data Classified by Age (Cont.)

Age	Frequency	Percent
36 years or above	72	18.0
Total	400	100.0

Findings from Table 4.2 revealed that major group of respondents age were 20-25 years (29.0%), follows by below 20 years (19.5 %), 26-29 years and 36 years or above (18.0 %), 30-35 years (15.5%) respectively.

Table 4.3 Personal characteristic Data Classified by Marital Status

Marital Status	Frequency	Percent
Single	141	35.3
Married	91	22.8
In a relationship	142	35.5
Divorced	26	6.5
Total	400	100.0

Findings from Table 4.3 revealed that major group of respondents' marital status were in a relationship (35.5%), follows by single (35.3%), married (22.8%), and divorced (6.5%), respectively.

Table 4.4 Personal characteristic Data Classified by Educational Background

Educational Background	Frequency	Percent
Primary School	42	10.5
Secondary School	88	20.0
Diploma	137	34.3
Bachelor's degree	115	28.8
Above Bachelors' degree	18	4.5
Total	400	100.0

Findings from Table 4.4 revealed that major group of respondents' educational background were diploma (34.3%), follows by bachelors' degree (28.8%), secondary

school (20.0%), primary school (10.5%), and above bachelors' degree 4.5%), respectively.

Table 4.5 Personal characteristic Data Classified by Occupation

Occupation	Frequency	Percent 31.3	
Student	125		
Housekeeper	16	4.0	
Government Officer	104	26.0	
Business owner	55	13.8	
Private Company Officer	64	16.0	
Farmers	36	9.0	
Total	400	100.0	

Findings from Table 4.5 revealed that major group of respondents' occupation were student (31.3%), follows by government Officer (26.0%), private company officer (16.0%), business owner (13.8%), farmers (9.0%), and housekeeper (4.0%), respectively.

Table 4.6 Personal characteristic Data Classified by Source of Income

Source of Income	Frequency	Percent	
Family	130	26.2	
Student Loan	30	6.0	
Work	336	67.7	
Total	400	100.0	

Findings from Table 4.6 received 496 answers in total and revealed that major group of respondents' Source of Income were from work (67.7%), follows by family (26.2%), and student loan (6.0%), respectively.

**Table 4.7** Personal characteristic Data Classified by Income Level (Per month)

Income/Month	Frequency	Percent
Below 5,000 bath	60	15.0
5,001-10,000 bath	72	18.0
10,001-15,000 bath	86	21.5
15,001-20,000 bath	98	24.5
Above 20,000 bath	84	21.0
Total	400	100.0

Findings from Table 4.5 revealed that major group of respondents' Income Level were 15,001-20,000 bath (24.5%), follows by 10,001-15,000 bath (21.5%), Above 20,000 bath (21.0%), 5,001-10,000 bath (18.0%), and Below 5,000 bath (15.0%), respectively.

It could be concluded that majority of respondents were male aged 20-25 in a relationship. They were students, having diploma education, source of income was working, and income per month was 15,001-20,000 baht.

## 4.2 Marketing Mix factors affecting customers' decision-making Data

**Table 4.8** Mean and Standard Deviation of Marketing Mix factors affecting customers' decision-making on choosing entertainment venues.

Marketing Mix Factors	$\overline{X}$	S.D.	Level
Product/Service	3.04	.40	Moderate
Price	3.57	.52	High
Place	3.31	.31	Moderate
Promotion	3.30	.34	Moderate
People	3.31	.44	Moderate
Physical Environment	3.35	.38	Moderate
Process	3.49	.35	High
Total	3.34	.16	Moderate

Findings from Table 4.8 revealed that Marketing Mix factors affecting customers' decision-making on choosing entertainment venues in the area of Maha Sarakham Municipality, Maha Sarakham Province in the over view was Moderate ( $\overline{X} = 3.34$ ), considering each side by a sort of average, it showed that the majority of Marketing Mix factors affecting customers' decision-making towards entertainment venues was Price ( $\overline{X} = 3.57$ ), follows by Process ( $\overline{X} = 3.49$ ), Physical Environment ( $\overline{X} = 3.35$ ), Place ( $\overline{X} = 3.31$ ), respectively, and the lowest average was Product/Service ( $\overline{X} = 3.04$ )

**Table 4.9** Mean and Standard Deviation of Product/Service factor affecting customers' decision-making on choosing entertainment venues.

	Product/Service	$\overline{X}$	S.D.	Level
1.	Place Reputation	3.51	.58	High
2.	Suitable light and sound system	3.15	.56	Moderate
3.	Offering WI-FI internet	3.09	.62	Moderate
4.	Varieties of entertainment service	2.73	.83	Moderate
5.	Tasty food	3.13	.54	Moderate
6.	Fresh food	2.87	.69	Moderate
7.	New menu updated	3.16	.73	Moderate
8.	Music Quality	2.68	.77	Moderate
9.	Band Quality	3.08	.56	Moderate
	Total	3.04	.40	Moderate

Findings from Table 4.9 revealed that Product/Service was Moderate ( $\overline{X}$  = 3.04), considering each side by a sort of average, it showed that the majority was place reputation ( $\overline{X}$  = 3.51), follows by new menu updated ( $\overline{X}$  = 3.16), suitable light and sound system ( $\overline{X}$  = 3.15), tasty food ( $\overline{X}$  = 3.13), respectively, and the lowest average was Music Quality ( $\overline{X}$  = 2.68)

**Table 4.10** Mean and Standard Deviation of Price factor affecting customers' decision-making on choosing entertainment venues.

		Price	$\overline{X}$	S.D.	Level
1.	Food	s are reasonable price	3.59	1.01	High
2.	Drink	as are reasonable price	3.49	.88	High
3.	Servi	ce charge is reasonable price	3.61	.61	High
4.	Reaso	onable prices comparing	3.49	.91	High
	betwe	een the places			
5.	Offer	ring good price to membership	3.58	.64	High
6.	Givin	g discount on special occasions	3.65	.96	High
7.	Price	s are worthy for service perception	3.54	.89	High
		Total	3.57	.52	High

Findings from Table 4.10 revealed that Price was high ( $\overline{X} = 3.57$ ) considering each side by a sort of average, it showed that the majority was Giving discount on special occasions ( $\overline{X} = 3.65$ ), follows by Service charge was reasonable price ( $\overline{X} = 3.61$ ), Foods are reasonable price ( $\overline{X} = 3.59$ ), Offering good price to membership ( $\overline{X} = 3.58$ ), respectively, and the lowest average were Drinks are reasonable price and Reasonable prices comparing between the places ( $\overline{X} = 3.49$ ).

**Table 4.11** Mean and Standard Deviation of Place factor affecting customers' decision-making on choosing entertainment venues.

	Place	$\overline{X}$	S.D.	Level
1.	Place is accessible	3.56	.64	High
2.	Nice atmosphere	3.08	.55	Moderate
3.	Well-decorated place	2.95	.59	Moderate
4.	There is enough parking area	2.68	.78	Moderate
5.	Offering VIP parking area	3.21	.54	Moderate
6.	Stylish place	3.81	.66	High
7.	Clean place	3.88	.83	High
	Total	3.31	.31	Moderate

Findings from Table 4.11 revealed that Place was moderate ( $\overline{X}$  = 3.31), considering each side by a sort of average, it showed that the majority was Clean place ( $\overline{X}$  = 3.88), follows by stylish place ( $\overline{X}$  = 3.81), place was accessible ( $\overline{X}$  = 3.56), offering VIP parking area ( $\overline{X}$  = 3.21), respectively, and the lowest average was there is enough parking area ( $\overline{X}$  = 2.68).

**Table 4.12** Mean and Standard Deviation of Promotion factor affecting customers'decision-making on choosing entertainment venues.

	Promotion	$\overline{X}$	S.D.	Level
1.	Promoting through internet	3.59	.74	High
2.	Promoting through radio	3.93	.84	High
3.	Promoting through poster and newspaper	3.47	.88	High
4.	Offering happy hour before 8 PM	3.57	.79	High
5.	Giving a discount to new memberships	3.62	.92	High
6.	Having sweepstakes during special occasions	2.61	.73	Moderate
7.	Giving a discount for food	2.96	.46	Moderate
8.	Giving a gift voucher to memberships	2.70	.59	Moderate
	Total	3.30	.34	Moderate

Findings from Table 4.12 revealed that Promotion was moderate ( $\overline{X}$  = 3.30), considering each side by a sort of average, it showed that the majority was Promoting through radio( $\overline{X}$  = 3.93), follows by Giving a discount to new membership( $\overline{X}$  = 3.62), Promoting through internet ( $\overline{X}$  = 3.59), Offering happy hour before 8 PM ( $\overline{X}$  = 3.57), respectively, and the lowest average was there is Having sweepstakes during special occasions ( $\overline{X}$  = 2.61).

**Table 4.13** Mean and Standard Deviation of People factor affecting customers' decision-making on choosing entertainment venues.

People	$\overline{X}$	S.D.	Level
1. Staff are polite	3.29	.73	Moderate
2. Fast service	2.64	.80	Moderate

**Table 4.13** Mean and Standard Deviation of People factor affecting customers' decision-making on choosing entertainment venues (Cont.)

	People	$\overline{X}$	S.D.	Level
3.	Staff have service mind	3.02	.45	Moderate
4.	Properly dressed staff	3.61	1.00	High
5.	Staff are able to explain food and drink menu	3.51	.89	High
6.	Staff are active to work	3.58	.64	High
7.	Staff talk nicely and politely	3.50	.93	High
	Total	3.31	.44	Moderate

Findings from Table 4.13 revealed that People was moderate ( $\overline{X} = 3.31$ ), considering each side by a sort of average, it showed that the majority was properly dressed staff ( $\overline{X} = 3.61$ ), follows by Staff are active to work( $\overline{X} = 3.58$ ), Staff are able to explain food and drink menu ( $\overline{X} = 3.51$ ), Staff talk nicely and politely ( $\overline{X} = 3.50$ ), respectively, and the lowest average was Fast service ( $\overline{X} = 2.64$ ).

**Table 4.14** Mean and Standard Deviation of Physical Environment factor affecting customers' decision-making on choosing entertainment venues.

	Physical Environment	$\overline{X}$	S.D.	Level
1.	There is air convenient system	3.57	.60	High
2.	Clean toilet	3.57	.96	High
3.	Comfortable chairs	3.44	.92	High
4.	Spacious comfortable place	3.45	.70	High
5.	Place exterior looks spectacular.	3.05	.44	Moderate
6.	Cozy place	3.01	.67	Moderate
	Total	3.25	.38	Moderate

Findings from Table 4.14 revealed that Physical environment was moderate  $(\overline{X} = 3.25)$ , considering each side by a sort of average, it showed that the majority were There is air convenient system and clean toilet  $(\overline{X} = 3.57)$ , follows by Spacious comfortable place  $(\overline{X} = 3.45)$ , Comfortable chairs  $(\overline{X} = 3.44)$ , respectively, and the lowest average was Cozy place  $(\overline{X} = 3.01)$ 

**Table 4.15** Mean and Standard Deviation of Process factor affecting customers' decision-making on choosing entertainment venues.

