

**KEY FACTOR INFLUENCING PURCHASING DECISION ON
USING THE SERVICE OF TRAINING PROGRAM
IN THAILAND**



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Abstract

The objectives of this study were (1) to study the key factors influencing purchasing decision on using the service of training program and (2) to identify the important criterions that customers consider when purchasing such program.

Research Methodology: The sample consisted of 340 respondents. The hypothesis testing was formulated for analyzing factors affecting purchasing decision on using the service of training program by testing the relationship between demographic, organization, marketing mix characteristics and purchasing decision of training service respectively. The collected data were compiled, analyzed, and presented by descriptive statistics including frequency, percentage, means, and standard deviation differences analyzed by t-test and F-test, and Pearson Correlations test for relationship tests.

The majorities of respondents are females of Thai national, aged over 40 years, mostly are Bachelor's degree holders and are working for large organizations in industrial business located in Bangkok, on the position of Human Resource officer. Hypothesis testing result showed the differences between demographic characteristics and organization characteristics that affect the purchasing decision of training service in Thailand. The findings show that there is significant positive relationship between marketing mix and purchasing decision of training service. The important criterions that the customers consider when purchasing the service of training program mostly depend upon product quality.

Keywords: Marketing, Consumer Decision Making, Human Resource Development, Thailand, Training.

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CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION TO THE RESEARCH	
1.1 Statement of the Problems.....	1
1.2 Objectives.....	5
1.3 Significance of the Study.....	6
1.4 Scope and limited of the Study.....	7
1.5 Conceptual Framework.....	8
1.6 Research Hypothesis.....	9
1.7 Definition of Terms.....	10
CHAPTER 2 REVIEW OF RELATED LITERATURE	
2.1 Conceptualization of Human Resource Development.....	13
2.2 Training program in Thailand.....	23
2.3 Conceptualization of Consumer Behavior.....	25
2.4 Conceptualization of Marketing Mix.....	44

CONTENTS (Cont.)		Page
	2.5 Conceptualization of Service.....	48
	2.6 Other related researches	58
CHAPTER 3	RESEARCH METHODOLOGY	
	3.1 Sample and population.....	63
	3.2 Research Methodology.....	64
	3.3 Population Sampling.....	65
	3.4 Research Instrument on Validity and Reliability.....	66
	3.5 Data Analysis.....	68
CHAPTER 4	RESEARCH FINDINGS	
	4.1 Result Data Analysis.....	70
	4.2 Discussion of findings.....	128
	4.3 Quality Study.....	131
CHAPTER 5	SUMMARY, CONCLUSION & RECOMMENDATION	
	5.1 Summaries.....	133
	5.2 conclusion and discussion.....	135
	5.3 Limitations of the Study	138
	5.4 Recommendation.....	138
	REFERENCES.....	141

CONTENTS (Cont.)

	Page
APENDICE	143
APENDIX A QUESTIONAIR	143
APENDIX B LETTER OF CONDUCT	149
APENDIX C RIABILITY ANALYSIS	151
APENDIX D ANALYSIS OF OPINION BY t-test and F-test	154
BIOGRAPHY	186



LIST of TABLES

	Page
Table 2.1 The classification of Service Business in Tangible Actions.....	55
Table 2.2 The classification of Service Business in Intangible Actions.....	56
Table 2.3 Comparison of related researches about factors affecting purchasing decision	61
Table 4.1 Frequency and percentage of the respondents classified by Gender.....	71
Table 4.2 Frequency and percentage of the respondents classified by Position.....	71
Table 4.3 Frequency and percentage of the respondents classified by Level of education.....	72
Table 4.4 Frequency and percentage of the respondents classified by Age...	72
Table 4.5 Frequency and percentage of the respondents classified by Size of organization.....	73
Table 4.6 Frequency and percentage of the respondents classified by Location of organization.....	74
Table 4.7 Frequency and percentage of the respondents classified by Nationality of organization.....	74
Table 4.8 Frequency and percentage of the respondents classified by Type of business.....	75
Table 4.9 Analysis of Mean and Standard deviation that is significant to perception on Marketing mix.....	77
Table 4.10 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Product personality	78
Table 4.11 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Price satisfaction.....	79
Table 4.12 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Place/Distribution	81

LIST OF TABLES (Cont.)

	Page
Table 4.13 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Promotion.....	82
Table 4.14 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on People.....	83
Table 4.15 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Process.....	84
Table 4.16 Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Physical evidence.....	85
Table 4.17 Analysis of Mean and Standard deviation and level of opinion that are significant to consumer behavior.....	87
Table 4.18 Analysis of Co-efficiency correlation between Demographic, organization characteristic factors and consumer behavior.....	128
Table 4.19 Analysis of Co-efficiency correlation between consumer behavior and Marketing mix	130

LIST OF FIGURES

		Page
Figure 1.1	Researches Diagram.....	9
Figure 2.1	Cognitive processes in Consumer Decision Making.....	30
Figure 2.2	A Generic Model of Consumer Problem Solving.....	33
Figure 2.3	Characteristic of Consumer Decision Making.....	34
Figure 2.4	The Context of Decision Making Process.....	37
Figure 2.5	The Decision Making Process.....	38
Figure 4.1	Comparative analysis of opinion on Marketing mix classified by Gender.....	90
Figure 4.2	Comparative analysis of tendency of agree opinion on Marketing mix classified by Position.....	91
Figure 4.3	Comparative analysis of tendency of agree opinion on Marketing mix classified by Level of Education.....	93
Figure 4.4	Comparative analysis of opinion on Marketing mix classified by Age.....	94
Figure 4.5	Comparative analysis of opinion on Marketing mix classified by Size of Organization.....	95
Figure 4.6	Comparative analysis of opinion on marketing mix classified by Location of organization.....	96
Figure 4.7	Comparative analysis of opinion on Marketing mix classified by Organization nationality.....	98
Figure 4.8	Comparative analysis of opinion on marketing mix classified by Type of Organization.....	99
Figure 4.9	Comparative analysis of opinion on consumer behavior classified by Gender.....	101

LIST OF FIGURES (Cont.)

		Page
Figure 4.10	Comparative analysis of opinion on consumer behavior classified by Position.....	102
Figure 4.11	Comparative analysis of opinion on consumer behavior classified by Education Level.....	103
Figure 4.12	Comparative analysis of opinion on consumer behavior classified by Age.....	105
Figure 4.13	Comparative analysis of opinion on consumer behavior classified by Size of Organization.....	106
Figure 4.14	Comparative analysis of opinion on consumer behavior classified by Location of organization.....	108
Figure 4.15	Comparative analysis of opinion on consumer behavior classified by Nationality of organization.....	109
Figure 4.16	Comparative analysis of opinion on consumer behavior classified by Type of business.....	111
Figure 4.17	Comparative analysis of opinion on Marketing mix classified by Position.....	113
Figure 4.18	Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means.....	114
Figure 4.19	Comparative analysis of opinion on Marketing mix classified by Education level.....	115
Figure 4.20	Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means.....	116
Figure 4.21	Comparative analysis of opinion on Marketing mix classified by Age.....	117

LIST OF FIGURES (Cont.)

		Page
Figure 4.22	Comparative analysis of opinion on Marketing mix classified by Ages with Scheff's Pair Wise Comparison of Means.....	118
Figure 4.23	Comparative analysis of opinion on Marketing mix classified by Size of organization.....	119
Figure 4.24	Comparative analysis of opinion on Marketing mix classified by Size of organization with Scheff's Pair Wise Comparison of Means.....	120
Figure 4.25	Comparative analysis of opinion on Marketing mix classified by Location of organization.....	121
Figure 4.26	Comparative analysis of opinion on Marketing mix classified by Location of organization with Scheff's Pair.....	122
Figure 4.27	Comparative analysis of opinion on Marketing mix classified by Organization Nationality.....	123
Figure 4.28	Comparative analysis of opinion on Marketing mix classified by Organization nationality with Scheff's Pair Wise	124
Figure 4.29	Comparative analysis of opinion on Marketing mix classified by Type of business.....	125
Figure 4.30	Comparative analysis of opinion on Marketing mix classified by Type of business with Scheff's Pair Wise.....	126



CHAPTER 1

INTRODUCTION

This chapter presents the background of problems, hypothesis, significant of the study, the scope and limitation of the study

1.1 State of the Problem

Business organization needs quality employees who can produce more productivity with good performance and make profits. In order to increase or retain their good performances, it can be obviously seen that quality of employees is one of significant factors to be done. Therefore, in order to increase capability of employees, organizations choose to use the human resource development as a key factor to get succeeded.

In order to develop employee knowledge and skills, organizations will do these functions through many activities such as training, coaching by their frontline supervisors, rotations, site visiting, further educations, and so on. Nowadays, organizations in the new business era are growing up very fast, providing some essential training to employees is one of very important measurement due to many reasons. Training employees are the needs of all organizations to do before allowing them to perform their actual job. In term of training needs of business organization, it can be seen that there are many factors to affect organization to make a decision.

The basic purpose of training and development (T&D) is to anticipate change and to respond proactively to it. Change involves moving from one condition to another, and it will affect the individuals, groups, and entire organizations. The following most prominent changes affecting T&D that have been prophesied and are actually occurring in business today:

- 1) Change in organizations structure caused by mergers, acquisitions, rapid growth, downsizing, and outsourcing
- 2) Change in technology and the need for more highly skilled workers
- 3) Change in the educational level of employees-some more highly educated, others needing remedial training

- 4) Change in human resources, creating a diverse workforce consisting of many groups
- 5) Competitive pressures necessitating flexible courses and just-in-time and just-what's needed training
- 6) Increased emphasis on learning organizations and human performance management

Human would be affected by various type of change. As such, managers and staff specialists involved with T&D must understand the difficulties associated with change and the ways to reduce resistance to change.

Because of the impact change has on the organization and its employee, it should be undertaken only when a real need exist. Of course, circumstances in the internal or external environments may make change desirable or even necessary. Basically, the impetus for change comes from a belief that the organization and its human resources can be more proactive and successful.

Additionally, benefits or results of training employees can be classified by these reasons:

- 1) **To upgrade or improve the level of employee performance.** For instance, employees who failed to perform their jobs completely, these cause may derive from their lacking of responsibility, lacking of experience, lacking of skill, or lacking of clear objective in their job. Training program can help them learn to fulfill the gap that they belong to.
- 2) **To increase a good attitude and collaboration between groups.** In some organizations, there are a lot of conflicts between employees, which may derive from different personality between employees and their supervisor or among employees, discrimination, beliefs, or action. Training program can help them learn and help each other and adapt themselves to work together with more understanding and collaboration.
- 3) **To reduce cost or unnecessary expense.** Employees may use some resources to perform their job by no concentrate on safety, incautiousness, improper methodology which may lead to a redundancy or loss.
- 4) **To increase teamwork culture** because they can solve some barriers this may lead to a poor communication and causing a conflict.

- 5) **To develop management skill of supervisors**, they can learn how to manage their subordinates or teams to perform job functionally.
- 6) **To develop a career development of employees**. It is the way make employee growth in their job. Career development is the tools to develop competency to perform their job very well in the present and in the future.

There are two kinds of training programs for organizations. The first one, *internal training*, is the training program whereby was done inside organization. It can be seen as being very applicable to the job, it saves the cost of sending employees away for training, and it often avoids the cost of outside trainers. The second one, *external training*, is the training program whereby done outside organization. It is occurred for some reasons such as

- 1) It may be less expensive for employers to have the outside trainer to conduct training in area where internal training resources are limited.
- 2) They may not be sufficient time to develop internal training materials.
- 3) The HR staff may not have the level of expertise needed for the subject matter were training is needed.
- 4) There are advantage of having employees interact with managers and peers in other companies in training programs held externally.

Generally, large organizations have their own training professional officers to organize some internal training program including other human resource development activities. Whereas some small organizations do not need to have the training profession officer to perform these jobs. Therefore, the responsibilities of these functions belong to the managements or supervisors of each division.

Normally, organizations usually use some basic human resource development to improve job knowledge and skill through *on the job training* (OJT) and *coaching* which would be done directly by their immediate supervisors. Mostly, the supervisors can perform these functions very well in the knowledge and skills which directly relate to their subordinate's jobs. However, they may lack of knowledge and skill in some specific area, new body of knowledge or new technology. These are the needs or

requirement that they must depend on other person or outsider training providers to support for their objectives.

Furthermore, the researcher's experience found that in some training subject or topic, there are a lot of employees who involves as the target groups to be trained; the training sections will be the organizer to organize a general training program for them in some titles such as Introduction of Quality Awareness, Team Building, Safety, Social Security Fund, Introduction to Personal Computer, and so on which employees from any section or level can attend. However, some specific training needs may involve for just a small group of employees such as Performance Evaluation for Human resource staff, Total Preventive maintenance for Engineering or technicians, etc. It is not worth to organize an *in-house training program* because of no specialist to act as a trainer of that training subject or having a few of trainees which no suit to hire outside instructor team some of them. On the other hand, organization will send their employees to join the training programs which organized by outside training institutes. This program is called a *public training program* that makes organizations save more costs. Some organization sends their employee to learn knowledge outside in order to organize their own in-house training program, this can save the costs.