	Process	$\overline{X}$	S.D.	Level
1.	Online reservation for VIP room	2.68	.73	Moderate
2.	Bill calculation is correct, fast, and precise	3.15	.48	Moderate
3.	There is a good coordination teamwork staff	3.85	.72	High
4.	Greetings and welcoming guest is excellent	3.84	.84	High
5.	Services meet customers' needs	3.59	.74	High
6.	Excellent facilities	3.86	.85	High
	Total	3.49	.88	High

Findings from Table 4.15 revealed that Process was high ( $\overline{X}$  = 3.49), considering each side by a sort of average, it showed that the majority was Excellent facilities ( $\overline{X}$  = 3.86), follows by There is a good coordination system ( $\overline{X}$  = 3.85), Greetings and welcoming guest is excellent ( $\overline{X}$  = 3.84), Services meet customers' needs ( $\overline{X}$  = 3.59), respectively, and the lowest average was Online reservation for VIP room ( $\overline{X}$  = 2.68).

## **4.3 Decision-making of customers' on choosing entertainment venues Data Table 4.16** Mean and Standard Deviation of Decision-making of customers' on

choosing entertainment venues.

Deci	sion-making on choosing entertainment venues	$\overline{X}$	S.D.	Level
1.	Decision-making on choosing the well-known place	3.44	.89	High
2.	Decision-making on choosing the place that staff have service mind	3.56	.82	High
3.	Decision-making on choosing the place that many people have visited	3.59	.59	High
4.	Decision-making on choosing the place that having promotions	3.69	.70	High
5.	Decision-making on choosing the place of service and food that has good review in overall	3.66	.75	High

**Table 4.16** Mean and Standard Deviation of Decision-making of customers' on choosing entertainment venues (Cont.)

Deci	sion-making on choosing entertainment venues	$\overline{X}$	S.D.	Level
6.	Decision-Making on choosing the place that is	3.34	.73	Moderate
	advertised through various channels of information			
7.	Decision-Making on choosing entertainment place	2.98	.48	Moderate
	because of friends' decision			
8.	Decision-Making on choosing entertainment place	3.16	.72	Moderate
	from the last impression			
9.	Decision-Making on choosing the clean and nice	3.41	.84	High
	atmosphere place			
10.	Decision-Making on choosing entertainment place	3.26	.74	Moderate
	from music genre			
	Total	3.41	.30	High

Findings from Table 4.16 revealed that Decision-making of customers' on choosing entertainment venues was high ( $\overline{X} = 3.41$ ), considering each side by a sort of average, it showed that the majority was Decision-Making on choosing the place that having promotions ( $\overline{X} = 3.69$ ), follows by Decision-Making on choosing the place of service and food that has good review in overall ( $\overline{X} = 3.66$ ), Decision-Making on choosing the place that many people visited ( $\overline{X} = 3.59$ ), and Decision-making on choosing the place that staff have service mind ( $\overline{X} = 3.56$ ), respectively, and the lowest average was Decision-Making on choosing entertainment place because of friends' decision ( $\overline{X} = 2.98$ )

## 4.4 Customers' behavior of visiting entertainment venues Data

**Table 4.17** Number and Percentage of Respondents toward Type of Entertainment

Entertainment Type	Frequency	Percent
Beer Bar	104	26.0
Discotheque	15	3.8

**Table 4.17** Number and Percentage of Respondents toward Type of Entertainment (Cont.)

Entertainment Type	Frequency	Percent
Karaoke Bar	91	22.5
Live music Restaurant	190	47.5
Total	400	100.0

Findings from Table 4.17 revealed that major group of respondents went to Live music Restaurant the most (47.5%), follows by Beer Bar (26.0%), Karaoke Bar (22.5%), and Discotheque (3.8%), respectively.

 Table 4.18 Number and Percentage of Respondents toward Frequency of visiting

 entertainment venues

Frequency of Visiting	Frequency	Percent
Once a week	42	10.5
Several times a week	169	42.3
1-2 times a month	164	41.0
Less than Once a month	25	6.3
Total	400	100.0

Findings from Table 4.18 revealed that major group of respondents liked to visit the entertainment venues Several times a week (42.3%), follows by 1-2 times a month (41.0%), once a week (10.5%), and Less than once a month (6.3%), respectively.

**Table 4.19** Number and Percentage of Respondents toward Time of visiting entertainment venues

Time	Frequency	Percent
19.30-21.30 PM.	175	43.8
21.31-23.00 PM.	26	6.5
23.01-24.30 PM.	162	40.5

**Table 4.19** Number and Percentage of Respondents toward Time of visiting entertainment venues (Cont.)

Time	Frequency	Percent
24.31-02.00 AM.	37	9.3
Total	400	100.0

Findings from Table 4.19 revealed that major group of respondents liked to visit the entertainment venues at 19.30-21.30 PM. (43.8%), follows by 23.01-24.30 PM. (40.5%), 24.31-02.00 AM. (9.3%), and 21.31-23.00 PM. (6.5%), respectively

**Table 4.20** Number and Percentage of Respondents toward The cost of visiting entertainment venues

Cost	Frequency	Percent
100-500 baht	145	36.3
501-750 baht	69	17.3
751-1,000 baht	167	41.8
Above 1,000 baht	19	4.8
Total	400	100.0

Findings from Table 4.20 revealed that major group of respondents spent money on going entertainment venues per night 751-1,000 baht (41.8%), follows by 100-500 baht (36.3%), 501-750 baht (17.3%), and Above 1,000 baht (4.8%), respectively.

 Table 4.21 Number and Percentage of Respondents toward whom you go with to

 entertainment venues

Whom you go with	Frequency	Percent
Alone	25	6.3
Friends	132	33.0
Lover	144	36.0

**Table 4.21** Number and Percentage of Respondents toward whom you go with to entertainment venues (Cont.)

	Whom you go with	Frequency	Percent
Family		99	24.8
	Total	400	100.0

Findings from Table 4.21 revealed that major group of respondents liked to go to entertainment venues with their lovers (36.0%), follows by friends (33.0%), family (24.8%), and alone (6.3%), respectively.

 Table 4.22 Number and Percentage of Respondents toward Activity of frequent

 entertainment venues

Activity	Frequency	Percent
Singing a song	55	13.8
Dancing	29	7.3
Drinking	73	18.3
Listening to the music	129	32.3
Talking with friends	114	28.5
Total	400	100.0

Findings from Table 4.22 revealed that major group of respondents liked to listen to the music the most when they go to entertainment venues (36.0%), follows by Talking with friends (28.5%), drinking (18.3%), singing a song (13.8%), and dancing (7.3%), respectively.

**Table 4.23** Number and Percentage of Respondents toward The cause of frequent entertainment venues

Cause	Frequency	Percent
Group Meeting	65	16.3
Special Occasions	12	3.0

**Table 4.23** Number and Percentage of Respondents toward The cause of frequent entertainment venues (Cont.)

Cause	Frequency	Percent
Relaxing	95	23.8
Invited by a friend	117	29.3
Dating	111	27.8
Total	400	100.0

Findings from Table 4.23 revealed that major group of respondents liked to go to entertainment venues because of friends invited them (29.3%), follows by dating (27.8%), relaxing (23.8%), meeting (16.3%), and occasions (3.0%), respectively.

Table 4.24 Number and Percentage of Respondents toward Song genre

Song Genre	Frequency	Percent
Thai song	300	36.7
Thai Country song	331	40.5
Northeastern-style song	158	19.3
International song	28	3.4
Chinese song	-	-
Total	400	100.0

Findings from Table 4.24 received 817 answers in total and revealed that major group of respondents listening to Thai Country song (40.5%), follows by Thai song (36.7%), Northeastern-style song (19.3%), and International song (3.4%), respectively.

**Table 4.25** Number and Percentage of Respondents toward Type of drinks

Drink	х Туре	Frequency	Percent
Whisky		80	20.0
Beer		118	29.5

Table 4.25 Number and Percentage of Respondents toward Type of drinks (Cont.)

Drink Type	Frequency	Percent
Spy Wine Cooler	89	22.3
Tea	34	8.5
Still Water	8	2.0
Soft drink	71	17.8
Total	400	100.0

Findings from Table 4.25 revealed that major group of respondents liked to drink Beers (29.5%), follows by Spy Wine Cooler (22.3%), Whisky (20.0%), Tea (8.5%), and Still Water (2.0%), respectively.

Table 4.26 Number and Percentage of Respondents toward Type of food

Type of food	Frequency	Percent
Snack	99	24.8
Fast food	28	7.0
European food	17	4.3
Northeastern-style food	194	48.5
Thai food	62	15.5
Total	400	100.0

Findings from Table 4.26 revealed that major group of respondents liked to order Northeastern-style food most (48.5%), follows by Spy Snack (24.8%), Thai food (15.5%), Fast food (7.0%), and European food (4.3%), respectively.

**Table 4.27** Number and Percentage of Respondents toward Price comparison between the places of entertainment venues

Price Comparison	Frequency	Percent
Yes	285	71.3
No	115	28.8
Total	400	100.0

Findings from Table 4.27 revealed that major group of respondents agreed "Yes" for comparing the prices between places before they made a decision on choosing entertainment venues (71.3%), and "No" (28.8%).

**Table 4.28** Number and Percentage of Respondents toward The channel of information of entertainment venues

Channel of Information	Frequency	Percent	
Television	39	9.8	
Brochure	68	17.0	
Radio	41	10.3	
Poster	136	34.0	
Internet	116	29.0	
Total	400	100.0	

Findings from Table 4.28 revealed that major group of respondents got to know entertainment places from Poster (34.0%), follows by Internet (29.0%), Brochure (17.0%), Radio (10.3%), and Television (9.8%), respectively.

Based on tables of studying customer's behavior of entertainment users in Maha Sarakham Municipality, Maha Sarakham Province. It could be concluded that majority of the respondents' behavior preferred Live Music Restaurant, often frequent entertainment venues several times a week with their lovers at the time around 19.30-21.30 PM. For visiting, the cost of visiting was starting from 751-1,000 Baht. The common activity for customers when they go to venues was to listen to the music. The cause of frequent was that they were invited by their friends. The music genre that they like to listen the most was mostly Thai Country song, which is local music. For drinking behavior showed that Beer was the most preferable drink. The majority of customers liked to compare that price between different places before using the entertainment service and making a decision on choosing the venues, and the channel of information was advertising from poster.

#### 4.5 Hypothesis testing results

The author studied the results of factors affecting customers' decision-making on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province classified by Personal Characteristics including gender, age, marital status, educational background, occupation, source of income, and income level. In this study, the author used t-test and F-test according to hypothesis one.

## By Gender

Factors affecting the dicision-making of customers who have different gender on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

Hol: Customers of entertainment venues with different gender are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

H1: Customers of entertainment venues with different gender are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by T-test, to show the difference of two variables including male and female.

**Table 4.29** Result of Factors affecting customers' decision-making on choosing entertainment venues classified by Gender

Gender	Number	$\overline{X}$	S.D.	t	Sig.
Male	247	3.43	.28	.1805	.022*
Female	153	3.37	.32		

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.29 illustrated that the rejection of the null hypothesis and accepted the hypothesis which stated that Customers of entertainment venues with different gender are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.022.

#### By Age

Factors affecting the decision-making of customers who have different age on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

*Ho1:* Customers of entertainment venues with different age are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

H1: Customers of entertainment venues with different age are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of age.

**Table 4.30** Result of Factors affecting customers' decision-making on choosing entertainment venues classified by Age

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.012	4	.003	.330	.998*
Within Groups	36.765	395	.093		
Total	36.778	399			

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.30 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different age are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.998.

## **By Marital Status**

Factors affecting the decision-making of customers who have different marital status on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

*Ho1:* Customers of entertainment venues with different marital status are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

H1: Customers of entertainment venues with different marital status are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of Marital Status.

 Table 4.31 Result of Factors affecting customers' decision-making on choosing

 entertainment venues classified by Marital Status

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	.030	3	.010	.108	.955*	
Within Groups	36.747	396	.093			
Total	36.777	399			•	

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.31 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different marital status are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.955.

#### **By Educational Background**

Factors affecting the decision-making of customers who have different educational background on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

*Ho1:* Customers of entertainment venues with different educational background are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

H1: Customers of entertainment venues with different educational background are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of Educational Background.

**Table 4.32** Results of Factors affecting customers' decision-making on choosing entertainment venues classified by Educational Background

	ANOVA				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.017	4	.004	.047	.996*
Within Groups	36.760	395	.093		
Total	36.777	399		7	

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.32 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different educational background are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.996.

#### **By Occupation**

Factors affecting the decision-making of customers who have different occupation on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

Hol: Customers of entertainment venues with different occupation are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

H1: Customers of entertainment venues with different occupation are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of Occupation.

**Table 4.33** Results of Factors affecting customers' decision-making on choosing entertainment venues classified by Occupation.

	ANOVA				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.107	5	.021	.231	.949*
Within Groups	36.670	394	.093		
Total	36.777	399	7 /	7	

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.33 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different occupation are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.949.

## By Source of Income

Factors affecting the decision-making of customers who have different source of income on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

- Hol: Customers of entertainment venues with different source of income are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.
- H1: Customers of entertainment venues with different source of income are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of Source of Income.

**Table 4.34** Results of Factors affecting customers' decision-making on choosing entertainment venues classified by Source of Income.

	A	NOVA	<b>L</b>		
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.043	3	.014	.154	.927*
Within Groups	36.735	396	.093		
Total	36.778	399			

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.34 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different source of income are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.927.

### By Income Level

Factors affecting the decision-making of customers who have different income level on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

- Ho1: Customers of entertainment venues with different income level are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.
- H1: Customers of entertainment venues with different income level are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province.

The table below was the result tested by F-test, to show the difference of more than two variables or groups of Income Level.

**Table 4.35** Result of Factors affecting customers' decision-making on choosing entertainment venues classified by Income Level

		ANO	VA		
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.143	4	.036	.383	.821*
Within Groups	36.635	395	.093		
Total	36.778	399			

<sup>\*</sup>Significant at or below 0.05 level

Findings from Table 4.35 illustrated that the results accepted the null hypothesis which stated that Customers of entertainment venues with different income level are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The significant level was at 0.821.

According to hypotheses testing one, the difference of variables was tested by T-test and F-test, the null hypothesis mentioned that customers of entertainment venues with different personal characteristics including gender, age, marital status, occupation, educational background, source of income, and income level are different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. And the alternative hypothesis, stated as making the rejection of the null hypothesis.

From the results on tables above, it could be concluded that personal characteristics factors including age, marital status, educational background, occupation, source of income, income level are not different when customers making a decision on choosing entertainment venues in Maha Sarakham Municipality.

Therefore, only gender that makes the rejection of the null hypothesis, it means that the customers with different gender are different when then they decide to choose the venues or making a decision on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province.

**Table 4.36** Coefficients<sup>a</sup> of the marketing mix related to the customers' decision-making on choosing entertainment venues

Coefficients <sup>a</sup>							
Unstandardized Coefficients Standardized							
Model			Coefficients	t	Sig.		
1	В	Std. Error	Beta				
(Constants)	4.026	.326		12.337	.000		
Product/Service	032	.038	043	838	.403		
Price	.027	.029	.047	.945	.345		
Place	124	.048	128	-2.598	.010		
Promotion	029	.043	033	670	.503		
People	041	.040	060	-1.029	.304		
Physical	135	.046	170	-2.927	.004		
Environment							
Process	.137	.042	.161	3.279	.001		

<sup>\*</sup>Significant at or below 0.05 level

It can be said that factors of marketing mix that had an impact on customers' decision-making are namely: place, physical environment, process at the significant level of 0.05.

From the table 4.36, the presence of a statistically significant standard and non-standard coefficient of linear regression equation on independent variable "place" as the value of t = -2.598 with a statistically significant of 0.010 ,which is lower than 0.05. It shows that the rejection of null hypotheses Ho2 and accept the H2 stated that there is a significant relationship between 7P's Marketing Mix "place" factors and the decision-making of customers on choosing places of entertainment which its value amounted to = -.128, and non-standard = -.124.

As well as the presence of a statistically significant standard and non-standard coefficient of linear regression equation on independent variable "physical environment", as the value of t = -2.927 with a statistically significant level of .004, which is lower than 0.05. It shows that the rejection of null hypotheses Ho2 and accept the H2 stated that there is a significant relationship between 7P's Marketing Mix "physical environment" factors and the decision-making of customers on

choosing places of entertainment which its value amounted to = -.170, and non-standard = -.135.

As it turns out on the table 4.36, the presence of a statistically significant standard and non-standard coefficient of linear regression equation on independent variable "process" as the value of t=3.279 with a statistically significant level of 0.001, which is lower than 0.05. It shows that the rejection of null hypotheses Ho2 and accept the H2 stated that there is a significant relationship between 7P's Marketing Mix "process" actors and the decision-making of customers on choosing places of entertainment which its value amounted to = .161, and non-standard = .137.

The rest of marketing mix, including product/service, price, promotion, and people accept null hypotheses *Ho2*, stated that there is no significant relationship between 7P's Marketing Mix (product/service, price, promotion, and people) and the decision-making of customers on choosing places of entertainment.

**Table 4.37** Model Summary of the marketing mix related to the customers' decision-making on choosing entertainment venues

			Model Summary	
Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate
1	0.290 <sup>a</sup>	0.084	0.068	0.29314

Based on the above table, it can be seen that the correlative coefficient (R) was calculated to = 0.290, indicating as weak positive relationship between independent variables which were marketing mix factors and dependent variable that was decision-making of customers on choosing entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. The coefficient of determination (R2) was calculated to = 0.084 and the adjusted coefficient of determination (Adjusted R2) was calculated to = 0.068, which showed that the combined independent variables has been able to explain = 8.4% of the total variation that happened changes in the dependent variable. The remainder of = 91.6% of total variation was attributed to other factors. The R squared value of the column shows a value of = 0.084, which

means that contribution of the relationship marketing mix variables consists of product/service, price, promotion, place, people, physical environment, and process to consumer's decision-making on choosing entertainment venues is 8.4%, and the rest is influenced by other variables not included in this research model.

According to the result of Linear Regression Analysis, it can be concluded that marketing mix factors including place, physical environment, and process were related to customers' decision-making on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province at the significant level of 0.05.



### **CHAPTER 5**

### CONCLUSION, DISCUSSIONS & RECOMMENDATION

### 5.1 Summary & Conclusion of findings

This study aimed 1) to study the personal characteristics and the marketing mix that affect the decision-making of customers on choosing entertainment venues; 2) to compare the difference of customers on choosing entertainment venues classified by personal characteristics; 3) to investigate the relationship between marketing mix factors and decision- making of customers on choosing entertainment venues; and 4) to explore the behaviors of customers on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province. The samples were 400 customers of entertainment venues in stated area. This research used a survey questionnaire to collect the data, and eventually were analyzed by SPSS program showing through frequency distribution, percentage, mean  $(\overline{X})$  and standard deviation (S.D.), meanwhile t-test, F-test ANOVA test, and Multiple Linear Regression were employed to test hypotheses. The results showed as follows:

### **5.1.1** Personal Characteristics Data

The result showed that majority of the respondents were male aged 20-25 in a relationship, and student having diploma education. For source of income was working the most, and income per month was 15,001-20,000 baht.

# 5.1.2 Marketing Mix factors affecting customers' decision-making on choosing entertainment venues Data

The Marketing Mix factors affecting customers' decision-making on choosing entertainment venues in the area of Maha Sarakham Municipality, Maha Sarakham Province in the over view was moderate, considering each side by a sort of average, it showed that the majority of Marketing Mix factors affecting customers' decision-making towards entertainment venues was Price, follows by Process, Physical Environment, Place, respectively, and the lowest average was Service.

Product/Service factor was moderate, considering each side by a sort of average, it showed that the majority was place reputation, follows by new menu updated, suitable light and sound system, tasty food, respectively, and the lowest average was Music Quality.

Price factor was high, considering each side by a sort of average, it showed that the majority was Giving discount on special occasions, follows by Service charge is reasonable price, Foods are reasonable price, Offering good price to membership, respectively, and the lowest average were Drinks are reasonable price and Reasonable prices comparing between the places.

Place factor was moderate, considering each side by a sort of average, it showed that the majority was Clean place, follows by stylish place, place is accessible, offering VIP parking area, respectively, and the lowest average was there is enough parking area.

Promotion factor was moderate, considering each side by a sort of average, it showed that the majority is Promoting through radio, follows by Giving a discount to new membership, Promoting through internet, Offering happy hour before 8 PM, respectively, and the lowest average is there is Having sweepstakes during special occasions.

People factor was moderate, considering each side by a sort of average, it showed that the majority was properly dressed staff, follows by Staff are active to work, Staff are able to explain food and drink menu, Staff talk nicely and politely, respectively, and the lowest average was Fast service.

Physical environment factor was moderate, considering each side by a sort of average, it showed that the majority are statement mentioned that there is air convenient system and clean toilet, follows by spacious comfortable place, Comfortable chairs, respectively, and the lowest average was Cozy place.

Process factor was high, considering each side by a sort of average, it showed that the majority was Excellent facilities, follows by There is a good coordination system, Greetings and welcoming guest is excellent, Services meet customers' needs, respectively, and the lowest average was Online reservation for VIP room.