In general, the professional training officers from HR department will be responsible for *in-house training* programs in some organization, but as earlier mentioned reason, they cannot perform such program by themselves completely. It needs to depend on outside training providers, who are specialize in organizing the training courses. These providers can develop themselves to perform the functions as commercial purposes. Naturally, the training service providers need some specialists who are keen in a certain field or subject. These specialists, some work as individual freelance job, but some work as a group or organization. Both of them are eligible to provide training service to organizations. Training providers are in the form of business to business or B2B. Whereas some training service is done by person, trainer or instructor to serve the business organization or C2B.

On the other hand, differing from individual customers of other products and services, the majority of the customers of training programs are business or public organizations. In general, the employees cannot choose the training provider for the in-house training programs. To perform this function, organizations need some key

persons to make a decision for organization. The group of training professionals, managers, or managements will be the group who take the role of decision making to choose training providers

In fact, the training organizers cannot make purchasing decision without some reference information, the past training records, the outsider experts and internal employees who have ever taken part in some previous training programs.

From the researcher's experience, even though the training program is very important to upgrade the performance of organizations and employees, but some organizations do not concentrate enough to develop their employee skills through the ways of *in-house* or *public training program* by some reasons below:

1) Some business may think that a training program is a spending time activities and expenses. Business cannot gain clearly the Return of Investment (ROI) in a short time. Moreover, many organizations, especially SMEs, lack of budgets to invest on a human resource development.

2) Training service institutes mostly situate in Bangkok whereby there are a lot of large and international business organizations, these groups need very high competitive advantages on quality of products and employee's performance. They concentrate on human resource development very much; the training service providers can catch up these groups as the first priority customers. In contrast, in the remote area whereby a lot of SMEs located, organizing in-house class training program by outsider specialists or providers is less important activities than organizing the OJT which it can be done by the front-line supervisors, because of its lower cost and being done in the working area. From this reason, the organization will not consider to procure or find out the outside training service providers. These customer groups will not be penetrated easily to receive the outside training service. However, Thailand's government, by the Department of Industrial Promotion or other involved agencies, attempts to support these groups to receive some essential training program which provided by outside training providers. The financial assistance in the form of Training Fund (TF) and Consultancy Fund (CF) are allocated to some of SMES. However, in each year, there are a few percentage of organizations are eligible to receive these funds.

As the matter of fact, from the researcher's experience, although every business organization needs growth and good performance employees, there are some barriers or gaps between business organizations and training service providers to eliminate these problems or joint hand together to change some mindset about training program

One of the new concepts of human resources development is the investment on human or *Human Capital*, which every organization should more concentrate on developing skills and knowledge of employees Therefore, it is the roles of marketing mix activities of training providers to motivate all business organization to emphasize on training or human resources activities to prepare their employee skills and knowledge both nowadays and in the future.

Literatures show that marketing mix is very important for the training providers to offer their quality of products or services to fulfill the needs of customer s. In fact, there is so far for some organization to purchase the outside training service. As such, this research aims to develop their business's strategies to improve their service. The research questions are as follows:

- 1) What are the key factors influencing the purchasing decision on using the service of training in organization in Thailand?
- 2) What are the important criterions that the training organizers are supported to consider when purchasing the service of training?

1.2 Objectives of the study

The main objectives of the study are:

- 1) To study the key factors influencing the purchasing decision on using the service of training in organization in Thailand.
- 2) To identify the important criterions that the training organizers are supported to consider when purchasing the service of training program.

1.3 Significance of the Study

Previous empirical research of factors that influencing the purchasing decision on using the service of training program has rare been conducted. This study provides a theoretical basis and empirical test regarding the relationship between the

demographic data, organization data and consumer behaviors as well as the demographic data and marketing mix of service of training program in Thailand.

The study reveals keys factors that influencing the purchasing decision on using the service of training program. The findings of the study would be useful for training service agencies to improve and enhance their business strategies to serve needs of their customers. .

This study aims to benefit the service of training program providers in order to understand consumer behaviors and level of consumer perception in term of marketing mix. At least training service providers can improve and develop the service of training program to meet consumer needs, thus this study can also benefits for training service customers as well.

1.4 Scope and Limitations of the Study

This study aims to explore key factors influencing the purchasing decision on using the service of training program. The scope of the study can be classified to cover all these matters.

The researcher used quantitative research techniques to survey the opinion of respondents about the factors influencing the purchasing decision on using the service of training program in Thailand. There are 340 respondents, who are the training organizers and representatives of organizations from the total population of 2,245 companies which is the in the list member of Personnel Management Association of Thailand (PMAT) by using Taro Yamane formulation.

The researcher classified variables of study as follows:

- 1) Independent variables; it divides for 3 groups, namely, demographic data, organization data, and perception on marketing mix.
- 2) Dependent Variables; it is the various reason dimension of purchasing decision on using the service of training program.

There are some limiting factors in this research project such as timing is so short. The research must be done within 1 semester of academic year or around 3 month. If the time is longer, it can be surveyed in the larger group and qualitative can be done parallel.

1.5 Conceptual Frameworks

Literatures on consumer behavior show some factors that influenced consumer's purchasing decision making.

Wells & Prensky (1996) introduced the model of *Context of Decision Making Process* which shows some factor that influence customer on making decision to purchase a product such as culture and value, demographic subculture, personality, life-style and psychographic, reference groups, and marketing communication, which involves to consumer behavior, Marketing mix concept is related to analyze as the important factors for customer decision making. In term of service business, Marketing mix which is composed of the seven controllable variables of Product, Price, Promotion, Place, People, Process, and Physical evidence are essential to customers when they are on purchasing the training services. All lead to the motivations of customers before purchasing decision. In term of decision making, the researcher use the concept of service outcomes which proposed by Johnston, Clark & Shulve, (2012) found that the key factors of consumer purchasing decision on services are their perception of the product/service, post-consumption benefits, and emotions, comparison with pre- and post-consumption judgments on the last purchasing decision, which could be the *independent* factors of customer satisfaction (*dependent* factor) which further influence the intention of repeated purchase. As such, the researcher uses these concepts to construct the conceptual framework.

Based on *the Context of Decision Making Process, Marketing Mix* and the *Service Outcome* model, the researcher developed the following conceptual framework for this study.

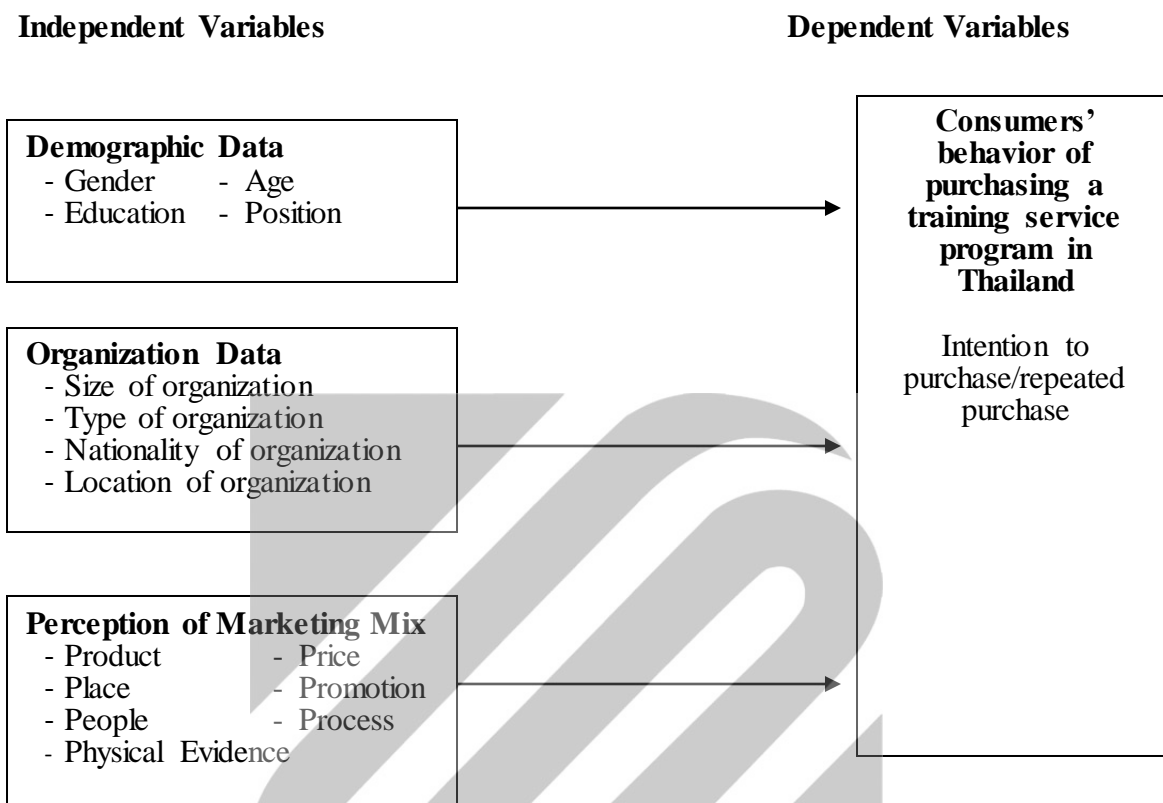


Figure 1.1 Researches Diagram

1.6 Research Hypotheses

There are 15 hypotheses to this study described as follows:

- 1) There is significant relationship between gender and purchasing decision of training service.
- 2) There is significant relationship between position and purchasing decision of training service.
- 3) There is significant relationship between education level and purchasing decision of training service.
- 4) There is significant relationship between age and purchasing decision of training service.
- 5) There is significant relationship between size of business and purchasing decision of training service.
- 6) There is significant relationship between nationality of business and purchasing decision of training service.

- 7) There is significant relationship between location of business and purchasing decision of training service.
- 8) There is significant relationship between type of business and purchasing decision of training service.
- 9) There is significant relationship between product and purchasing decision of training service.
- 10) There is significant relationship between price and purchasing decision of training service.
- 11) There is significant relationship between place and purchasing decision of training service.
- 12) There is significant relationship between promotion and purchasing decision of training service.
- 13) There is significant relationship between people and purchasing decision of training service.
- 14) There is significant relationship between process and purchasing decision of training service.
- 15) There is significant relationship between physical evidence and purchasing decision of training service.

1.7 Definitions of Terms

In house Training: a training program which organized inside the location of organization.

Public Training: a training program which organized outside the location of organization.

Training Service Provider: a vendor who provides a service of training to business organization, there are two kinds of vendors. The first one is in the term of training institution or organization, and the second one is in the form of individual vendor or a freelance training provider, there is some person who is expert in some subjects, he or she can be contacted by customers personally to be a training or instructor of training program.

Outsourcing training service: a vendor who provides a service of training to organization by contract not just for implementing a training course, but it may expand the function of human resource development for organization.

Marketing Mix: a combination of the seven controllable variables of Product, Price, Promotion, Place, People, Process, and Physical evidence those are essential to customers when on purchasing the training services.

Product: product of training services is defined as a title or content curriculum of training program including some qualification of instructor who conducts the training program such as level of training skills, experience, and outstanding performance of training program. All of these matters, the training service providers propose to their customers in order to motivate for decision making.

Price: price of training services is defined as a cost of training program that a training provider set up with calculate per day or by project which training service providers offer to their customers in order to motivate for decision making.

Promotion: promotion of training services is defined as some extra, special benefits or privileges which training service providers offer to their customers in order to motivate for decision making.

Place: place of training services is defined as location or venue whereby the training service providers suggest to their customer in order to motivate for decision making.

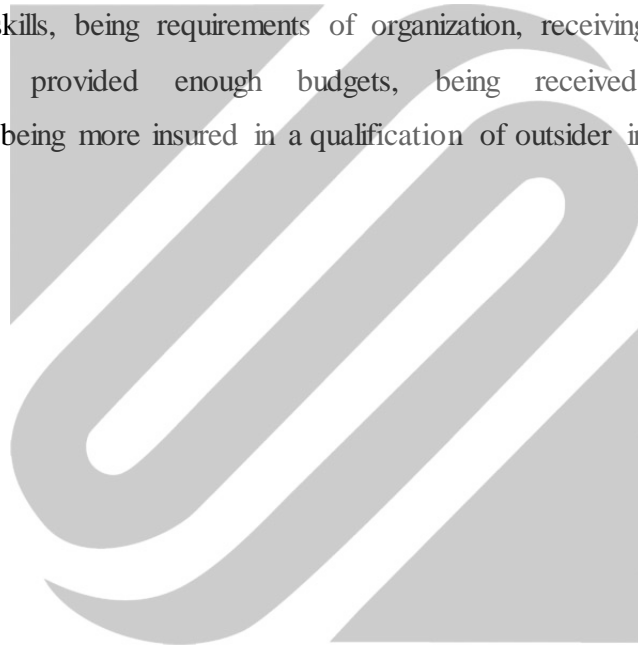
People: People of training services are defined as the persons whom act as facilitators for whom the training service providers offer to facilitate their training program.

Process: process of training services is defined as some significant process of training program implementation such as training need survey, documentation for supporting a class of training, training evaluation which training service providers offer to their customers in order to motivate for decision making.

Physical evidence: physical of training services are defined as training room and all facilities inside which training service providers offer to their customers in order to motivate for decision making.