### 5.1.3 Customers' behaviors of visiting entertainment venues Data

The majority of respondents preferred Live Music Restaurant, normally frequent Several times a week with their lovers at the time around 19.30-21.30 PM. The cost of visiting was starting from 751-1,000 Baht. The activity for customer was listening to the music, cause of frequent was that they were invited by friends. The music genre was mostly Thai Country song. The majority of customers liked to compare price between places before using the entertainment service, and the channel of information was advertising from poster.

### **Hypotheses Testing Results**

- 1. The results accepted the null Hypothesis (*Ho1*) which stated that Customers of entertainment venues with different personal characteristics (age, marital status, educational background, occupation, source of income and income level) are not different when deciding to choose entertainment places in Maha Sarakham Municipality, Maha Sarakham Province. Only gender that was different when making a decision on choosing entertainment venues in Maha Sarakham.
- 2. 7P's Marketing Mix factors namely; place, physical environment, and process had an impact on decision-making of customers on choosing entertainment at the significant level of 0.05.

#### **5.2 Discussions**

The results of this research showed that customers with demographic variables, including age, marital status, educational background, occupation, source of income and income level were not different when making a decision on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province, except gender, which was different when making a decision.

In terms of customer behavior, the results showed that the most visited places were live music restaurants; the sample visited the places several times a week; the sample visited the places since 7.30 pm to 9.30 pm.; the sample paid 751-1,000 baht per time. They went to the places with their lovers; the most common activity at entertainment places was listening to the music. The reason of visiting the

entertainment places was being invited by friends. Most of the sample preferred Thai country music. Their favorite drinks were beer, their favorite food was Northeasternstyle food. Before they went the entertainment venues, they have done price comparison between places. Most of the sample knew the information from the poster. Those results were consistent with the study of Danu Satitmetakul (2007), studying "Marketing mix factors influencing customers' decision making when choosing nightclubs in Meuang district, Chiang Mai province". That research stated that, most of the respondents were males; those aged 20-24 years old, single, and those graduated with bachelor's degree. They were university students and had monthly income between 5001-10,000 baht a month. They often visited Pub & Restaurant because they had meeting with friends. The most influential media was friend's suggestion. They usually went on Friday about 8.01 - 10.00 pm. They went to the nightclub once a week and spent 3-4 hours with 4-6 friends. They preferred good atmosphere area in the nightclub. They spent less than 500 baht, and 500-1,000 baht a time. After visiting, the respondents felt both so-so and better. Most of them wanted to go back again.

The results of this research showed that marketing mix factors affecting customers' decision-making on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province was rated at moderate level as seen in **Table 4.8**. By considering each aspect, it was found that the marketing mix factors affecting customers' decision making on choosing entertainment venues were (order by highest mean score to lowest mean score): price, process, physical environment, people, place, promotion, and product. Most of customers mainly considered price and wanted friendly polite and enthusiastic staffs, and good environment. Those results were consistent with the study of Wut Piyayok (2008). He studied on "Factors influencing customers' decision making when choosing nightclub in Uthai district, Phra Nakhon Si Ayutthaya province".

The research revealed that, factors influencing decision making when choosing nightclubs were product, price, people, process, and physical environment. Those factors highly affected customer's decision making. The marketing mix factor was rated at moderate level of customers' decision making. The customers who had

different occupation and accommodation had different factor when choosing nightclub at 0.05 statistical significance.

Considering by side, the research found that, price and process factors were in the high level. That might be because most of the entertainment places in Maha Sarakham Province did not provide too expensive prices which were proper for local customers, the processing management was good so other people did not know about. There have been plenty of new products every year, most of them were failed. One of the problems was there were a few people who tried the new products, or re-buy again. Nowadays, there were many competitors then target group encouragement on the products was very necessary. The reasons on trying the new products have to be provided, and also persuaded them to continue using. Therefore, the sales promotion was needed to meet these purposes fast. Those results were consistent with the study of Nol Ponchiangsa (2007). He studied on "Influencing factors on customers' decision making on nightclub in Ubon Ratchathani Municipality".

The research found that, most of the samples were male, older than 36-year old. They graduated with bachelor degree, were single, and worked as government officers, those earned 5,001-10,000 baht per month. Most of them preferred pub especially on holidays or special occasions. They went to the pub without specific days, spent 3-4 hours with friends; friends also the most influencing person on nightclub choosing. Most of them would like to listen to music, and usually did price comparison before and after visiting. The average expense was 501-1,000 baht in a time. There were 4 factors to affect nightclub choosing in Ubon Ratchathani Municipality. They were service, distribution channel (Place), physical environment, and process. Those were statistically significant related to customers' behaviors when choosing nightclubs at the 0.01 level. Those were able to predict 67% in customers' decision making when choosing nightclubs.

Moreover, the results of this research showed that service, place, promotion, people, and physical environment factors were in the moderate level. That might be because most of the entertainment venues in Maha Sarakham Province had quality, famous, and good environment for local people, and people was a significant factor for their visits again.

As seen in **Table 4.36**, the research revealed that, marketing mix, place, physical environment, and process related to decision-making of customers on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province. Those results were consistent with the study of Kalaya Kaewdee (2012), research on "Marketing mix factors and customer's behavior when choosing nightclub in Yala Municipality". The results of the research found that, the level of marketing mix (7Ps) influenced nightclub choosing in Yala Municipality was in the medium level. By considering each aspect, it was found that the high level was product with 3.51%. Others were in moderate level; people was 3.44% and place was 3.43%.

The customer's behavior on choosing nightclub in Yala Municipality was, most of them preferred karaoke for 41.25%. Not specific the amount of visiting in a week was 33.75%. They did not visit on holidays or special occasions for 41.25%. No specific day for visiting was 41.75%. They spent around 3-4 hours; 50%, with friends for 80.50%. Most of the customers did not compare the prices for 53.75%. They knew the places from their friends; 85.25%, and visited for entertainment as 22.50%. Most of them went to Nasa for 23%, and satisfaction after visiting was 53.25%.

On the characteristics of customer behavior on nightclub visiting in Yala Municipality found that, gender, age, religion, educational level, marital status, occupation, and monthly income were statistically significant related to customers' decision making when choosing nightclubs at the 0.05 level. The accommodation did not relate to nightclub visiting behavior in Yala Municipality. Marketing mix factors: Product (Service), Place, Promotion, People, Process were statistically significant related to customers' behaviors when choosing nightclubs in Yala at the 0.05 level.

#### **5.3 Recommendations**

According to the results of this study, the author would propose the recommendations by two sectors, which are Public Sector, and Private Sector. It could be as a tool for existing business to get business improved for the suitable long. They both showed as follows:

#### 5.3.1 Public Sector

The public sector has the means to limit the entertainment business, and many times it wants to do it to reduce the problem caused by alcohol. Public sector can limit the amount of places where alcohol is sold, influenced by the price by taxation and limit the hours when alcohol can be served.

As long as we admit that people will use alcohol anyway no matter what the limitations are, it is better than they do it under controlled situations. The author would recommend that the licensing to be the tool to control the usage of alcohol. By the amount of licenses, the public sector can control the entertainment venues. The licenses are admitted to respond the entrepreneurs who commit to follow the regulations. They are expected to control the age of customer, the hours of serving, and the condition of the customers. Public sector can inspect this by putting inspectors to visit the venues and check how regulations are followed.

Licensing can give the venues a chance to flourish without letting the problems of alcohol increase too much. It is the uncontrolled usage of alcohol that causes most of the social problems like violence.

The inspectors can control the hygienic situation of restaurants, kitchens, and processes of making food.

### **5.3.2** Private Sector

- 1. "Product/Service" The famous restaurant should keep its fame by choosing fresh, clean, and good raw materials. Entertainment venues places should have varieties of service as well as keeping the quality of music and band.
- 2. "Price" The price should be improved by clearly showing prices on drinks, and the price should be inexpensive when comparing to other places.
- 3. "Place" The parking lot should be adjusted and organized to be comfortable, enough. Indoor and outdoor waiting areas should be provided appropriately.
- 4. "Promotion" The promotions cannot be forgotten, including promotions on holidays. Discount should be provided for regular customers, and perhaps sometimes offer to new faces in order to stimulate customers to come back again.

- 5. "People" The people should be trained, kept standardized staff, motivated, cheerful and friendly. The people or staff is a significant factor for customers to come back again or not.
- 6. "Physical environment" The view should be developed because it is a significant factor for customers' visiting so called first impression.
- 7. "Process" The standard entertainment should be kept, fast and correct service. Also the correctness of billing should be improved because reliability is very important. The more correct bills, the more customers trust in.

### 5.4 Recommendation for further research

This research, the author has specified the sample as customers in Maha Sarakham Province. However, there are many entertainment places in other cities and provinces, they are growing and expanding. Therefore, the studies on customer research should be done on other areas too. The results might be different from customers in Maha Sarakham Municipality, Maha Sarakham Province. And can be used for marketing to meet target groups' needs.

The entertainment businesses has a high competitions, there are many new competitors trying to get market share even more. The author suggested that, the next research should be done in famous and successful tourism attractions such as Pattaya City, Bang Saen, Khao San Road, and Patong Beach, Phuket.

Moreover, social media has a lot of impact in our lives. It can offer the opportunity for people to connect globally. Professionals use social media to enhance their careers and business prospects. In the fact that owners of entertainment can use this opportunity to promote the venues through internet like facefook.

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# APPENDIX A SURVEY QUESTIONNAIRE (ENGLISH VERSION)

### **SURVEY QUESTIONNAIRE**

This questionnaire is part of a Master's Thesis entitled "The Study of factors affecting the decision-making of customers on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province".

Please fill out the following information according to your preference. Your assistance in completing the information required will be very useful for the study. Thank you for your cooperation.

Part 1 General Int	formation		
<b>Direction:</b> Please	mark $$ in the provided	d box.	
1. Gender			
	Male	Female	
2. Age			
	Below 20	20-25	26-29
	30-35	36 or above	
3. Marital Status			
	Single	Married	
	In a relationship	Divorced	
4. Educational Ba	ckground		
	Primary School	Secondary School	l Diploma
	Bachelor degree	Above Bachelor d	legree
5. Occupation			
	Student	Housekeeper	Government Officer
	Business owner	Private Company	Officer Farmer
6. Source of incom	ne (You can choose mo	ore than one)	
	Work	Family	Student Loan
7. Income level (P	er month)		
	Below 5,000®	5,001-10,000B	10,001-15,000 <sub>B</sub>
	15,001-20,000 <sub>B</sub>	Above 20,001 <sub>B</sub>	

<u>Part 2</u> Marketing mix factors affecting the choosing decision of entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province

**Direction:** Please mark  $\sqrt{}$  in the provided box. Please choose only one answer that best describes your opinion.