Purchasing decision: purchasing decision is defined as the processes that involve a choice between two or more alternative action that customer make decision to buy things.

Consumers Behavior of purchasing decision on using the service of training program: is defined as the reasons of benefits, emotions, and intention of repeated purchasing. It shows about customer satisfactions. All reasons of decision can be classified as increasing organization potential performance, increasing employee knowledge and skills, being requirements of organization, receiving a subsidiary from outsiders, being provided enough budgets, being received reference group information, and being more insured in a qualification of outsider instructor.



CHAPTER 2

LITERATURE REVIEW

This chapter presents the literature and related studies on factors influencing the purchasing decision on using the service of training program. The chapter consists of discussion on the following topics.

- 2.1. Conceptualization of Human Resource Development
- 2.2. Training program in Thailand
- 2.3. Conceptualization of Consumer Behavior
- 2.4. Conceptualization of Marketing Mix
- 2.5. Conceptualization of Service
- 2.6. Other related researches

2.1 Conceptualization of Human Resource Development

2.1.1 Definitions

The summary definition mentioned about Human Resource Development (HRD) by some academicians is

Werner & DeSimon (2006) mentioned that Human Resource Development (HRD) can be defined as a set of systematic and planned activities designed by an organization to provide its members with the necessary skills to meet current and future job demands.

Noe, Gerhart & Wright (2004) referred the definition of development indicates that it is future oriented. Development implied learning that is not necessarily related to the employees' current job. (London, 1989) Instead, it prepares employees for other positions in the organization and increases their ability to move into jobs that may not yet exist (Pace, & Mills, 1991).

Development also may help employees prepare for changes in their current job, such as changes resulting from new technology, work designs, or customers. So

development is about preparing for change in the form of new jobs, new responsibilities, or new requirements. In contrast, *training* traditionally focuses on helping employees improve performance of their current jobs. Many organizations have focused on linking training programs to business goals. In these organizations, the distinction between training and development is more blurred.

2.1.2 HRD Functions

HRD functions can be classified by some academicians as follow:

MaLagan (1989) identified three primary HRD functions as follows:

1) **Training and Development (T&D)**, it is focused on changing or improving the knowledge, skills, and attitudes of individual. Training typically involves providing employees the knowledge and skills needed to do a particular task or job, though attitude change may also be attempt. Developmental activities, in contrast, have a long-term focus on preparing for future responsibilities while also increasing the capabilities of employees to perform in their current jobs. T&D activities begin with a new employee enters the organization, usually in the form of employee orientation and skill training. Employee orientation is the process by which new employee learns important organizational values and norms, establish working relationships, and learn how to function within their jobs. The HRD staff and the hiring supervisor generally share the responsibility for designing the orientation process, conducting general orientation sessions, and beginning the initial skills training. Skills training and technical training programs then narrow in scope to teach the new employees a particular skills or area of knowledge.

On the job training (OJT) is a training method that involves conducting training at a trainee's regular workstation (desk, machine, etc.) This is the most common form of training; most employees receive at least some training and coaching on the job. Virtually any type of one-on-one instruction between the employee and supervisor can be classified as OJT. On the job training has recently been promoted as a means for organizations to deal with the shortage of applications that possess the skills needs to perform many current jobs.

MaLagan (1989) also mention that once new employees have become proficiency in their jobs, HRD activities should focus more on development activities-

specially, coaching and counseling. In the coaching process, individuals are encouraged to accept responsibility for their actions, to address any-work related problem, and to achieve and sustain superior levels of performance. Coaching involves treating employees as partners in achieving both personal and organization goals. Counseling techniques are used to help employees deal with personal problems that may interfere with the achievement of these goals. Counseling programs may address such issues as substance abuse, stress management, smoking cessation, or fitness, nutrition, and weight control.

HRD professionals are also responsible for coordinating management training and development programs to ensure that managers and supervisors have the knowledge and skills necessary to be effective in their positions. Those programs may include supervisory training, job rotation, seminars, or college and university courses.

2) **Organization Development (OD)**, is defined as the process of enhancing the effectiveness of an organization and the well-being of its members through planned interventions that apply behavioral science concepts. OD emphasizes both macro and micro organization changes. Macro changes are intended to ultimately improve the effectiveness of the organization, whereas micro changes are directed at individuals, small groups, and teams. For example, many organizations have sought to improve organization effectiveness by introducing employee involvement programs that required fundamental changes in work expectations, reward systems, and reporting procedures.

3) **Career Development**, is “an ongoing process by which individual’s progress through a series of stages, each of which is characterized by a relatively unique set of issues, themes, and tasks”. Career development involves two distinct processes: career planning and career management. Career planning involves activities performed by an individual, often with the assistance of counselors and others, to assess his or her skills and abilities in order to establish a realistic career plan. Career management involves taking the necessary steps to achieve that plan, and generally focuses more on what the organization can do to foster employee career development. There is a strong relationship between career development and T&D activities. Career plans can be implemented, at least in part, through an organization’s training programs.

2.1.3 Organization Change and Training and Development

Generally, all organizations need change because of quality requirement and growth. The practice of training and development is done as a tool organization change. The concept of change is discussed as follows

Werner and DeSimon (2006) proposed some idea about the basic purpose of training and development is to anticipate change and to respond proactively to it. Change involves moving from one condition to another, and it will affect the individuals, groups, and entire organizations. All organizations experience change of some sort, and the rate at which change takes place is accelerating. The most prominent changes affecting T&D that have been prophesied and are actually occurring today in business include the following:

- 1) Change in organizations structure caused by mergers, acquisitions, rapid growth, downsizing, and outsourcing.
- 2) Change in technology and the need for more highly skilled workers.
- 3) Change in the educational level of employees-some more highly educated, others needing remedial training.
- 4) Change in human resources, creating a diverse workforce consisting of many groups.
- 5) Competitive pressures necessitating flexible courses and just-in-time and just-what's needed training.
- 6) Increased emphasis on learning organizations and human performance management.

Werner, Randy & DeSimon (2006) also mentioned that every human is affected by change. As change agents, managers and staff specialists involved with T&D must understand the difficulties associated with change and the ways to reduce resistance to change. Because of the impact change has on the organization and its employee, it should be undertaken only when a real need exist. Of course, circumstances in the internal or external environments may make change desirable or even necessary.

Basically, the impetus for change comes from a belief that the organization and its human resources can be more proactive and successful.

2.1.4 Needs of Training and Development in organization

Wayne, Noe & Premeaux (2002) discussed about needs of Training and Development in organization. They mentioned that change is obviously one factor that impacted by T&D. other issues that often determine whether a firm achieves its T&D objectives are discussed next.

- 1) **Top Management Support**, is perhaps the most basic training and development requirement. Without it, a T&D program is up the creek without a paddle. Moreover, this support must be real-not merely lip service. It should be communicated to the entire organization. The most effective way to do this is for executives to take an active part in the training and provide the needed resources.
- 2) **Commitment from Specialists and Generalists**, in addition to top management, all managers whether they be specialists or generalists-should be committed to and involved in the T&D process. According to one prominent director of corporate management development, *“The primary responsibility for training and development lie with line managers, from the president and chairman of the board on down”*. T&D professionals merely provide the technical expertise.
- 3) **Technological advances**, perhaps no factor has influenced T&D more than technology. The computer and the internet, in particular, are dramatically affecting the way all business functions are being conducted.
- 4) **Organization Complexity**, flatter organization structure resulting from fewer managerial levels gives the appearance of a simpler arrangement of people and tasks. Nothing could be further from the truth. The tasks of individuals and teams have been enlarged and enriched with the result that American workers are spending more time on the job and performing more complex tasks than ever before. Also, the interactions between individuals and groups have become more complicated. The traditional chain of command, which provides a sense of stability at the expense of efficiency, is outdated in many

modern organizations. Other-time-honored concepts have also been laid by the way side. In recent years, the increasingly rapid changes in technology, products, systems, and methods have had a significant impact of job requirements. Thus, employees face the need to constantly upgrade their skills and to develop an attitude that permits them not only to adapt to change, but also to accept and even seek it. Many organizations have changed dramatically as a result of downsizing, technological innovations, and customer demands for new and better products and services. The result is often that fewer people must accomplish more work at a more complex level. Supervisors and operative employees performing in self-directed teams are taking up much of the slack from dwindle middle-management ranks. All these changes translate into a greater need for training and Development.

- 5) **Learning Principles**, the purpose of training is to change employee behavior, and information must be learned if change is to occur. Although much remains to be discovered about the learning process, a number of generalizations stemming from the behavioral science have affected the way training is conducted.
- 6) **Computer technology**, the internet, and Intranets havemade these approaches economically feasible to a degree never before possible. The ability to deliver knowledge to employees on an as-needed basis, anywhere on the globe, and at a pace consistent with their learning styles greatly enhances T&D's value to organizations.

2.1.5 Type of Training

Robert & Jackson (1999) classified about type of training, they said that training in organization is offered in many different area. Notice that some of this training is conducted primarily in-house, whereas other types of training make greater use of external training resources.

- 1) **Internal Training**, training in on-the-job locations tends to be viewed as being very applicable to the job, it saves the cost of sending employees away for training, and it often avoids the cost of outside trainers. However, trainees

who are learning while working can incur costs in the form of lost customers and broken equipment, and they may get frustrated if matters do not go well.

2) **External Training**, external Training occurs for several reasons: It may be less expensive for an employer to have an outside trainer conduct training in area where internal training resources are limited.

2.1) They may not be sufficient time to develop internal training materials.

2.2) The HR staff may not have the level of expertise needed for the subject matter where training is needed.

2.3) There are advantages of having employees interact with managers and peers in other companies in training programs held externally.

One growing trend is the outsourcing of training. Vendors are being used to train employees

Dressler (2013) mentioned about implementing training programs, it can be classified as follows:

- 1) **On-the Job- Training (OJT)**, means having a person learn a job by actually doing it. Every employee, from mailroom clerk to CEO, gets on-the Job-Training when they join a firm. In many firms, OJT is the training available. The most familiar on-the Job- Training is the *coaching or understudy method*. Here, an experienced worker or the trainee's supervisor trains the employees.
- 2) **Apprentice Training** is a process by which people become skilled workers, usually through a combination of formal learning and long-term on-the Job-Training. It traditionally involves having the learner/ apprentice study under the tutelage of a master craftsman person.
- 3) **Informal Learning** is a process by which employees learn on the job they learn through informal means, including performing their job on a daily basis with their colleagues
- 4) **Job Instruction Training**, Many jobs consist of a sequence of steps that one best learns step-by-step. Such step-by-step training is called *Job Instruction Training*. First, list the job's required steps each in its proper sequence. Then

list a corresponding “*key point*” beside each step. The steps in such a *Job Instruction Training* sheet show trainees what to do, and the key points show it’s to be done.-and why.

- 5) **Lectures**, Lecturing is a quick and simple way to present knowledge to large groups of trainees.
- 6) **Programmed Learning**, it is a step-by-step, self learning method that consists of three parts: presenting question, facts, or problem to the learner, allowing the person to respond, and providing feedback on the accuracy of answers, with instructions on what to do next. Generally, Programmed Learning presents fact and follow-up questions frame by frame. When the learner responds, subsequent frame provide feedback on the answer. What the next question is often depends on how the learner answers the previous question. It reduces training time. It also facilitates learning by letting trainees learn at their own pace, get immediate feedback, and reduce their risk of error.
- 7) **Audiovisual-Based Training**, is a process by which employees by DVDs, films, PowerPoint, and audiotapes.
- 8) **Electronic Performance Support System (EPSS)** is computerized tools and displays that automatic training, documentation, and phone support. Employees are probably asking questions prompted by EPSS.
- 9) **Videoconferencing**, it is popular for training geographically dispersed employees, and involved delivering programs via compressed audio and video signals over cable broadband lines, the internet, or satellite.
- 10) **Computer-Based Training**, it refers to the training methods that use interactive computer-based systems to increase knowledge or skills. For example, employers use CBT to teach employees safe methods for avoiding falls; the system lets the trainees replay the lessons and answer questions, and are especially effective when paired with actual practice a under a trainer’s watchful eye.
- 11) **Stimulated Learning**, it means different things to different people. Virtual reality-type games, is one of this type. It puts the trainee in an artificial three-

dimensional environment that simulates event and situations that might be experienced on the job.

- 12) **Interactive Learning** is one of training techniques that employers are also moving from textbook and classroom-based learning to interactive learning. For example, Cheesecake Factory employees use Video, VideoCafe, a YouTube-type platform, to let employees’ upload and share video snippets on job-related topics, including customer greetings and food preparation”.
- 13) **Mobile Learning**, means delivering learning content on demand via mobile devices like phones, laptops, and iPads, wherever and whenever the learner has the time and desire to access it.
- 14) **The Virtual Classroom**, it uses special collaboration software to enable multiple remote learners, using their PCs or laptops, to participate in live audio and visual discussions, communicate via written text, and learn via content such as PowerPoint slides.
- 15) **Lifelong and Literacy Techniques**, it means providing employees with learning experiences over their tenure with the firm, with the aims of ensuring they the opportunity to learn the skills they need to do their jobs and expand their horizons.
- 16) **Team Training**, Teamwork is not something that always comes naturally. Companies therefore devote many hours to training new employees to listen to each other and cooperate. Team Training focuses on technical, interpersonal, and team management issues. Employers use team training to build strong management teams. This often involves special training method. For example, some use outdoor “adventure” or “extreme” training. Such training usually involves taking a firm’s management team out into rugged, mountainous terrain. Activities might include, for instance, white water rafting, and maneuvering through obstacle courses. The aim is to foster trust and cooperation among trainees.