No.	Marketing Mix factors	5	4	3	2	1
	Product/Service					
1.	Entertainment Place Reputation					
2.	Suitable light and sound system					
3.	Offering WI-FI internet		7			
4.	Varieties of entertainment service		Ā	7		
5.	Tasty food	$\mathcal{A}$		7		
6.	Fresh food			4		
7.	New menu updated					
8.	Music Quality					
9.	Band Quality					
	Price					
10.	Foods are reasonable price					
11.	Drinks are reasonable price					
12.	Service charge is reasonable price					
13.	Reasonable prices comparing between the					
	places					
14.	Offering good price to memberships					
15.	Giving discount on special occasions					
16.	Prices are worthy for service perception					

	Place			
17.	Place is accessible			
18.	Nice atmosphere			
19.	Well-decorated place			
20.	There is enough parking area			
21.	Offering VIP parking area			
22.	Stylish place			
23.	Clean place			
	Promotion			
24.	Promoting through internet		1	
25.	Promoting through radio			
26.	Promoting through poster and newspaper			
27.	Offering happy hour before 8 PM.			
28.	Giving a discount to new memberships			
29.	Having sweepstakes during special occasions	A		
30.	Giving a discount for food			
31.	Giving a gift voucher to memberships			
	People			
32.	Staff are polite			
33.	Fast service			
34.	Staff have service mind			
35.	Properly dressed staff			
36.	Staff are able to explain food and drink menu			
37.	Staff are active to work			

38.	Staff talk nicely and politely
	Physical Environment
39.	There is air convenient system
40.	Clean toilet
41.	Comfortable chairs
42.	Spacious comfortable place
43.	Place exterior looks spectacular.
44.	Cozy place
	Process
45.	Online reservation for VIP room
46.	Bill calculation is correct, fast, and precise
47.	There is a good coordination teamwork staff
48.	Greetings and welcoming guest is excellent
49.	Services meet customers' needs
50.	Excellent facilities

# The Decision-Making of customers on choosing entertainment venues in Maha Sarakham Municipality.

**Direction:** Please mark  $\sqrt{\ }$  in the provided box. Please choose only one answer that best describes your opinion

No.	Decision-Making on choosing entertainment					
	venues in Maha Sarakham Municipality,	5	4	3	2	1
	Maha Sarakham Province					
51.	Decision-making on choosing the well-known					
	place					
52.	Decision-making on choosing the place that					
	staff have service mind					
53.	Decision-Making on choosing the place that					
	many people have visited		/			
54.	Decision-Making on choosing the place that	1				
	having promotions					
55.	Decision-Making on choosing the place of					
	service and food that has good review in					
	overall					
56.	Decision-Making on choosing the place that is					
	advertised through various channels of					
	information					
57.	Decision-Making on choosing entertainment					
	place because of friends' decision					
58.	Decision-Making on choosing entertainment					
	place from the last impression					
59.	Decision-Making on choosing the clean and					
	nice atmosphere place					
60.	Decision-Making on choosing entertainment					
	place from music genre					

## <u>Part 3</u> Customers' Behavior on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province

Dire	ection: Please mark $$ in the provided	box.
1. W	That type of entertainment venues do y	ou like the most?
	Beer bar	Discotheque
	Karaoke bar	Live music Restaurant
2. H	ow often do you go to entertainment v	venues?
	Once a week	Several times a week
	1-2 times a month	Less than Once a month
3. W	That time do you like to go to entertain	ment venues?
	7:30-9:30 PM.	9:31-11:00 PM.
	11:01 PM12:30 AM.	12:31 AM02:00 AM.
4. H	ow much do you normally pay per nig	tht when you to entertainment venues?
	100-500 <sub>₿</sub>	501-750в
	751-1,000в	Above 1,000®
5. W	Tho do you like to go with the most to	entertainment venues?
	Alone Friends	Boyfriend/Girlfriend Family
6. W	hat do you do when you go to enterta	inment places?
	Singing a song	Dancing Drinking
	Listening to music	Talking with friends
7. W	That is the cause of your visiting entert	ainment places?
	Group Meeting	Special Occasions Relaxing
	Invited by friends	Dating
8. W	hat is your favorite song genre? (You	can choose more than one)
	Thai song Thai Cou	intry song Northeastern-style song
	International song	Chinese song

9. What do you drink when you go to entertainment venues?
Whisky Beer Spy Wine Cooler
Tea Still Water Soft Drink
10. What food do you like to order when you go to entertainment places?
SnackFast food European food
Northeastern-style food Thai food
11. Have you ever compared prices between the places?
Yes No
12. How did you know the entertainment places?
Television Brochure Radio
Poster Internet
Suggestions
Thank you for your apparation to contribute to the completion of this questionneing
Thank you for your cooperation to contribute to the completion of this questionnaire

# APPENDIX B SURVEY QUESTIONNAIRE (THAI VERSION)

## แบบสอบถามการวิจัย

เรื่อง "ป้	จจัยที่มีผลต่อการตัดสินใจเลือกสถานบันเทิงของลูกค้าในเทศบาลเมืองจังหวัดมหาสารคาม"
<u>ตอนที่ 1</u>	ู แบบสอบถามข้อมูลเกี่ยวกับทางด้านส่วนบุคคล
คำแนะเ	นำ กรุณาทำเครื่องหมาย 🗸 ลงในช่อง 🔲 ที่ท่านเลือก
1.	เพศ 🔲 ชาย 🔲 หญิง
2.	อายุ
	ต่ำกว่า 20 ปี 20-25 ปี 26-29 ปี
	30-35 ปี 36 ปีขึ้นไป
3.	สถานภาพ
	โสด แต่งงาน กำลังอยู่ในความสัมพันธ์ หย่าร้าง
4.	ระดับการศึกษา
	ประถมศึกษา มัธยมศึกษา ปวช./ ปวส. อนุปริญญาตรี
	ปริญญาตรี สูงกว่าปริญญาตรี
5.	อาชีพ
	นิสิต/นักศึกษา แม่บ้าน/พ่อบ้าน ข้าราชการ/รัฐวิสาหกิจ
	ค้าขาย/ธุรกิจส่วนตัว พนักงานบริษัทเอกชน เกษตรกร
6.	ที่มาของรายได้ (เลือกได้มากกว่า 1 ข้อ)
	🔲 ทำงาน/ธุรกิจ 🔃 ครอบครัว/คู่สมรส 🔃 เงินกู้กรอ./กยส.
7.	รายได้ส่วนตัวเฉลี่ยต่อเดือน
	น้อยกว่า 5,000 บาท 5,001-10,000 บาท 10,001-15,000 บาท
	15,001-20,000 บาท 20,001 บาทขึ้นไป

# ตอนที่ 2 แบบสอบถามปัจจัยที่มีผลต่อการตัดสินใจเลือกสถานบันเทิงของลูกค้าในเทศบาลเมืองมหาสารคาม คำแนะนำ กรุณาทำเครื่องหมาย ✓ ลงในช่อง ( ) ที่ท่านเลือก

ด้านผลิตภัณฑ์/ด้านการบริการ         1.       ความมีชื่อเสียงของสถานบันเทิง         2.       ระบบแสง สี เสียงของสถานบันเทิงเหมาะสม         3.       บริการอินเตอร์เนต WI-FI อย่างทั่วถึง         4.       ความหลากหลายในการให้บริการความบันเทิง         5.       รสชาคิอาหารดี อร่อย         6.       อาหารสดใหม่         7.       มีการนำเสนอเมบูอาหารใหม่         8.       คุณภาพของวงคนตรี         9.       กุณภาพของนักร้อง         10.       ราคาเครื่องดื่มทุกประเภทเหมาะสม         11.       ราคาเครื่องดื่มทุกประเภทเหมาะสม         12.       คำเปิดไต๊ะ เปิดเหล้า สมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ						
ความมีชื่อเสียงของสถานบันเทิง     ระบบแสง สี เสียงของสถานบันเทิงเหมาะสม     บริการอินเตอร์เนต WI-FI อย่างทั่วถึง     ความหลากหลายในการให้บริการความบันเทิง     รสชาติอาหารดี อร่อย     อาหารสดใหม่     มีการนำเสนอเมนูอาหารใหม่     กุณภาพของวงคนด์รี     คุณภาพของนักร้อง     กันราคา     ราคาอาหารเหมาะสม     ราคาเครื่องดื่มทุกประเภทเหมาะสม     กำเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล     ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ	2 1	3	4	5	<b>ปัจจัยสื่อสารการตลาด</b>	ลำดับ
วะบบแสง สี เสียงของสถานบันเทิงเหมาะสม     บริการอินเตอร์เนต WI-FI อย่างทั่วถึง     ความหลากหลายในการให้บริการความบันเทิง     รสชาติอาหารดี อร่อย     อาหารสดใหม่     มีการนำเสนอเมนูอาหารใหม่     คุณภาพของวงคนตรี     คุณภาพของนักร้อง				าาร		
3. บริการอินเตอร์เนต WI-FI อย่างทั่วถึง  4. ความหลากหลายในการให้บริการความบันเทิง  5. รสชาติอาหารดี อร่อย  6. อาหารสดใหม่  7. มีการนำเสนอเมนูอาหารใหม่  8. คุณภาพของวงคนตรี  9. คุณภาพของบักร้อง    10. ราคาอาหารเหมาะสม  11. ราคาเครื่องดื่มทุกประเภทเหมาะสม  12. ค่าเปิดใต๊ะ เปิดเหล้า สมเหตุสมผล  13. ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ					ความมีชื่อเสียงของสถานบันเทิง	1.
4.       ความหลากหลายในการให้บริการความบันเทิง         5.       รสชาติอาหารดี อร่อย         6.       อาหารสดใหม่         7.       มีการนำแสนอเมนูอาหารใหม่         8.       คุณภาพของวงคนต์รี         9.       คุณภาพของนักร้อง         10.       ราคาอาหารใหมาะสม         11.       ราคาเครื่องคื่มทุกประเภทเหมาะสม         12.       ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล         13.       ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ					ระบบแสง สี เสียงของสถานบันเทิงเหมาะสม	2.
5. รสชาติอาหารดี อร่อย  6. อาหารสดใหม่  7. มีการนำเสนอเมนูอาหารใหม่  8. กุณภาพของวงคนตรี  9. กุณภาพของนักร้อง					บริการอินเตอร์เนต WI-FI อย่างทั่วถึง	3.
ถึง อาหารสดใหม่     วี. มีการนำเสนอเมนูอาหารใหม่     กุณภาพของวงคนตรี     กุณภาพของนักร้อง     ด้านราคา     วาคาอาหารเหมาะสม     ราคาเครื่องคื่มทุกประเภทเหมาะสม     กำเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล     วาคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ				1	ความหลากหลายในการให้บริการความบันเทิง	4.
<ol> <li>มีการนำเสนอเมนูอาหารใหม่</li> <li>คุณภาพของวงดนตรี</li> <li>คุณภาพของนักร้อง</li> <li>ด้านราคา</li> <li>ราคาอาหารเหมาะสม</li> <li>ราคาเครื่องคื่มทุกประเภทเหมาะสม</li> <li>ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล</li> <li>ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ</li> </ol>					รสชาติอาหารคี อร่อย	5.
8. คุณภาพของวงดนตรี  9. คุณภาพของนักร้อง  ด้านราคา  10. ราคาอาหารเหมาะสม  11. ราคาเครื่องดื่มทุกประเภทเหมาะสม  12. ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล  13. ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ		330	4		อาหารสดใหม่	6.
<ul> <li>9. คุณภาพของนักร้อง</li> <li>10. ราคาอาหารเหมาะสม</li> <li>11. ราคาเครื่องดื่มทุกประเภทเหมาะสม</li> <li>12. ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล</li> <li>13. ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ</li> </ul>				1	มีการนำเสนอเมนูอาหารใหม่	7.
ด้านราคา       10.     ราคาอาหารเหมาะสม       11.     ราคาเครื่องคื่มทุกประเภทเหมาะสม       12.     ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล       13.     ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ					คุณภาพของวงคนตรี	8.
<ol> <li>ราคาอาหารเหมาะสม</li> <li>ราคาเครื่องดื่มทุกประเภทเหมาะสม</li> <li>ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล</li> <li>ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ</li> </ol>					คุณภาพของนักร้อง	9.
<ol> <li>ราคาเครื่องดื่มทุกประเภทเหมาะสม</li> <li>ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล</li> <li>ราคาเครื่องดื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ</li> </ol>					ด้านราคา	
<ul> <li>12. ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล</li> <li>13. ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ</li> </ul>					ราคาอาหารเหมาะสม	10.
13. ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ					ราคาเครื่องคื่มทุกประเภทเหมาะสม	11.
					ค่าเปิดโต๊ะ เปิดเหล้า สมเหตุสมผล	12.
14 การให้สิทธิพิเศษด้าบราคาสำหรับสบาฬิกสภาบบับเทิง					ราคาเครื่องคื่มสมเหตุสมผลเมื่อเทียบกับร้านอื่นๆ	13.
T.1. 11.10 011 011 111 111 111 11 11 11 11 11 11					การให้สิทธิพิเศษด้านราคาสำหรับสมาชิกสถานบันเทิง	14.
15. ลดราคาในโอกาสพิเศษ					ลดราคาในโอกาสพิเศษ	15.
16. ราคามีความคุ้มค่ากับการให้บริการ					ราคามีความคุ้มค่ากับการให้บริการ	16.