2.1.6 “Make Versus Buy” Decision: creating or purchasing HRD Programs.

Werner & DeSimon (2006) mentioned that after a manager of HRD professional has identified the program objectives, a series of decisions must be made regarding the development and delivery of the program. One of those decisions is whether to design the program internally, purchasing it (or portions of) from an outside vendor or use some combination of the two many services are available through outside vendors or consultants, including:

- 1) Assisting with conducting needs assessment
- 2) Guiding internal staff to design or implement a program
- 3) Designing a program specifically for the organization
- 4) Providing supplemental training materials (exercises, workbooks, computer)
- 5) Presenting a previously design program
- 6) Conducting a train-the-trainer program to improve the instructional skills of internal content experts.

Noe, Hollenbeck, Gerhart, & Wright (2011) mentioned that an organization can provide effective training program, even if it lacks expertise in training. Many companies use outside experts to develop and instruct training courses. Many companies and consultants provide training service to organizations. Community colleges often work with employers to train employees in a variety of skills. To select a training service an organization can mail several vendors a *request for proposals* (RFP), which is a document outlining the type of service needs, the type and number of reference needs, the number of employees to be trained, the date by which the training is to be completed, and the date by which proposals should receive. A complete RFP also indicates funding for the project and the process by which the organization will determine its level of satisfaction. Putting together a request for proposals is time consuming but worthwhile because it helps the organization clarifies its objective, compare vendors, and measure results. Vendors that believe they are able to provide outlined in the RFP submit proposals that provide the type of information requested. The organization reviews the proposals to eliminate any vendors that do qualify. They check references and select a candidate, based on the proposal and the vendor's answer to question about its experience, work samples, and evidence that its training programs meet objectives. The cost of purchasing training from contractor

can vary substantially. In general, it is much costlier to purchase specialized training that is tailored to the organization's unique requirements than to participate in a seminar or training course that teaches general skills or knowledge. Preparing a specialized training programs can require a significant investment of time for material the consultants won't be able to other clients. Not surprisingly then, in tight economic times, companies have been shrinking the proportion of their training dollars spent on programs prepared by contractors. This has helped them lower the cost per hour of their training programs. Even in organizations that send employees to outside training programs, someone in the organizations may be responsible for coordinating the overall training programs. Called *training administration*, this is typically the responsibility of human resource professionals. Training administration includes activities before, during, and after training sessions.

2.2 Training providers in Thailand

The researcher summarized the following four types of training providers in Thailand based on trainer.in.th

2.2.1 Public organizations

Some government agencies are direct responsible to provide training program for business organization to develop their performance and knowledge skill of their employee such as

- 1) Department of industrial promotion which provide training programs for industrial companies
- 2) Department of Labor Skill development which organized training programs for business organization no matter what type of organization
- 3) Department of internal trade promotion which provides training program for some business or prospective person for internal trade.

Most of training programs are free of charge or done in low costing order to help or retrieve business to grow up. However, there are some conditions and limited quota for business to take part. There is one public enterprise -National Productivity

Improvement Institute which provides training program for any kind of business organization in the field of Improvement. Its training programs are easily to access more than above organizations. Additional, there are some public universities or education institutes which also provide training programs for business and general person in some specific fields, mostly in management, computer, and international language.

2.2.2 Government subsidized- organizations

There are some private or independent organizations with being subsidized by - government in specific purpose which provides training programs for business organization. These organizations were established under government policy to promote some industry or investment promotion in some specific area such as Food Institute, Automobile Institute, Garment Institute, and Electricity Institute. The training courses cover many subjects both technical skills and general management. However, their training programs are limited just for the member or business in the same purpose. It is not provided to other kinds of business.

2.2.3 Private organizations

There are two kinds of private organizations which can provide training programs to business organizations.

First, training companies are established to provide training programs to their customers in many field of business such as marketing, human resource, accounting and general management, etc. Most are Thai companies which their training fees are higher than public providers. There are a few of international training companies such as John Robert Power, APM, Barites English training Institute which are recognized just big company customers or international business. Their training fees are higher than other training providers.

The second one, professional associations which are keen in a certain field such as Marketing Associations of Thailand, Personnel Management Associations of Thailand, Accounting Associations of Thailand. They provide training program to business in their specific fields both member and non- member companies with different training fees.

All providers, as mentioned above, can be easily accessed by many channels such as websites, publication or phone. All organization provide both Public training programs, which trainers from any companies who enroll the courses will come to join the class at some specific area mostly in training rooms of some famous hotels, and In-house training programs, which will be organized to the trainees at the venue of each customer.

2.2.4 Personal or Freelance Trainers

There are some side-line trainers or instructors in any field who can be contacted directly by business organization. They are able conduct organized one day or a few days for in-house training program at the customer locations. The customer companies can access them by phone or by reference group of other consumers. Most of them are the ones who have permanent job both private and public organization. They will take leave from their main jobs to conduct their own training program. One reason that the customers choose to use this group because they can provide training program with more competitive price than most business organization.

2.3. Conceptualization of Consumer Behavior

2.3.1. Definition of Consumer Behavior

Wells & Prensky (1996) mentioned that consumer are the individuals that identify a need, buy and consumer products or services to satisfy that need, and then dispose of the product or service when they are through with it. The definition of consumer behavior dictates a focus on consumer and the steps involved in consumer exchange. But consumer behavior also involves other parties whose actions affect consumer exchange. Marketers are individuals or organizations that play a direct role in an exchange with consumer. Marketers are in business to satisfy the needs of consumer, and they do so in exchange for money from consumer.

Jacoby (2007) mentioned that consumer behavior reflects the totality of consumer's decision with respect to the acquisition, consumption, and disposition of goods, services, activities, and ideas by(human) decision-making unit(overtime).

Peter & Olson (2008) mentioned that The American Marketing Association defines consumer behavior as “the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.” In other word, consumer behavior involves the thoughts and feeling people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence this thoughts, feelings, and actions. These include comments from other consumer, advertisements, price information, packing, product appearance, and many others. It is important to recognize from this definition that consumer behavior is dynamic, involves interactions, and involves exchanges.

2.3.2. Characteristics of Consumer Behavior

Peter & Olson (2008) classified consumer behavior as three parts:

- 1) Consumer Behavior is Dynamic; because the thinking, feelings, and action of individual consumers, targeted consumer group, and society at large are constantly changing. For example, the internet had changed the way people search for information about products and services. The fact that the consumer behavior is dynamic and their environments are constantly changing highlights the important of ongoing consumer research and analysis by marketers to abreast of important trends.
- 2) Consumer Behavior involves Interactions; consumer behavior involves interactions among people’s thinking, feelings, and action, and the environments. Thus marketers need to understand what products and brand mean to consumers, what consumers must do to purchase and use them, and what influences shopping, purchase and consumption.
- 3) Consumer Behavior involves Exchanges; consumer behavior involves exchanges between human being. In the other words, people give up something of value to others and receive something in return. Much of consumer behavior involves people giving up money and other things to obtain products and services, that is, exchanges between buyers (consumers)

and sellers (marketers). In fact, the role of marketing in society is to help create exchanges by formulating and implementing marketing strategies.

Wells & Prensky (1996) defined consumer behavior as a process using to satisfy consumer needs. There are the tools people use to identify their thought and feelings and to plan and implement their actions; they allow individuals to interact with their environment. These thoughts, feeling and action are generated by the social and psychological processes of motivation, perception, learning, attitude formation, and decision making, which serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs.

- 1) **Motivation** is the internal process that impels individuals to recognize their needs and initiate action to satisfy those needs. Once the motivation had identified a need, the individual can begin the steps in consumer exchange, using the process of, perception, learning, attitude formation, and decision making. Because motivations vary from one individual to another and for the same consumer under different circumstances, the benefits consumers seek will also be different for different people and in different situations. As a result, different evaluation criterion may be used.
- 2) **Perception** is the process by which individuals select stimuli or objects in their environment, gather information about them, and interpret the meaning of the information to give them a coherent picture. Perception allows individuals to identify the people and products around them, providing a link between the individual and the outside world. As a result, everything that occurs in the environment must first pass through the individual's perceptual process before he or she can make any sense of it or use it.
- 3) **Learning** is the process by which individuals organize knowledge so that is cause a permanent change in their behavior and can be used again in future consumer exchange activities. This knowledge can be gain through a person' own experience or through information gathered from the environment. For example, people might buy stereo review to look for audio equipment advertisements, before they buy a compact disk player. In either case,

learning requires that the individual organize these experiences and information into a useful framework to guide future activities.

- 4) **Attitude formation** is the process by which individuals form a feeling or opinion about objects in their environment. People's attitudes toward an object is based on a number of factors, including (1) learned knowledge from their own experiences with the object as well as information gathered from their; (2) an evaluation of the object based on their knowledge of it; and (3) a predisposition to act based on that evaluation. Simply stated, consumers form attitudes toward people, products, ideas, activities, and many other objects in their environment. They also form attitudes toward aspects of each product they have identified as important criteria in their purchase decision
- 5) **Decision making**, the last behavior process, decision making, is the tool consumers use to choose among alternative actions available to them. Decision making plays a key role in the search for alternatives, evaluation, and purchase of a product or service, as well as in providing feedback and ending the consumption process.

2.3.3 Consumer Decision Making

Peter & Olson (2008) mentioned how consumers make decision is one of the most important aspects of consumers behavior for marketers to understand. Consumers make decisions about many types of behavior

Three elements for consumer analysis are

- 1) **Consumer Affect and Cognition** refers two types of mental response consumer exhibit towards stimuli and events in their environment. Affect refers to their feelings about stimuli and events, such as whether they like or dislike a product. Cognition refers to their thinking such as their beliefs about particular products.
- 2) **Consumer Behavior** refers to the physical actions of consumers that can be directly observed and measured by others. It is also called overt behavior to distinguish it from mental activities, such as thinking, that cannot be observed

directly. Behavior is critical for marketing strategy because only through behaviors can sales be made and profits earned. Although many marketing strategies must ultimately result in overt consumer behavior to have value for company. Thus, it is critical for marketers to analyze, understand, and influence overt behavior.

- 3) **Consumer Environment** refers to everything external to consumers that influence what they think, feel, and do it. It includes social stimuli, such as the actions of others in cultures, social classes, reference groups, and families that influence consumers. It also includes other physical stimuli, such as stores, products, advertisements, and signs that can change consumer' thought feeling and actions.

The consumer process not only involve a dynamic and interactive system but also represent a reciprocal system, any of the elements can be either a cause or an effect of a change at any particular time. Affect and cognition can change consumer behavior and environments. Behavior can change consumers' affect, cognition, and environments. Environments can change consumers' affect, cognition, and behavior.

Cognitive Processes in Decision Making

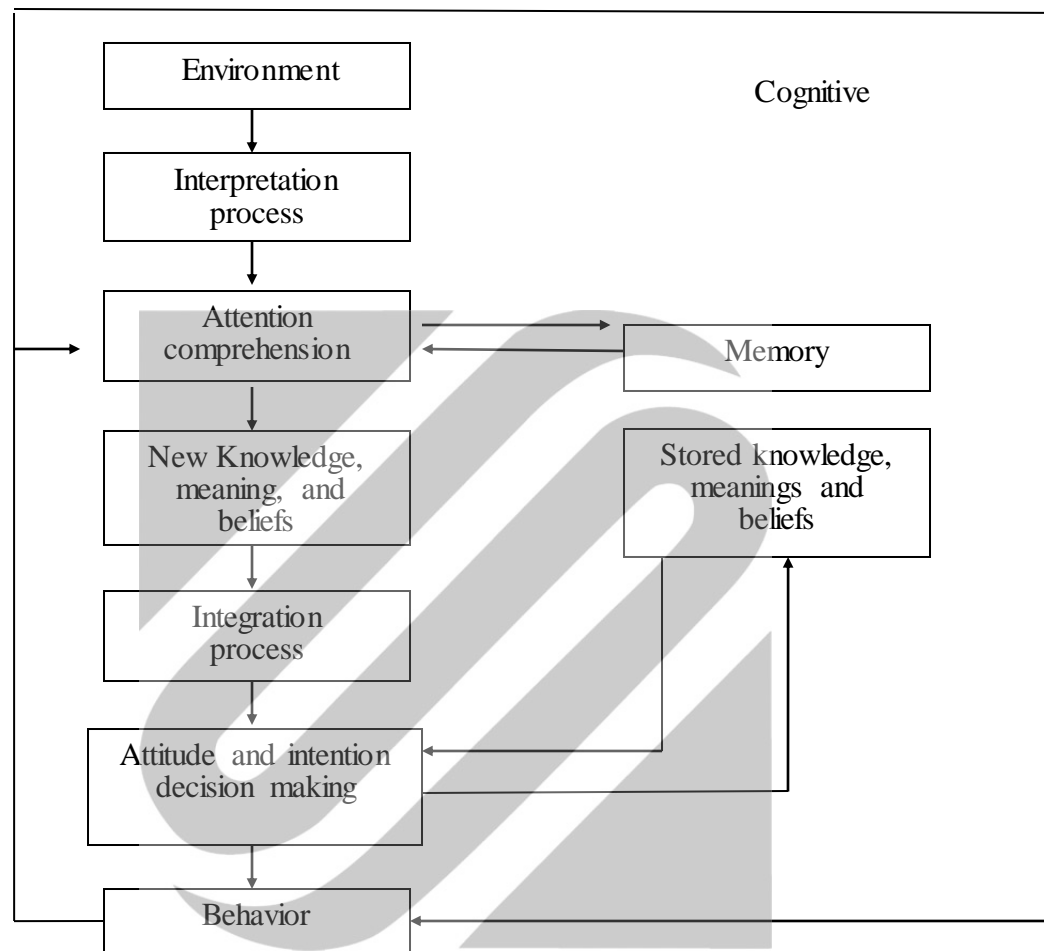


Figure 2.1 Cognitive processes in Consumer Decision Making

Source: Peter & Olson, 2008: 163.

This figure shows a general model of consumer decision making that highlights these cognitive process of interpretation, integration and product knowledge in memory. It provides an overview of this decision making model here. Consumers must interpret or make sense of information in the environment around them. In this process, they create new knowledge, meanings, and beliefs about the environment and their places in it. There are six steps of cognitive process in decision making as follows:

1) **Interpretation process** requires exposure to information and involves two related cognition process: attention and comprehension.

2) **Attention; governs**, how consumers select which information to interpret and which information to ignore.

3) **Comprehension**, refers to how consumers determine the subjective meanings of information and thus create personal knowledge and beliefs

4) **Knowledge, meanings and beliefs**, interchangeably to refer to consumers' subjective understanding of information produced by interpretation processes. Knowledge, meanings and beliefs may be stored in memory and later retrieved from memory (activated) and used in integration processes.

5) **Integration processes**, concern how consumers combine different types of knowledge (1) to form overall evaluations of products, other objects, and behaviors and (2) to make choices among alternatives behaviors, such a purchase. In the first instance, consumer combines knowledge and affective feelings about a product or a brand to form an overall evaluation or a brand attitude. Consumers also engage in integration process when they combine knowledge with affective response to choose a behavior. When consumers choose between different purchase behaviors other than purchasing. For instance, a consumer might integrate knowledge in deciding when to go on a shopping trip, whether to pay with a check or a credit card, or whether to recommend a movie to a friend.

6) **Product knowledge and involvement**, concern the various types of knowledge, meanings and beliefs about products that are stored in consumers' memories. For example, consumers may have products knowledge about the characteristics or attributes of a brand of athletic shoes, the outcomes of using the brand, or the ability of the brand to satisfy important goals and values. Product knowledge that activated from memory has the consumers need a certain amount of knowledge about nutrition to interpret and understand the many health claims made by food companies. Product and involvement refers to consumers' knowledge about the personal relevance of the products in their involvement with health issues will influence how much effort they exert in interpreting a nutrition message.

It can be seen from the model of cognitive process in consumer decision making, all aspects of affect and cognition are involved in consumer decision making, including knowledge, meanings, and beliefs activated from memory and attention and comprehension process involved in interpreting new information in the environment. The key process in consumer decision making, however, is the integration process by which knowledge is combined to evaluate two or more alternative behaviors and select one. The outcome of this integration process is a choice, represented cognitively as a *behavioral intention* (BI) that is a plan to engage in one or more behaviors.

It can be assumed that all voluntary behaviors are based on the intentions produced when consumers consciously choose from among alternative actions. This, decision-making process occurs even for the impulsive purchase that seem to underlie fad. This does not mean, however, that a conscious decision-making process necessarily each time occurs a purchase behavior is performed. Some voluntary behaviors become habitual. They are based on intentions stored in memory that were formed by a past decision-making process. When activated, these previously formed intentions or decision plans automatically and unconsciously influence behavior; additional decision-making process may not be necessary. Finally, some behaviors are not voluntary and are affected largely by environmental factors. For instance, products display and aisle placements dictate how consumers move through stores. Decision making is not relevant in such cases.

Consumer decision making also involves a problem-solving process. It can be identified as three levels of problem-solving effort and describe several influences on problem-solving activities. It can be concluded by identifying several implications of consumer problem-solving for marketing strategy.

In treating consumer decision making as a problem solving, we focus on consumer goals (desired consequences or values in a means-end chain) that they seek to achieve or satisfy. A consumer perceives a “problem” because the desired consequences have not been attained. Consumers make decisions about which behaviors to perform to achieve their goals and thus “solve the problem” in this sense, then, *consumer decision making is a goal-directed, problem-solving process*

Consumer problem solving is actually a continuous stream of interactions among environmental factors, cognitive and affective processes, and behavioral

actions. Researcher can divide this stream into separate stage and sub process to simplify analysis and facilitate understanding.

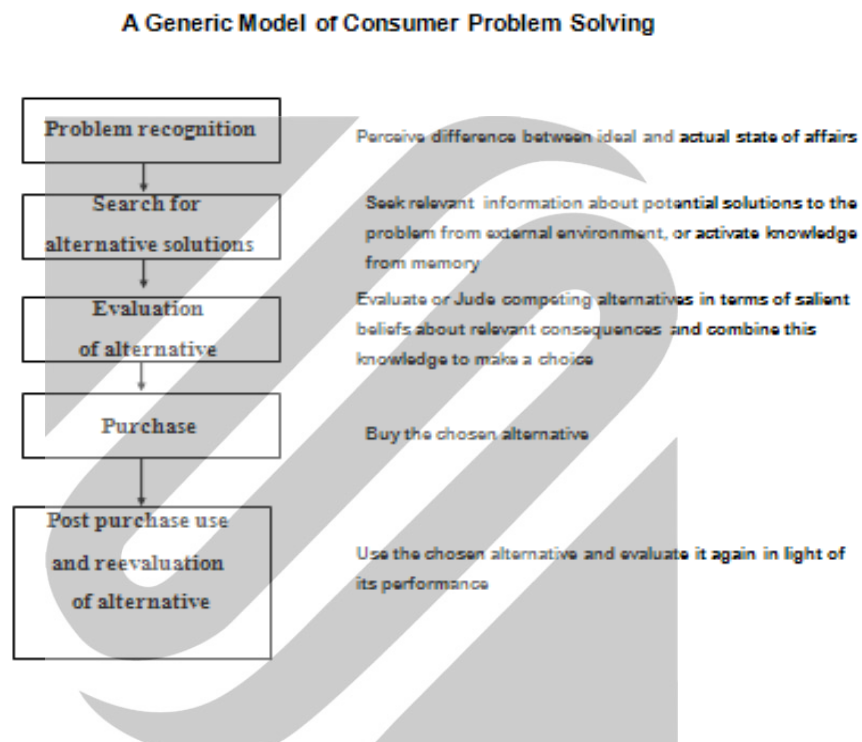


Figure 2.2 A Generic Model of Consumer Problem Solving

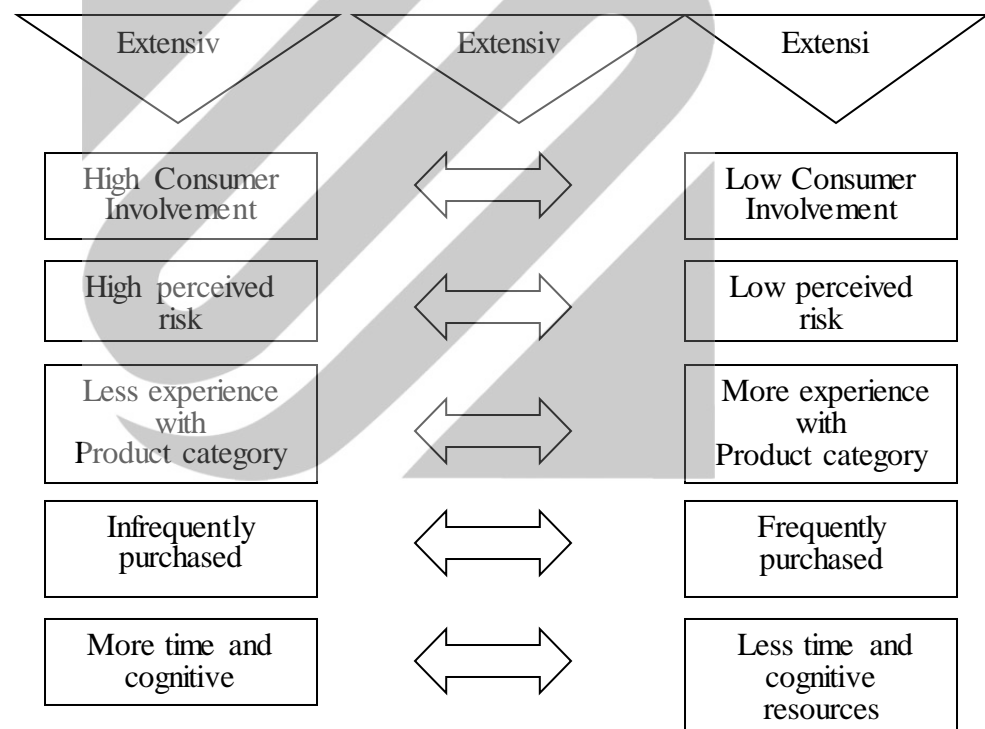
Source: Peter & Olson, 2008: 165.

This diagram presents one such model of problem solving that identified five basic stages or sub process. The first stage involves problem recognition. The next stage of the problem solving process involving *searching for alternative solutions*. The next stage, *alternatives* are evaluated and the most desirable action is *chosen* in the next stage, *purchase*, the choice/intention is carried out. Finally, the purchased product is used, and the consumer may reevaluate the wisdom of the decision.

In summary, the basic model identifies several important activities involved in problem solving, beginning with problem recognition, which activates the initial motivation to engage in problem solving. Other activities include searching for information relevant to the problem, evaluating alternative actions, and choosing an action.

2.3.4 Levels of Decision making

Wells & Prensky (1996) mentioned a useful way to categorize consumer decision making is by the level of effort devoted to making a product choice—that is, the time and cognitive resources the consumer expends in completing the purchase process. This cognitive effort enables the individual to search for alternative products, organize information about them, and develop criteria to use in evaluating products, and choose which products to buy. The level of effort, as illustrated in figures 2.3 can be seen as a continuum that is typically divided into three categories: (1) extensive, (2) limited and (3) routine decision making



Figures 2.3 Characteristic of Consumer Decision Making

Source: Wells & Prensky, 1996: 374.

Decision making can be an extensive process that involves gathering large amount of information, evaluating in painstakingly, and establishing elaborate criteria.

The level of involvement a consumer feels toward the need he or she is attempting to satisfy as a significant impact on the level of effort the individual will

expend. Generally, speaking people are more willing to exert effort to satisfy a high involvement need than a low involvement one. For example a person for whom fashion and clothing are highly involving will spend more time considering the purchase of a new outfit than, say, furnishings for her or his apartment.

If a consumer perceives a significant risk in choosing the wrong product, he or she will exert more effort during the purchase process.

A consumer's experience with a product category will also affect the level of effort he or she expends. Once people have had experience with a product category, they may not expends as much effort in decision making as they did the first time they bought a product to satisfy a newly recognized need. At this stage, the consumer is more involved in routine decision making-choice consumers have made with enough frequency that they have become habit. For example, you frequently buy milk and soft drinks, so you probably don't think very much about such purchases. When you notice that you are out of milk, you automatically stop at the local convenience store on the way home. By contrast, a new product would elicit more effort because the consumer will not have had any experience with it. You probably put a little more thought into trying a: new age" beverage before you bought your first bottle of Mystic or Clearly Canadian.

- 1) **Extensive**, Decision making; involve significant effort in identifying criteria and choosing how to apply them to the purchase process. Because consumers are highly involved with the need as this level, they put a lot of effort into gathering information about available alternatives. In the case of long-time involvement, such as a hobby or intense interest, consumers constantly revise the way they make decision. For Example, if consumers are a computer fanatic, they probably read Pc Magazine and Pc World regularly to keep abreast of technology changes. As new models "push the performance envelop," their criteria tend to change to reflect the changing computer market. When they are ready to buy a new computer, they will apply complex decision criteria to reach your decision.

In the case of a highly involving purchase decision that consumers will need to make frequently, such as replacing a washer or dryer, the consumers

will need to identify new criteria and apply them to the decision. Because most consumers do not regularly keep up with the attributes of these products and may not even know which qualities are most relevant, they must spend time and energy to ensure that the purchase is the right choice.