	ด้านสถานที่
17.	ทำเลที่ตั้งเข้า-ออกได้สะควก
18.	อากาศภายในถ่ายเทสะดวก
19.	ตกแต่งร้านอย่างสวยงาม
20.	มีที่จอครถเพียงพอ
21.	มีที่จอดรถสำหรับลูกค้า VIP
22.	สถานที่ตกแต่งดูดี มีรสนิยม
23.	สถานที่สะอาด
	ด้านส่งเสริมการตลาด
24.	มีการประชาสัมพันธ์เกี่ยวกับสถานบันเทิงผ่าน
	อินเตอร์เนต
25.	มีการประชาสัมพันธ์เกี่ยวกับสถานบันเทิงผ่านวิทยุ
26.	มีการประชาสัมพันธ์เกี่ยวกับสถานบันเทิงผ่านป้าย
	โปสเตอร์ หรือสิ่งตีพิมพ์
27.	มี happy hour ก่อน 2 ทุ่ม ได้รับเครื่องคื่มราคาพิเศษ
28.	การให้ส่วนลดเมื่อเป็นสมาชิก
29.	มีการชิงโชคในช่วงเทศกาลต่างๆ
30.	การลดราคาค่าอาหาร
31.	มีการแจกบัตรส่วนลดในการใช้บริการครั้งต่อไป
	ด้านพนักงานที่ให้บริการ
32.	พนักงานมีความสุภาพ มีมารยาทดี
33.	พนักงานให้บริการอย่างคล่องแคล่ว รวดเร็ว

34.	พนักงานมีความเป็นกันเอง ยิ้มแย้ม แจ่มใส				
35.	พนักงานแต่งกายเหมาะสมและสุภาพ				
36.	พนักงานสามารถแนะนำเมนูอาหารได้				
37.	พนักงานมีความกระตือรื้อรั้นในการทำงาน				
38.	พนักงานพูดจาสุภาพ ไพเราะ				
	์ ด้านลักษณะทางกายภาพ				
39.	มีระบบถ่ายเทใค้สะควก				
40.	มีห้องน้ำสะอาด				
41.	โต๊ะเก้าอี้นั่งสบาย				
42.	สถานที่โล่ง กว้าง ไม่อึดอัด				
43.	การตกแต่งภายนอกดูสวย งคงาม		1	0	
44.	บรรยากาศรอบๆดูอบอุ่น เป็นกันเอง				
	ด้านกระบวนการให้บริกา	<u> </u>			
45.	รับจองโต๊ะ ห้อง VIP				
46.	มีการคิดเงิน ใด้ถูกต้อง รวดเร็ว และแม่นยำ	1			
47.	มีระบบการประสานงานที่ดี				
48.	มีการทักทายและต้อนรับลูกค้าอย่างดีเยี่ยม				
49.	บริการ รวดเร็วและถูกต้องตามความต้องการของลูกค้า				
50.	มีการอำนวยความสะควกลูกค้าอย่างคีเยี่ยม				
		1	1		

## การตัดสินใจเลือกสถานบันเทิงของลูกค้าในเทศบาลเมืองจังหวัดมหาสารคาม

ลำดับ	การตัดสินใจเลือกสถานบันเทิงในเขตอำเภอเมืองจังหวัด	มาก	มาก	ปาน	น้อย	น้อย
	มหาสารคาม	ที่สุด		กลาง		ที่สุด
51.	การตัดสินใจเลือกสถานบันเทิงที่มีชื่อเสียงและเป็นที่รู้จัก					
52.	การตัดสินใจเลือกสถานบันเทิงที่มีการบริการที่มี					
	ประสิทธิภาพ รวดเร็ว					
53.	การตัดสินใจเลือกสถานบันเทิงที่มีผู้คนเข้าใช้บริการมาก					
54.	การตัดสินใจเลือกสถานบันเทิงที่มีการส่งเสริมการขาย เช่น					
	ชิงโชคเทศกาลต่างๆ					
55.	การตัดสินใจเลือกสถานบันเทิงที่ภาพรวม การบริการดี					
	อาหารอร่อย	4				
56.	การตัดสินใจเลือกสถานบันเทิงจากสื่อประชาสัมพันธ์ต่างๆ					
57.	การตัดสินใจเลือกสถานบันเทิงตามเพื่อน					
58.	การตัดสินใจเลือกสถานบันเทิงจากครั้งที่แล้วประทับใจจึง					
	กลับมาใช้บริการอีก					
59.	การตัดสินใจเลือกสถานบันเทิงที่สะอาค ปลอคโปร่ง					
60.	การตัดสินใจเลือกสถานบันเทิงที่ประเภทของบทเพลง					

# <u>ตอนที่ 3</u> แบบสอบถามข้อมูลเกี่ยวกับพฤติกรรมของลูกค้าในการเลือกสถานบันเทิงในเขตเทศบาลเมืองจังหวัด

### มหาสารคาม 1. สถานบันเทิงใดที่ท่านเข้าใช้บริการบ่อยที่สุด ร้านเบียร์ คิส โก้เธค ร้านอาหารคนตรีสด ร้านคาราโอเกะ ท่านไปใช้บริการสถานบันเทิงบ่อยเพียงใด นายครั้งต่อสัปดาห์ \_\_\_\_1 ครั้งต่อสัปดาห์ 1-2 ครั้งต่อสัปดาห์ ท่านไปใช้บริการสถานบันเทิงเวลาใด 19.30-21.30 น. 21.31-23.00 23.01-24.30 น. 24.31-02.00 น. ท่านใช้ก่าใช้จ่ายเท่าใคต่อครั้งเวลาไปใช้บริการสถานบันเทิง \_\_\_ 501-750 บาท 751-1,000 บาท มากกว่า 1,000 บาท ท่านชอบไปใช้บริการสถานบันเทิงกับใคร คนเดียว แฟน ครอบครัว กิจกรรมที่ท่านทำเมื่ออยู่ในสถานบันเทิงมากที่สุด ดื่มเครื่องดื่ม คุยกับเพื่อน เต้นรำ นั่งฟังเพลง 7. ท่านไปใช้บริการสถานบันเทิงเพราะสาเหตุใคมากที่สุด 🔲 พบปะสังสรรค์ 🔝 โอกาสพิเศษ 🦳 คลายเครียด 🔲 เพื่อนชวน 8. แนวเพลงที่ท่านชื่นชอบ (เลือกได้มากกว่า 1 ข้อ) \_\_ไทยลูกทุ่ง \_\_\_ หมอลำ \_\_ จิน

สปาย \_\_น้ำชา \_

\_\_น้ำเปล่า \_\_น้ำอัคลม

9. ชนิดเครื่องดื่มที่ท่านชอบดื่มมากที่สุด

เหล้า

เบียร์

10. ท่านชอบสั่งอาหารประเภทใดบ่อยที่สุดเวลาไปใช้บริการสถานบันเทิง
กับแกล้ม อาหารจานด่วน อาหารฝรั่ง
อาหารอิสาน อาหารไทย
11. ท่านเคยเปรียบเทียบราคาก่อนตัดสินใจเลือกใช้บริการสถานบันเทิงแต่ละแห่งหรือไม่
เคย ไม่เคย
12. ท่านรู้จักสถานบันเทิงมาจากแหล่งใด
โทรทัศน์ ใบปลิว วิทยุ ป้ายโฆษณา อินเตอร์เนต ข้อเสนอแนะเพิ่มเติม
ขอขอบพระคณที่ท่านให้ความอนเคราะห์ตอบแบบสอบถามตามความเป็นจริง ณ โอกาสนี้

# APPENDIX C LETTER OF CONDUCT RESEARCH



### GS166/2014

### 02 มิถุนายน 2558

เรื่อง: ขอเรียนเชิญเป็นผู้ทรงกุณวุฒิตรวจเครื่องมือวิจัย

เรียน: คร.วราวุฒิ วรานันตกุล

สิ่งที่ส่งมาด้วย: เครื่องมือที่ใช้ในการวิจัย จำนวน 1 ชุด

ด้วย นายสราวุฒิ แสงจันทร์ นักศึกษาระดับ ปริญญาโท รหัสนักศึกษา 014171004 หลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยนานาชาติแสตมฟอร์ค วิทยาเขตกรุงเทพ ได้ ศึกษาวิจัยหัวข้อ "ปัจจัยที่มีผลต่อการตัดสินใจเลือกสถานบันเทิงของลูกค้า ในอำเภอเมือง จังหวัด มหาสารคาม" โดยมี ดร. อภิเทพ แซ่โค้ว เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์ ในการนี้ใคร่ขอเชิญ เจ้าของธุรกิจสถานบันเทิงในจังหวัดมหาสารคาม เป็นผู้ทรงคุณวุฒิตรวจเครื่องมือวิจัย ทั้งนี้ผู้วิจัย จะได้ประสานงานในรายละเอียดต่อไป

ในการนี้ทางบัณฑิตวิทยาลัย มหาวิทยาลัยนานาชาติแสตมฟอร์ดได้พิจารณาเห็นว่าท่านเป็นผู้ที่มี ความรู้ ความสามารถในเรื่องนี้เป็นอย่างดีจึงใคร่ขอความอนุเคราะห์ ดร.วราวุฒิ วรานันตกุล คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม ต.ขามเรียง อ.กันทรวิชัย จ.มหาสารคาม

ในการตรวจสอบความเที่ยงตรง เชิงเนื้อหา ความเหมาะสมของภาษาของแบบสอบถาม และให้ข้อเสนอแนะต่าง ๆ เพื่อใช้เป็นแนว ทางการปรับปรุงเครื่องมือที่ใช้ในการเก็บข้อมูลเพื่อการ ทำวิจัยต่อไป

จึงเรียนมาเพื่อโปรคพิจารณาให้ความอนุเคราะห์ในการเก็บข้อมูลวิจัยด้วยจักเป็นพระคุณ ยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

คร.อภิเทพ แซ่โค้ว

คณบดี บัณฑิตวิทยาลัย

มหาวิทยาลัยนานาชาติแสตมฟอร์ค



### GS166/2014

### 02 มิถุนายน 2558

เรื่อง: ขอเรียนเชิญเป็นผู้ทรงคุณวุฒิตรวจเครื่องมือวิจัย

เรียน: อาจารย์พิมพ์กานต์ สุวรรณชาคา

สิ่งที่ส่งมาด้วย: เครื่องมือที่ใช้ในการวิจัย จำนวน 1 ชุด

ด้วย นายสราวุฒิ แสงจันทร์ นักศึกษาระดับ ปริญญาโท รหัสนักศึกษา 014171004 หลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยนานาชาติแสตมฟอร์ด วิทยาเขตกรุงเทพ ได้ ศึกษาวิจัยหัวข้อ "ปัจจัยที่มีผลต่อการตัดสินใจเลือกสถานบันเทิงของลูกค้า ในอำเภอเมือง จังหวัด มหาสารคาม" โดยมี ดร. อภิเทพ แซ่โค้ว เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์ ในการนี้ใคร่ขอเชิญ เจ้าของธุรกิจสถานบันเทิงในจังหวัดมหาสารคาม เป็นผู้ทรงคุณวุฒิตรวจเครื่องมือวิจัย ทั้งนี้ผู้วิจัย จะได้ประสานงานในรายละเอียดต่อไป

ในการนี้ทางบัณฑิตวิทยาลัย มหาวิทยาลัยนานาชาติแสตมฟอร์ดได้พิจารณาเห็นว่าท่าน เป็นผู้ที่มีความรู้ ความสามารถในเรื่องนี้เป็นอย่างดีจึงใคร่ขอความอนุเคราะห์ อาจารย์พิมพ์กานต์ สุวรรณชาดา คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม ต.ขามเรียง อ.กันทรวิชัย จังหวัดมหาสารคาม ในการตรวจสอบความเที่ยงตรง เชิงเนื้อหา ความเหมาะสมของภาษาของ แบบสอบถาม และให้ข้อเสนอแนะต่าง ๆ เพื่อใช้เป็นแนว ทางการปรับปรุงเครื่องมือที่ใช้ในการเก็บ ข้อมูลเพื่อการทำวิจัยต่อไป

จึงเรียนมาเพื่อโปรคพิจารณาให้ความอนุเคราะห์ในการเก็บข้อมูลวิจัยด้วยจักเป็นพระคุณ ยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ของเสคงความนับถือ

คร.อภิเทพ แซ่ โค้ว

คณบดี บัณฑิตวิทยาลัย

มหาวิทยาลัยนานาชาติแสตมฟอร์ค



#### GS166/2014

## 25 พฤษภาคม 2558

เรื่อง: ขอเรียนเชิญเป็นผู้ทรงคุณวุฒิตรวจเครื่องมือวิจัย เรียน: เจ้าของธุรกิจสถานบันเทิงในจังหวัดมหาสารคาม สิ่งที่ส่งมาด้วย: เครื่องมือที่ใช้ในการวิจัย จำนวน 1 ชุด

ด้วย นายสราวุฒิ แสงจันทร์ นักศึกษาระดับ ปริญญาโท รหัสนักศึกษา 014171004 หลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยนานาชาติแสตมฟอร์ด วิทยาเขตกรุงเทพ ได้ ศึกษาวิจัยหัวข้อ "ปัจจัยที่มีผลต่อการตัดสินใจเลือกสถานบันเทิงของถูกค้า ในอำเภอเมือง จังหวัด มหาสารคาม" โดยมี ดร. อภิเทพ แซ่โค้ว เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์ ในการนี้ใคร่ขอเชิญ เจ้าของธุรกิจสถานบันเทิงในจังหวัดมหาสารคาม เป็นผู้ทรงคุณวุฒิตรวจเครื่องมือวิจัย ทั้งนี้ผู้วิจัย จะได้ประสานงานในรายละเอียดต่อไป

ในการนี้ทางบัณฑิตวิทยาลัย มหาวิทยาลัยนานาชาติ แสตมฟอร์ค ได้พิจารณาเห็นว่า ท่าน เป็นผู้ที่มีความรู้ ความสามารถในเรื่องนี้เป็นอย่างคีจึงใคร่ขอความอนุเคราะห์จากท่านในการ ตรวจสอบความเที่ยงตรง เชิงเนื้อหา ความเหมาะสมของภาษาของแบบสอบถาม และให้ ข้อเสนอแนะต่าง ๆ เพื่อใช้เป็นแนว ทางการปรับปรุงเครื่องมือที่ใช้ในการเก็บข้อมูลเพื่อการทำวิจัย ต่อไป

จึงเรียนมาเพื่อ โปรคพิจารณาให้ความอนุเคราะห์ในการเก็บข้อมูลวิจัยด้วยจักเป็นพระคุณ ยิ่ง และขอขอบคุณมา ณ โอกาสนี้

**ง**เอแสดงความนับถือ

คร.อภิเทพ แซ่ โค้ว

คณบดี บัณฑิตวิทยาลัย

มหาวิทยาลัยนานาชาติแสตมฟอร์ด

# APPENDIX D INDEX OF ITEM OBJECTIVE CONGRUENCE RESULT

#### The assessment of IOC

"The Study of Factors Affecting Decision-Making of Customers on Choosing Entertainment Venues in Maha Sarakham Municipality, Maha Sarakham Province"

**Direction:** Please mark  $\sqrt{}$  in provided blank and answer the choice that best describes your opinion.

<u>Part</u>	Part 1 General Information										
No.	Statements		Е	xper	ts	$\frac{\sum R}{N}$	Result				
		1	2	3	4	5	IN				
1.	Gender	+1	+1	+1	+1	+1	1.00	Excellent			
2.	Age	0	+1	+1	+1	+1	0.80	Excellent			
3.	Marital Status	+1	+1	+1	+1	+1	1.00	Excellent			
4.	Educational Background	+1	+1	+1	+1	+1	1.00	Excellent			
5.	Occupation	0	+1	+1	+1	+1	0.80	Excellent			
6.	Source of income	0	+1	+1	+1	+1	0.80	Excellent			
7.	Income level (Per month)	+1	+1	+1	+1	+1	1.00	Excellent			
	SUM	.57	1	1	1	1	0.91				

<u>Part 2</u> Marketing mix factors affecting the choosing decision of entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province

No.	Statements		E	xper	ts		$\frac{\sum R}{}$	Result
							N	
		1	2	3	4	5		

### **Product/Service**

1.	Entertainment Place Reputation	+1	+1	+1	+1	+1	1.00	Excellent
2.	Suitable Light and sound	+1	0	+1	+1	+1	0.80	Excellent

	system							
3.	Offering WI-FI internet	+1	+1	+1	+1	+1	1.00	Excellent
4.	Varieties of entertainment	+1	0	+1	0	+1	0.60	Fair
	services							
5.	Tasty food	+1	0	+1	+1	+1	0.80	Excellent
6.	Fresh food	+1	0	+1	+1	+1	0.80	Excellent
7.	New menu updated	+1	+1	+1	+1	+1	1.00	Excellent
8.	Music quality	+1	+1	+1	+1	+1	1.00	Excellent
9.	Band Quality	+1	+1	+1	0	+1	0.80	Excellent
	SUM	1	.56	.89	.78	1	0.86	
		A						
		Price						
10.	Foods are reasonable price	+1	0	+1	+1	+1	0.80	Excellent
11.	Drinks are reasonable price	+1	+1	+1	+1	+1	1.00	Excellent
12.	Service charge is reasonable	+1	+1	+1	+1	+1	1.00	Excellent
	price			$\mathcal{A}$		1	-4	
13.	Reasonable prices comparing	0	+1	0	+1	+1	0.60	Fair
	between the places	$\mathcal{A}$				4		
14.	Offering good price to	+1	+1	+1	+1	+1	1.00	Excellent
	memberships			Δ				
15.	Giving discount on special	0	+1	+1	0	+1	0.60	Fair
	occasions	4						
16.	Prices are worthy for service	+1	+1	+1	+1	+1	1.00	Excellent
	perception							
	SUM	.71	.86	.86	.86	1	0.86	
	1	1	I	I	I		<u> </u>	
	I	Place	;					
17.	Place is accessible	0	+1	0	+1	+1	0.60	Fair
	1	1						

18.	Nice atmosphere	+1	+1	+1	+1	+1	1.00	Excellent
19.	-	+1	+1	+1	0	0	0.60	Fair
	Well-decorated place							
20.	There is enough parking area	+1	+1	+1	+1	+1	1.00	Excellent
21.	Offering VIP parking area	0	+1	0	+1	+1	0.60	Fair
22.	Stylish place	+1	+1	+1	+1	+1	1.00	Excellent
23.	Clean place	0	+1	+1	0	+1	0.60	Fair
	SUM	.57	1	.71	.71	.86	0.77	
	Pro	<b>mot</b> i	ion					
24.	Promoting through internet	+1	0	+1	+1	+1	0.80	Excellent
25.	Promoting through radio	+1	+1	+1	+1	+1	1.00	Excellent
26.	Promoting through poster and	+1	+1	+1	+1	+1	1.00	Excellent
	newspaper		Α					
27.	Offering happy hour before 8	+1	+1	0	0	+1	0.60	Fair
	PM.		/		$\mathcal{A}$			
28.	Giving a discount to new	+1	+1	+1	+1	+1	1.00	Excellent
	memberships		$\mathcal{A}$					
29.	Having sweepstakes during	+1	0	+1	+1	+1	0.80	Excellent
	special occasions		1		$\mathcal{A}$			
30.	Giving a discount for food	+1	0	+1	+1	+1	0.80	Excellent
31.	Giving a gift voucher to	+1	+1	+1	+1	+1	1.00	Excellent
	memberships	4						
	SUM	1	.63	.88	.88	1	0.88	
	P	eopl	e					
32.	Staff are polite	+1	+1	0	0	+1	0.60	Fair
33.	Fast service	+1	+1	+1	+1	+1	1.00	Excellent
34.	Staff have service mind	+1	0	+1	+1	+1	0.80	Excellent