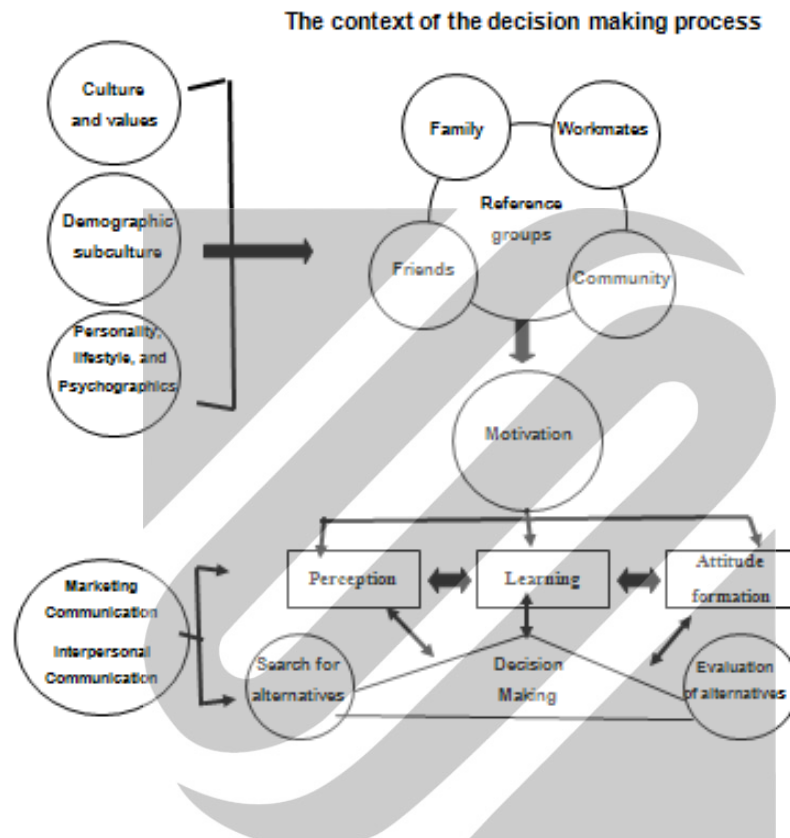
- 2) **Limited Decision Making**, in the case of limited decision making, the consumer applied existing criteria to a recurring purchasing decision. Here, the consumer's effort is limited to gathering new information with which to apply the existing decision making process.
- 3) **Routine Decision Making** involves the direct repetition of a prior decision making process-evaluating criteria, decision rules, or information about alternatives-to recurring purchase decision. Consumers tend to make the same brand decision they have made in the past. This level of decision making involves very little effort because the consumers simply recall the results of prior decision making processes and makes the same choice again. This level of decision making applied to frequently purchase packaged goods, such as soft drinks, toothpaste, or laundry detergent. At some point in the past people might have chosen to buy Purex detergent. Unless something changes-they spill tomato sauce on their roommate's sweatshirt and need a more powerful brand to get out the stain, for example-they routinely buy Purex whenever the need occurs again.

2.3.5 The Decision Making Process

Wells & Prensky (1996) mentioned that decision making plays a significant role in the broader context of consumer behavior. Before making a decision, a person must be motivated to recognize a need and its attendant goals. As part of the motivation process, the consumer identifies the benefits-the outcomes sought from buying and using the product that will help him or her goals. Once the desired benefits have been identified, the consumer begins to search for alternative sources that will provide them.

Consider what happens during the process of choosing a major. Like all consumers, college students have goals; to enjoy the content of their courses, find a

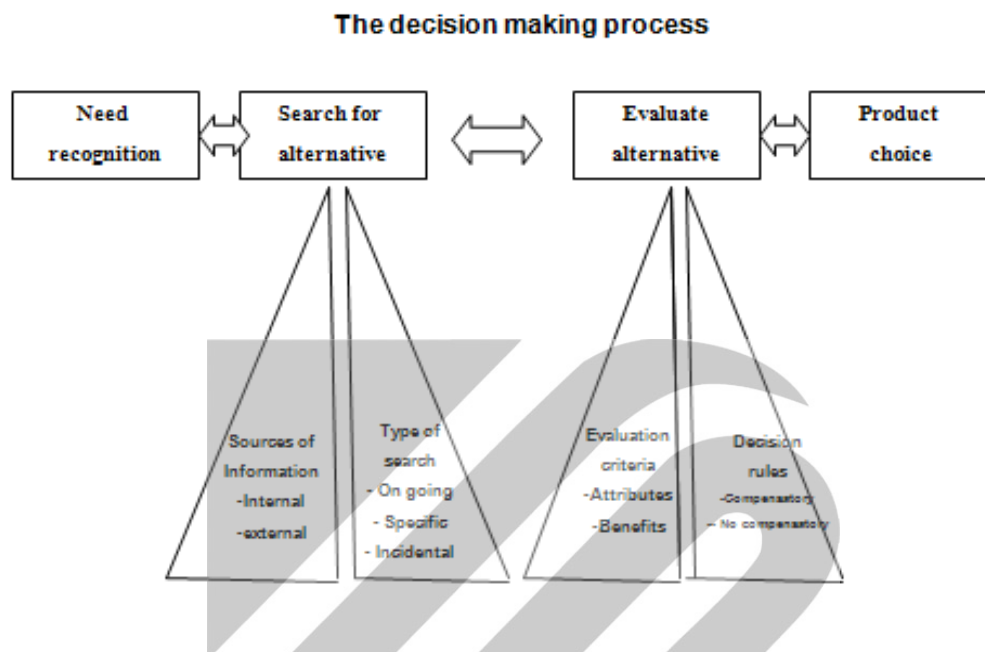
job, and graduate with a high grade point average, to name a few. Their needs, in turn, reflect one or more of these goals.



Figures 2.4 The Context of Decision Making Process

Source: Wells & Prensky, 1996: 348.

Wells & Prensky (1996) mentioned that it is important to recall that people don't necessarily progress through the steps in the purchase process in a rigid order. There are obvious exceptions, particularly for routine products, where consumers may skip the search and evaluation steps altogether. Likewise, they cycle through the search, evaluation and decision steps a number of times, even in an extensive decision making process. They may get to the decision step, for example, and realize that they need additional information or want more alternatives. Consumers sometimes anticipate the nature of their decision and, consequently, are able to structure their searches.



Figures 2.5 The Decision Making Process

Source: Wells & Prensky, 1996: 349.

Wells & Prensky (1996) also mentioned that there are two steps involves in consumer decision making, search for alternatives and evaluate alternatives

1) Search for alternatives, the first step in decision making is the search for alternatives and evaluates alternatives. The purpose here is for the consumers to identify and alternatives products that have the potential to satisfy their needs and to gather information to evaluate them. In doing so, the consumers gather both general information about the product category and specific information about particular alternatives.

In searching for alternatives, consumers have access to two general sources of information: internal and external sources. Internal sources include the consumer's memories of experiences and accumulated knowledge that have been learned over the years.

Consumers can also consult a wide variety of external sources of information, including marketing communications (advertising, salespeople, the retail environment,

and public relations), editorial sources (magazines and books), and interpersonal communications (with friends, family, acquaintances, and experts). Many of these sources are the same ones that have provided the information the consumer has retrieved from internal memory. Prior information retrieved from memory is considered an internal source, whereas new information, gathered from the environment is considered an external source.

Consumers may engage in a number of different types of search activities, depending on the information they need to make a decision. Consumers may gather information through ongoing attempts to keep abreast of a product category, (2) specific efforts spurred by specific need, or incidental knowledge gathered as a byproduct of other activities.

Consumers purposely engage in ongoing search activities when they are highly involved in using a product to satisfy a need. The learning process plays an important role in organizing information into rich associative networks so that it will be accessible when the consumers want it. When consumers have little existing knowledge about a product, they will employ specific information search activities to learn about it. Consumers may recognize a new need that is highly involving for them, but they have not been searching for information on an ongoing basis because the need has not arisen until now. Once they recognize the need, they will exert extensive effort to gather specific information from external sources to help them satisfy it.

Consumers combine any newly gathered information received from external sources with incidental knowledge retrieved from memory – the consumer's internal source of information. Perception and learning play an important role in influencing a consumer's ability to retain incidental knowledge. Consumers accumulate incidental knowledge and the byproduct of everyday activities, such as watching television, reading magazines, and talking with friends and acquaintance. To satisfy a low involvement need, incidental knowledge would likely provide enough information for the consumers to skip over the search step and make decision directly. Because the need has little relevance, the consumers see little reason to expend much effort to satisfy it. Assuming that this is not the way anyone chooses a major, let's consider what happens when a small appliance breaks. When most people recognize that they need a new toaster, they are usually able to make the quickest choice possible without

searching for a lot of information or evaluating many alternatives. Because the decision is not highly involving, people typically use whatever incidental knowledge they already possess to seek out the easiest alternative possible. This example raises an interesting question concerning consumer behavior and the search for information. Researchers debate the rationality of consumers- the assumption that people gather as much as information as possible about all of the alternative they possibly can, carefully evaluate all of information, and choose the alternative that will maximize their satisfaction. The results of search, the set of alternative the consumer actively considers during the decision making process is called the evoked or consideration. Consumers construct their evoked set from two sources: the alternatives they already know and retrieve from their internal memory, and those they identify from external sources. Of these alternatives, consumers exclude some and place them either in their inept set. The brands they will not consider buying-or their inert set- those toward which they are indifferent. To summarize, consumers use perception and learning to gather and organizing the information they acquire and store in memory about alternatives. They form attitude about the alternatives of which they are aware and then make decision about whether or not to include them in their evoked sets.

2) Evaluation of Alternatives, once the consumer has identified alternatives and gathered information about them, one must be selected. Consumers may choose among various products in a number of ways, depending on the level of effort they expend. In some situations, consumers make very simple choices for routine purchases-they buy Diet Coke because it's the same brand they have always bought. The evaluation of different brands that make it into the consumers ' evoked set occurred in two stages (1) the consumer selects certain evaluative criteria, and (2) the consumer establishes a decision rule to integrate those criteria into a choice.

Evaluative Criteria are the attributes consumers use to discriminate among the competing products in the evoked set. Often, consumers may use many criteria to evaluate a set of alternatives either because the product may help them satisfy more than one need or because one product may have many benefits that will help them satisfy a single need. Returning to the running example, a student's choice of a major might meet two needs: (1) it allows the student to enjoy his or her college experience,

and (2) it may help the student get a job after graduation. These needs may be in conflict if the subject area the student enjoys is one in which employment opportunities are scarce or difficult to come by such as the theater Arts. On the other hand, if the student's only need is to get a job, he or she might look for more than one benefit from a major. The student may want a major that will provide him or her with both marketable skills and contact with supportive faculty members who will help the student in his or her job search.

Individuals buy consumer products for the benefits they offer; in turn, the ability of products to deliver those benefits is the most important criterion consumers have for discriminating among them. Furthermore, consumers look for different benefits from different products-some benefits may be functional, other psychological, and still other social-and the benefits sought by one consumer will often be different from those sought by another. In choosing among products, consumers apply the evaluative criteria to each product's attribute, since these attributes indicate the benefits a product offers. Consider, for example, two benefits a student might seek from the major; marketable skills and faculty assistance. To determine whether a major provides marketable skills, the student might examine such attributes as the percentage of graduating seniors who get jobs in their major field of study and the availability of internships in area business. To measure faculty assistance, the student might inspect class size and the availability of faculty office hours.

2.3.6 Decision Rules

Wells & Prentsky (1996) mentioned that consumers are faced with a constant challenge: to consider all of the evaluative criteria they have identified and to make appropriate product decision. If many attributes and associated benefits are important to an individual that can become a daunting task indeed. To simplify the process, consumers implement a decision rule- a method of integrating multiple criteria into a single ordering of all the alternatives in an evoked set. That is, the decision rule helps consumers combine all of the evaluative criteria into one choice. When choosing a major, for example, a student, and other alternatives that are stronger on other attributes. The student can then rate each major on each attribute. Say a student has identified eight attributes that are important; each attribute can then produce a

different ranking of alternative majors. For example, an advertising major may rate highest on the attribute that measures students' interest in the course content, whereas accounting may receive the highest rating on the job placement for graduating seniors, and so on for each attribute. The decision rule provides a way for the student to integrate these different rankings first on that overall ranking and then choose the major that ranks first on that overall ranking.

Many different decision rules are available to consumers to help them distill the myriad choices they encounter. Psychologists and economists have studied and described these rules in every formal term; more formally, in fact, than consumers actually apply them. Most consumers do not apply the rules in the way they have been described. The average consumer does not sit down with pencil, paper, and calculator and complete the mathematics calculations the decision rules say they do. Rather, they apply *heuristic*- the "rule of thumb" consumers actually use to make choices among alternative products; instead of elaborate calculations, they do the reasoning in their minds. The decision rules are still useful, as we will see, because their formal descriptions correspond to the spirit of the *heuristic* consumers actually use to compare alternatives.

The two primary categories of decision rules are non-compensatory and compensatory; they consider each attribute to compensate for a low rating on another. If interesting course are the most criteria to a student in major, for example, and he or she finds advertising course the most interesting, the student would choose to major in advertising even though marketing might be nearly as interesting and offers better job prospects. By contrast, when consumers use a *compensatory rule*, they consider all attributes simultaneously and use a high rating on one attribute to compensate for a low rating on another; that is, *compensatory rules* average an alternative's rating on many attributes.

- 1) **The Lexicographic Rule**, one simple non-compensatory rule is the Lexicographic, whereby the consumer selects one attribute as the most important and then choose the alternative that is rated highest on that attribute.