35.	Properly dressed staff	+1	0	+1	+1	+1	0.80	Excellent
36.	Staff are able to explain food	0	+1	0	+1	+1	0.60	Fair
	and drink menu							
37.	Staff are active to work	+1	+1	+1	+1	+1	1.00	Excellent
38.	Staff talk nicely and politely	+1	+1	+1	0	0	0.60	Fair
	SUM	.86	.71	.71	.71	.86	0.80	
	1	1	1					

# **Physical Environment**

39.	There is air convenient system	+1	0	+1	+1	+1	0.80	Excellent
40.	Clean toilet	+1	+1	+1	+1	+1	1.00	Excellent
41.	Comfortable chairs	+1	+1	+1	+1	+1	1.00	Excellent
42.	Spacious comfortable place	0	+1	0	+1	+1	0.60	Fair
43.	Place exterior looks spectacular.	+1	+1	0	0	+1	0.60	Valid
44.	Cozy place	+1	+1	+1	+1	+1	1.00	Valid
	SUM	.83	.83	.67	.83	1	0.85	

# **Process**

45.	Online reservation for VIP	+1	+1/	0	0	+1	0.60	Fair
45.	Offine reservation for vir			- 2	A			1 an
	room			4				
46.	Bill calculation is correct, fast,	+1	+1	+1	+1	+1	1.00	Excellent
		- 4						
	and precise							
47.	There is a good coordination	+1	0	+1	+1	+1	0.80	Excellent
	C							
	teamwork staff							
48.	Greetings and welcoming guest	+1	+1	+1	+1	+1	1.00	Excellent
	is excellent							
49.	Services meet customers' needs	0	+1	0	+1	+1	0.60	Fair
50.	Excellent facilities	+1	+1	+1	+1	+1	1.00	Excellent
	SUM	.83	.83	.67	.83	1	0.86	

# The Decision-Making of customers on choosing entertainment venues in Maha Sarakham Municipality.

No.	Statements		E	xper	ts		ΣR	Result
		Experts					N N	
		1	2	3	4	5		
51.	Decision-Making on choosing the well-	+1	+1	+1	+1	+1	1.00	Excellent
	known place							
52.	Decision-Making on choosing the good	+1	+1	+1	+1	+1	1.00	Excellent
	service place							
53.	Decision-Making on choosing the place	+1	+1	+1	+1	+1	1.00	Excellent
	that many people visited	Δ						
54.	Decision-Making on choosing the giving	+1	+1	+1	+1	+1	1.00	Excellent
	promotion place	/		1				
55.	Decision-Making on choosing the	+1	+1	+1	+1	+1	1.00	Excellent
	service and food that are good review	4		1			7	
	place	At .			/			
56.	Decision-Making on choosing the place	+1	+1	+1	+1	+1	1.00	Excellent
	that is advertised through various							
	channels of information		4			4		
57.	Decision-Making on choosing	+1	+1	0	0	+1	0.60	Fair
	entertainment place because of friends				4			
58.	Decision-Making on choosing	+1	+1	+1	+1	+1	1.00	Excellent
	entertainment place from the last		$\mathcal{A}$					
	impression	$\mathcal{A}$						
59.	Decision-Making on choosing the clean	+1	0	+1	+1	+1	0.80	Excellent
	and nice atmosphere place							
60.	Decision-Making on choosing	+1	0	+1	+1	+1	0.80	Excellent
	entertainment place from music genre							
	SUM	1	.80	.90	.90	1	0.92	

<u>Part 3</u> Customers' Behavior on choosing entertainment venues in Maha Sarakham Municipality, Maha Sarakham Province

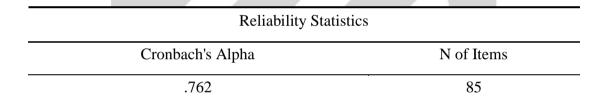
No.	Statements		E	xper	ts	∑ R	Result	
							N	
		1	2	3	4	5		
1.	What type of entertainment venues	+1	+1	+1	+1	+1	1.00	Excellent
	do you like the most?							
2.	How often do you go to	+1	0	+1	+1	+1	0.80	Excellent
	entertainment venues?							
3.	What time do you like to go to	+1	+1	+1	+1	+1	1.00	Excellent
	entertainment venues?			- Comment				
4.	How much do you normally pay per	+1	+1	+1	+1	+1	1.00	Excellent
	night when you to entertainment			1				
	venues?				J.			
5.	Who do you like to go with the	+1	+1	+1	+1	+1	1.00	Excellent
	most to entertainment venues?	$\mathcal{A}$				4	130	
6.	What do you do when you go to	0	0	+1	+1	+1	0.60	Fair
	entertainment places?	35		$\mathcal{A}$				
7.	What is the cause of your visiting	+1	+1	+1	+1	+1	1.00	Excellent
	entertainment places?	1		7		1		
8.	What is your favorite song genre?	+1	+1	0	+1	0	0.60	Fair
9.	What do you drink when you go to	+1	0	+1	+1	+1	0.80	Excellent
	entertainment venues?							
10.	What food do you like to order	+1	+1	+1	+1	+1	1.00	Excellent
	when you go to entertainment							
	places?							
11.	Have you ever compared prices	+1	+1	+1	+1	+1	1.00	Excellent
	between the places?							
12.	How did you know the	+1	0	+1	+1	+1	0.80	Excellent
	entertainment places?							
	SUM	.91	.66	.91	1	.91	0.88	

# APPEXDIX E RELIABILITY TESTING RESULT

# Reliability

	Case Processing Summary									
		N	%							
Cases	Valid	40	100.0							
	Excluded <sup>a</sup>	0	.0							
	Total	40	100.0							

a. Listwise deletion based on all variables in the procedure.



\*Remark p = Marketing Mix, b = Behavior

	Item	-Total Statistic	cs	
-		(	Corrected Item-	
	Scale Mean if	Scale Variance	Total	Cronbach's Alpha if
	Item Deleted	if Item Deleted	Correlation	Item Deleted
gender	250.6250	229.625	050	.764
age	249.1500	233.464	148	.775
status	249.9500	229.023	029	.766
education	249.6750	222.225	.167	.760
occupation	249.0250	230.743	087	.776
work	251.2750	227.897	.092	.761
family	251.8250	225.379	.260	.759
loan	252.0500	226.869	.331	.760
Income/month	249.1000	210.349	.422	.749
p1.1	248.5750	223.789	.335	.757
p1.2	248.6250	225.112	.247	.759
p1.3	248.4500	224.767	.284	.758
p1.4	248.5000	222.615	.423	.756
p1.5	248.4000	227.682	.075	.762
p1.6	248.9750	219.820	.266	.756
p1.7	248.2500	222.500	.262	.757
p1.8	248.4750	214.563	.489	.749
p1.9	248.5500	225.382	.113	.761
p2.1	248.2250	215.717	.470	.750
p2.2	248.4500	222.767	.217	.758
p2.3	248.4750	223.384	.285	.757
p2.4	248.6000	230.913	092	.768
p2.5	248.8500	233.310	157	.772
p2.6	248.3750	227.317	.101	.761
p2.7	248.2000	216.677	.410	.752
p3.1	248.5000	226.000	.095	.762
p3.2	248.4750	223.076	.301	.757

p3.3	248.6750	225.302	.129	.761
p3.4	248.6250	222.958	.354	.756
p3.5	248.3000	217.600	.371	.753
p3.6	248.5500	226.972	.060	.763
p3.7	248.4250	221.840	.408	.755
p4.1	248.8000	224.215	.300	.758
p4.2	248.9500	221.587	.386	.755
p4.3	249.4250	221.533	.344	.756
p4.4	249.1250	224.574	.268	.758
p4.5	249.5000	225.590	.118	.761
p4.6	249.0000	220.718	.398	.755
p4.7	249.4250	221.533	.325	.756
p4.8	249.0000	224.205	.314	.758
p5.1	248.4250	223.328	.161	.760
p5.2	248.6000	220.144	.315	.755
p5.3	248.5000	234.256	326	.769
p5.4	248.6000	220.144	.315	.755
p5.5	248.5000	234.256	326	.769
p5.6	248.4250	223.328	.161	.760
p5.7	248.6000	220.144	.315	.755
p6.1	248.5000	234.256	326	.769
p6.2	249.0500	228.921	.004	.762
p6.3	249.2500	227.474	.097	.761
p6.4	249.7000	226.318	.171	.760
p6.5	249.1000	226.297	.282	.759
p6.6	248.3500	221.977	.298	.756
p7.1	248.3500	213.515	.544	.748
p7.2	248.5250	222.769	.234	.758
p7.3	248.3500	215.259	.557	.749
p7.4	248.5250	225.897	.089	.762
p7.5	248.5250	223.692	.246	.758

p7.6	248.3750	231.984	146	.768
decision1	248.8250	220.097	.425	.754
decision2	249.2250	220.538	.324	.755
decision3	248.9500	222.818	.378	.756
decision4	248.7000	220.677	.461	.754
decision5	248.8500	226.285	.200	.760
decision6	248.6750	224.071	.320	.758
decision7	248.6250	220.087	.531	.753
decision8	248.8750	226.215	.214	.760
decision9	248.7250	223.692	.354	.757
decision10	248.6750	223.097	.348	.757
b1	249.9500	217.279	.337	.754
b2	249.9250	229.046	031	.766
b3	250.0500	223.690	.123	.762
b4	249.9500	230.510	079	.768
b5	249.2750	223.897	.163	.760
b6	248.6750	230.943	089	.772
b7	248.5500	217.279	.255	.757
b8.1	251.4000	230.246	095	.764
b8.2	251.2750	228.820	.013	.762
b8.3	251.7500	226.090	.192	.760
b8.4	252.0500	228.151	.138	.761
b8.5	252.1000	229.118	.000	.762
b9	249.2500	212.859	.327	.753
b10	249.0250	227.974	025	.771
b11	250.8750	228.061	.069	.762
b12	248.5000	228.308	022	.769



### LIST OF EXPERTS

1. Dr. Warawut Waranantakul Lecturer

Faculty of Accountancy and

Management, Mahasarakham University

2. Ms. Pimgarn Suwan-natada Lecturer

Faculty of Accountancy and

Management, Mahasarakham University

3. Mr. Thanawuth Kotdee Business Owner

Lanna Live Music Restaurant

4. Ms. Ratsuda Pinatha Business Owner

Samuri Beer Bar

5. Mr. Wasan Kairawi Manager

Center Karaoke Bar

### **BIOGRAPHY**

NAME Mr. Sarawut Sangchan

**DATE OF BIRTH** June, 9, 1992

NATIONALITY Thai

**EDUCATION** 

2015 Master of Business Administration

Stamford International University

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