The Elimination by Aspects Rule. A more complex non-compensatory rule is the elimination by aspects rule, whereby the consumers consider the most important attributes and eliminates any alternatives that don't meet a minimum cutoff level on that attributes. This rule uses the attributes, one after the other, to discard alternatives that are not rated highly on important attributes. The consumers continue to use attributes to eliminate alternatives until only one remains.

- 2) **The Conjunctive Rule**, a non-compensatory rule that uses the same approach as elimination by aspects but applies the elimination procedure to each alternative rather than each attributes is the conjunctive rule. Using this rule, the consumer eliminates an alternative if any of its attributes ratings do not meet the minimum cut off level-that is, an alternative must be acceptable on all attributes in order to be chosen.
- 3) **The Disjunctive Rule**, unlike the conjunctive rule, the disjunctive rule is a non-compensatory rule that sets a cutoff point for each attributes and retains those alternatives that exceed the cutoff on any of the attributes. Using this rule, the consumer will consider an alternative as long as it delivers any of the benefits he or she seeks.
- 4) **A Multi-attribute Compensatory Rule**, turning to compensatory, a multi-attribute compensatory rule employs a method. Whereas the non-compensatory rules use only one of the evaluative criteria at a time, the multi-attribute compensatory considers all of the criteria and takes relatives' importance into account.
- 5) **Selecting Decision rules**, a consumer's level of involvement and effort will affect his or her choice of a non-compensatory versus compensatory rules. If the consumers have little the decision and want to avoid exerting effort in making a choice, they are more likely to use a simple, non-compensatory rule. These rules provide simple heuristic that are quite simple to apply. In some product decision, price is used as the criterion in a lexicographic rule. For example, an individual may exert the great deal of effort in choosing among alternatives makes of cars before deciding to buy.

2.4 Conceptualization of Marketing Mix

Consumers use the behavioral process to complete the activities in the purchase process; a skillfully designed and implemented marketing mix helps consumers complete the activities necessary to satisfy their needs.

2.4.1 Traditional Marketing Mix

McCarthy (1966) proposed a former 4Ps classified in 1960 which has since been used by marketers throughout the world. One of the most basic concepts in marketing is the marketing mix, defined as the elements an organization controls that can be used to satisfy or communicate with customers. The traditional marketing mix composed of four Ps: product, place (distribution, promotion, and price. These elements appear as core decision variables in many marketing texts or marketing plan. The notion of a mix implies that all the variables are interrelated and depend on each other's to some extent. Further the marketing mix philosophy implies an optimal mix of the four factors for a given market segment at a given point in time.

- 1) **Products**, the Product component of the marketing mix encompass all of the tangible and intangible attributes of the product itself; that is, everything related to the use and consumption of the product. It can include the actual exercise equipment at a health club, as well as the services of trainer, bookkeepers, and cleaning personnel.

During the purchase process, consumers evaluate alternative products by comparing them on a variety of criteria. The key task of marketers is to design the products so that it meets the evaluation criteria used by consumers in the chosen target segment. Marketers must ensure that the consumers they have targeted form favorable attitudes toward their product and that the product delivers those attributes that will satisfy consumers so that the post purchaser evaluations will be favorable as well.

- 2) **Price**, a product's price is that which consumers exchange with the marketers in order to purchase the product. Consumers consider price to be an important criterion in their evaluation of alternatives, both before and after making a purchase. Furthermore, if a product's design requires consumers to exchange both time and money, then the actual price includes more than just its

monetary price. For example, the home exercise machine that takes 12 hours to assemble must include the cost of the consumer's time invested to assemble it. Financing help for large purchase also effect the terms of the exchange.

- 3) **Promotions**, promotion involves the way the marketer communicates information the consumers use to ascertain a product's positioning. That is, consumers use the information provided by advertising, directing marketing, public relations, and salespeople to learn about the product's design, its price, where it's sold, and whether it is appropriate for them. This information is then used as input to all of the behavioral process consumers use to complete the purchase activities. For example, advertising helps decision. Furthermore, if the ad is confusing, the consumer's perceptions of the product may be incorrect.
- 4) **Place**, The means by which the marketer delivers the product to the location where consumer will use it is referred to as place. The path between consumers and marketers, called the distribution channel, can includes many actors, including retailers, wholesalers, warehouses, and delivery services. The marketer manages the process of delivery by designing a system and selecting partners who will satisfy consumers.

Consumers' search for alternatives, evaluation, and actual purchase and use of product will be affected by place decisions. For example, if there are no retailers available to exhibit a product, or the consumer doesn't know which retailers sell the product, the marketer must provide another method for consumers to learn about it. The distance consumers must travel to find a product adds the cost of time to its monetary price.

2.4.2 Expanded Mix for Services

In [www. clarity in communication.com](http://www.clarityincommunication.com) (2005) referred that the 7Ps was devised by McCarthy in 1960 in his book *Basic Marketing A Modern Approach*.

Because services are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact directly with the firm's personnel's, and are actually part of the service production process. Also, because services are

intangible, customers will often be looking for any tangible cue to help them understand the nature of the service experience. For example, in the hotel industry the design and décor of the hotel as well as the appearance and attitudes of its employees will influence customer perception and experiences.

Acknowledgement of the importance of these additional variables had led service marketers to adopt the concept of an expanded marketing mix for service shown in the remaining groups. In addition to the traditional four Ps, the service marketing mix includes *people, physical evidence, and process*.

All human actor who play a part in service delivery and thus influence the buyer's perceptions; namely, the firm's personnel, the customer, and other customers in the service environment. All the human actors participating in the delivery of service provide clues to the customers regarding the nature of the service itself. Their attitudes and behaviors, how these people are dressed, and their personnel appearance, all influence the customers' perceptions of the service. In fact, for some services, such as consulting, counseling, teaching, and other professional relationship-based services, the provider is the service. In the other case the contact person may play what appears to be relatively small part in service delivery-for instance, a telephone installer, an airline baggage handler, or an equipment delivery dispatcher. Yet researcher suggests that even these providers may be the focal point of service encounters that prove critical for the organization.

In many service situations, customers themselves can also influence service delivery, thus affecting Service quality and their own satisfaction. For example, a client of a consulting company can influence the quality of service received by providing needed and timely information and by implementing recommendations provided by consultant. Similarly, health care patients greatly affect the quality of service they receive when they either comply or do not comply with health regimes prescribed by the provider. Customers not only influence their own service outcomes, but they can influence other customers as well. In a theater, at a ballgame, or in a classroom, customers can influence the quality of service received by others-either enhancing or detracting from other customers.

2.5. Conceptualization of Service

2.5.1 Definitions of Service

Many definitions of services are available but all contain a common theme of intangibility and spontaneous consumption. The following represent a sample of services definitions

Zanhaml & Bitner (1996) mentioned that services are deeds, process, and performances.

Groonros (1990) mentioned that a service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between customer and service employees and/or physical resources or goods and/or system of the service provider, which are provides as solutions to customer problems.

Quinn, Baruch, & Paquette, (1987) said that most authorities consider that service sector to include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provided added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser

Lovelock & Wright (2007) mentioned that services are economic activities offered by one party to another, most commonly employing time-based performances to bring about desired results in recipients themselves or in objects or other assets for which purchaser have responsibility, In exchange for their money, time, and effort, service customers expect to obtain value from access to goods, labor, professional skills, facilities, networks, and system; but they do not normally take ownership of any of the physical elements involved.

Johnston, Clark & Shulver (2012) mentioned that “*services*” will mean different thing depending on the type of service that is being provided. The services provided by your local bar or gym will be quite different to that provided by IBM to its business customers. When we talk to managers it is clear that the word “*services*” conjures up many different images. For some it is synonymous with complaints or customer care, for others it is the equivalent of the logistics function, or internal services such as accounting or personnel. For other it means the 10,000-miles check-up to their car.

The word “*service*” is used to describe around 80 percent of economic activity in developed nations; it is therefore perhaps not surprising that there is, as yet, no single, agreed and compressive definition of what a “*service*” is. However, there are beginnings of an emerging consensus. While a product is a thing a service is an activity-a process or a set of steps-which involves the treatment of a customer (or user) or something belonging to them, where the customer is also involved, and performs some role in the “*service*” is much more than the point of view and the service received from the customer’s point of view.

2.5.2 Characteristic of Service

Kotler (2000) mentioned that services have four major characteristics that greatly affect the design of marketing programs: intangible, inseparability, variability, and perishability as discussed in details below: .

- 1) **Intangible**, services are intangibility. Unlike physical products, they cannot be seen, tested, felt, heard, or smelled before they are bought. To reduce uncertainly, buyers will look for signs or evidence of the service quality. They will draw inference about service quality from the place, people, equipment communication material, symbols, and price that they see. Therefore, the service provider’s task is to “*manage the evidence*” to “tangibilize the tangible”. Whereas products marketers are challenged to add abstract ideas, service marketers are challenged to put physical evidence and imaginary in their abstract offers.
- 2) **Inseparability**, services are typical produced and consumed simultaneously. This is not true of in physical goods, which are manufacturer, put into inventory, distributed through multiple resellers, and consumed still later. If a person renders the services, then the provider is part of the services. Since the client is also present as the service is produced, provider- client interaction is a special feature of services marketing. Both the provider and the client affect the service outcome.
- 3) **Variability**, because they depend on who provides them and when they are provided, services are highly variable. Services buyers are aware of this high

variability and frequency talk to others before selection a service provider. Services firm can take three steps toward quality control. The first is investing in good human resource selection and training. The second step is standardizing the service performance process throughout the organization. This is helped by preparing a service blueprint that depicts the service events and process in a flow chart, with the objective of recognizing potential service fall points. The third step is monitoring customer satisfaction through suggestion and complaint systems, customer survey, and comparison shopping, so that poor service can be detected and corrected.

- 4) **Perishability**, services cannot be stored. The perishability of service is not a problem then demand is steady because it is easy to staff the services in advance. When demand fluctuates, Services firm have difficult problems.

2.5.3 Characteristic of Service Mix

Kotler (2000) classified the categories of service mix into five categories which are:

- 1) **Pure Tangible goods**: The offer consists primary of tangible good. No services accompany the product.
- 2) **Tangible good with accompany services**; the offer consists of a tangible good accompanied by one or more service to enhance its consumer appeal.
- 3) **Hybrid**: The offer consists of equal parts of goods and services.
- 4) **Major services with accompanying minor goods and services**: The offer consists of a major service along with additional services or supporting goods.
- 5) **Pure service**: The offer consists primarily as a consequence of this varying goods-to-service mix; it is difficult to generalize about services unless further distinctions are made. However, it can be determined the generalization of the services into four types.

First, services vary as to whether they're equipment based or people based. People based service vary by whether they are provided by unskilled, skilled, or professional workers.

Second, some services require the client's presence. It is the client must present, the service provider has to be considerate of his or her needs.

Third, service differs as to whether they meet a personal need (personal services) or a business need (business service). Service providers typically develop different marketing programs for personal and business markets.

Fourth, service provider differ in their objectives (profit or non-profit) and ownership (private or public). These two characteristics, when crossed, produce four quite different types of service organization.

2.5.4 Service-the customer's perspective

Johnston, Clark & Shulver (2012) mentioned that while a service is the process or activity, from the customer's perspective, sometimes referred to as the customer-dominant logic perspective, the service received is their *experience* of the service provided which results in outcomes such as "products", benefits, emotions, judgments and intentions.

The customer experience's direct and personal interpretation of, and response to, their interaction with and participation in the service process, and its outputs, involving their journey through a series of touch points/steps. An experience is perceived purely from the point of view of an individual customer and is inherently personal, existing only in the customer's mind. Thus, no two people can have the same experience. Aspects of customer experience include:

- 1) The degree of personal interaction
- 2) The responsiveness of the service organization
- 3) The flexibility of customer-facing staff
- 4) Customer intimacy
- 5) The ease of access to service personnel or information systems
- 6) The extent to which the customer feels valued by the organization
- 7) The courtesy and competence of customers facing staff
- 8) The interaction with other customer

2.5.5 The service outcomes

Johnston, Clark & Shulver (2012) mentioned that the term service describe the results for the customer of the service process and their experience. The key outcomes are product, benefits, emotions, judgments and intentions.

- 1) **Product**, one key and important outcome is the “*functional*” “output of the service provided, “product” such as the food and drink provided by a restaurant, or the ability of a delegate on a training course to construct a spreadsheet, or the new heart for the heart operation patient.
- 2) **Benefits**, the Benefits are important to the customer. This is why they have chosen or used the service provider. The benefits of a service are how the customer perceives they have profited” or gained from the service provided, their experience of it and the “product” provided, i.e. how well their requirements and needs have been met. The patient who has undergone the heart operation will benefit from a longer and more active life. The benefits for students will be better job prospects or higher salaries and/or new capabilities and skills. The benefits of using a firm of consultants may be reduced costs and/or greater commercial success.
- 3) **Emotions**, experiencing a service results in the customer feeling emotions, of which there are many hundreds, including joy, surprise, love, fear, anger, shame and sadness. In the hospital the patient hopefully experiences a well-managed stay, where they feel at ease and assured throughout with minimal pain and inconvenience. A student at a university may have enjoyable and challenging experience with more memorable lectures and seminars and exciting extra-curricular activities. A senior manager employing a firm of consultants will hopefully feel assured with increased confidence to pursue a particular strategy.
- 4) **Judgments**, another outcome of the service from the customers’ point of view will be their conscious or unconscious assessment of the service provided, their experiences and the perceived benefits gained. This results in

judgments about fairness (or equity), and, importantly, their perceived value of the service value of the service provided, their experiences and the benefits derived weighed against all the costs involved.) These assessments and feelings, conscious or unconscious, will then be rationalized into a feeling of satisfaction or dissatisfaction (an emotion) about the overall service (as well as individual elements of it)

5) **Intentions**, these judgments, good, bad or indifferent, will result in intentions, such as the intention to repurchase or not, the intention to recommend to others, or the intention to complain or not. These intentions may or may not result in action.

2.5.6 Service Management

Johnston, Clark & Shulver (2012) mentioned that services come in many shapes and forms provided by a variety of type of organizations, including business-to-consumer service (B2C), business-to-business service (B2B), internal services and not-for-profit and voluntary as discussed in details

1) **Business-to-consumer services**, are service provided by organizations to individuals, examples being financial services (from bank and insurance providers), retail services (from supermarkets and clothes shops), travel services (airlines and bus companies), leisure services are those organizations which facilitates communication and service provision between customers (sometimes describes as customers –to-customers or C2C services) ; examples are social networks such as Facebook, business networks such as LinkedIn, video-sharing sites such as YouTube, peer-to-peer games such as Farmville and Café World, and buying and selling sites such as e-Bay.

2) **Business-to-business services**, are services provides between business and include consulting, office equipment provision and support, communications, corporate travel services, business insurance, finance and legal services.

- 3) **Internal services** are the many sorts of formal and informal services that people inside organizations provide to each other. The formal ones include internal services such as personnel, IT, HR, payroll or security services. Sometimes organizations subcontract or outsource such as services so they become B2B services. Furthermore, almost everyone working in an organization provides some form of service to other people in the organizations, such as writing reports, arranging meetings, taking part in discussions or providing information. These are informal internal services.
- 4) **Public services**, (sometimes referred to as G2C- government-to-consumer) cover the wide range of services provided by local, regional and central governments to their citizens and communities. These include social housing, police, education, welfare and health services.
- 5) **Not-for-profit and voluntary services**, includes the services provided by non- governmental-organizations (NGOs) such as aid organizations like Oxfam, Red Crescent and Medicines sans Frontiers. Other not-for-profit and voluntary organizations include faith organizations, charities, trusts, the Scouting Association and the many small voluntary clubs and societies such as sport clubs and photographic societies.

2.5.7 Types of Service Business

Locklove (1996) has divided service business into two factors by using the process of creating the service to be the main category. The first factor is “who or what the direct recipient of the service is? Which consider people and things? Second factor is “*What is the nature of the service act?* From factor Locklove (1996) has divided the service business into tangible and intangible action as shown in table 2.1 and 2.2; these two questions result in a four-way classification scheme, involving:

- 1) **People processing**, the service performs in a tangible action to people’s bodies. Customers need to be physically present throughout service delivery in order to receive the desired benefits of such services.

2) Possession processing, the service performs in a tangible action to good and other physical possessions. Customer can touch directed at goods and other physical possessions that belong to the customer such as shipping business service. The customer does not need to be involved as much as the first type.

3) Metal stimulus processing, the service performs as intangible action directed at people's mind, such as broadcasting. Customers must be present mentally but can be located either in a specific service facility or in a remote location connected by broadcast signal or telecommunication linkages.

4) Information processing, the intangible action directed at intangible assets, such as insurance, and investment banking. The customer needs to know more information about this business.

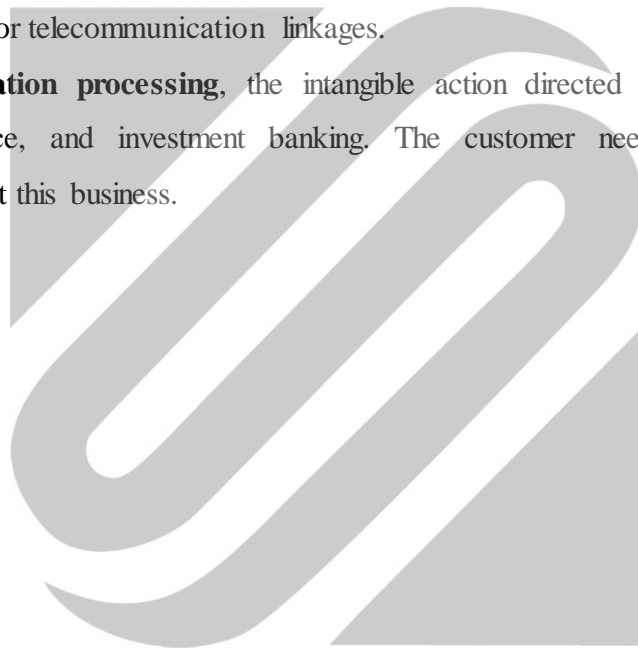


Table 2.1 The classification of Service Business in Tangible Actions

Who or what is the direct recipient of the service?

What is the nature of the service act?	People	Things
	People Processing	Possession Processing
	<i>Service directed at people's bodies</i>	<i>Service directed at good and other Physical possessions</i>
Tangible Actions	Passenger transportation Health care Lodging Beauty Salons Physical therapy Fitness centers Restaurants/Bars Haircutting Funeral services	Freight transportation Repair and maintenance Warehousing/Storage Janitorial service Retail distribution Laundry/Cleaning Dry Refueling Landscaping/Lawn care

Source: Locklove, 1996

Table 2.2: The classification of Service Business in Intangible Actions

What is the nature of the service act?	People	Things
	People Processing <i>Service directed at people's bodies</i>	Possession Processing <i>Service directed at good and other Physical possessions</i>
Intangible Actions	Advertising/Public relation Art and entertainment Broadcasting/Cable Management consulting	Accounting Banking Data Processing Data transmission
	Education Information service Concerts Psychotherapy Religion Voice telephone	Insurance Legal services Programming Research Securities investment Software consulting

Source: Locklove, 1996

2.6 Related Research

Since this research is mainly related to marketing mix. The survey of related research was focused on factors of related of marketing mix associated to the main point.

Pitipad (2011) has studied factors influencing the purchasing decision of mobile phones in Hua Hin Muang Municipality, Prachuabkhirkan found that the example group mostly are male respondents are aged between 26-35 years old, and most marital status are single, graduate with diploma, with an average being income is between 5,001-15,000, and most occupations are student. The outcome of the analysis is the most important is selling promotion, the next are location, product, and important are beautiful design, subordinate are trustful product brand name, calling voice type polyphonic, MP3, camera which can receive and send picture also there are GPRS system, Bluetooth system, and mobile type Smart Phone respectively. For the price, the most important is the discount which lowers than the price that fixed by the company, subordinate are fair, and suitable price, credit card, and money installment service respectively. For the location, the most important is the convenience of car park and locate in the point which easy traffic. The most important in the facet the product in completely type, distribute of repay product respectively.

Titima (2009) has studied purchasing behaviors of working-age women to genuine jewelry in Bangkok and their attitude levels toward marketing mix of genuine jewelry. The result of study indicated that total number of persons who answered the questionnaire were 200 people and working-age women put high level of attitude to overall marketing mix of genuine jewelry; the highest level of attitude placed to product, price, promotion and place respectively, and when considered in each aspects found that for the product, the highest level of attitude to reliable standard and quality of the product respectively, and placed the lowest one to packaging. For the price, the highest level of attitude to a suitable price and quality of the product; the second one

was the high price of products while the lowest one was to pay by installments. For the place, the highest level of attitude to a standardized security system, the second most was convenience of parking lots, and the lowest one was the reliability of e-business. For the promotion, the highest level of attitude to personality of salesperson making products is more reliability and the lowest one was internet advertisement.

Manit (2009) has studied the purchase behavior on Ready Coffee Can in Bangkok Metropolitan area and found that total number of persons who answered the questionnaire were 385 people, with a proportionally higher incidence of male respondents are aged between 23-30 years old. Graduate with Bachelor's degree, with an average being income is between 5,000-10,000 Bath per month, and most common employees of private companies. The outcome of the analysis is the consumers favor purchasing coffee brand name "*Berdy*" because of a perceived enhanced taste and it is convenient to buy and be reasonable price. The distribution channel is through convenient stores, supermarkets in small shop in general. The promotion is through television and advertisement, which is very important advertising medium and it has strong association with buying behavior.

Chainarong (2011) studied the factor affecting purchasing decision on Vaginal Tightening cream for ladies in Bangkok, This research focused on factor purchasing decision on Vaginal Tightening cream for ladies in Bangkok. The objectives of this study are to identify most important factor and how all factors affecting purchasing decision. The results of this research found that the importance of factor affecting purchasing decision for psychology factor, mostly samples are neither interested nor familiar with product of vaginal tightening cream. For marketing factor, the reasonable pricing is the importance factor on affecting their buying decision,

Ricafort (2010) studied the factor affecting decision making in choosing a university of secondary students in private and public schools. It found that several factors are identified all throughout the study such as reputation and effective teaching techniques are appealing to the incoming students, affordability and budget-wise spending are considered as most of the respondents come from a lower budget/income group wherein affordability and accessibility provides a higher draw towards decision making. It was also established that the age and maturity of these respondents play a huge role in their decision making. Their youth or lack of maturity and decisive power

tends the people that surrounds them have a greater effect on their decision making rather having their own choices.

Phitchaporn (2012) studied the key factors that have influenced consumers purchasing decision to use the service of a certified Public Accountant for small and medium enterprises (SMEs) in the area South Krung Thon, Bangkok. It found that Product. influenced the purchasing decision to use the service of a certified Public Accountant at the most level is knowledge, capabilities and expertise in the investigation and keeping customer information confidential. Price influenced the purchasing decision to use the service of a certified Public Accountant at the very level is the cost of the monitoring service. Place influenced the purchasing decision to use the service of a certified Public Accountant at the medium level is contact ease. Promotion influenced the purchasing decision to use the service of a certified Public Accountant at the very level is eager and willing to help. People influenced the purchasing decision to use the service of a certified Public Accountant at the most level is the team as a good knowledge of taxation and the team specialize in business. Physical evidence influenced the purchasing decision to use the service of a certified Public Accountant at the very level is the quality of the results Process influenced the purchasing decision to use the service of a certified Public Accountant at the very level is strictly complying with auditing standards and accounting standards at the most level is reporting regularly.

Kamontip (2012) studied the marketing service factors affecting the service decision of private hospitals in Muang Samutsakhon Province. It found that the product is the most important factor followed by people; the least important factor was marketing promotion.

Panipat (2011) studied the selection process in the use of service of The Dusit Thani Hotel Bangkok. It founded that the factors that influence the use of the service of Dusit Thani Hotel, Bangkok at the most level is price. The second and third ranks are physical features, service and promotions, respectively.

Punnada (2011) studied the relation factor in decision making behavior to buy a life insurance from commercial bank: case study of consumers in NongKhem District, Bangkok. It found that marketing mix factors, Product, Price, Place, Promotion,

People, Physical evidence, and Process of service, there is relationship with decision making behavior to buy life insurance through commercial banks.

Chaloemkhwan (2011) studied the factors that affect consumer behavior watching cinema in Bangkhae district, Bangkok. It found that the different in marketing mix factors about product, pricing and channels of distribution, promotion, personnel, physical environmental factors had no effect on their consumer behavior which watching cinema in Bangkhae district, Bangkok had at 0.05 significance level.

Santi (2011) studied the factors relating to consumer's buying behavior of TOYOTA VIOS in Samutsakhon Province. It found that consumer opinion for marketing mix factors in term of product, price, place and promotion affected on buying TOYOTA VIOS at high level.

Sureeporn (2011) studied the factors relating to behaviors of choosing the food center at the Mall Bankae, Bangkok. . It found that marketing mix factors concerning product, price, place, promotion, people, physical characteristics, and service processes showed different values with no effects on choosing the food center.

Table 2.3 Comparison of related researches about factors affecting purchasing decision

Researchers	Products/Services	Key Factors that affecting purchasing decision
1.Chainarong Visitsathaporn	Vaginal Tightening cream for ladies	Product
2.Vincent Paul Faustino Ricafort	A University of Secondary Students	Price, product
3.Phitchaporn Suksamai	A certified Public Accountant	Product (knowledge)
4.Kamomtip Unanan	Private hospitals	Product
5.Panipat Reakbampen	The DusitThani Hotel Bangkok	Price, physical features
6.Punnada Inprasith	A life insurance from commercial bank	product
7.Chaloemkhwan Oanthong	A watching cinema in Bangkhae district	Place, Process, physical environment
8.Santi Boonprasert	TOYOTA VIOS in Samutsakhon	Personnel, Physical environmental
9.Sureeporn Kittikunthon	Food center at the Mall Bankae	Product and Place

(distribution)		
10.Pitipad	Mobile phones in Hua Hin, Prachuabkirikan	Promotion
11.Titima	Genuine jewelry in Bangkok	Reliable standard and quality of the product
12.Manit	Ready Coffee Can in Bangkok	Promotion through television

From all literature review, the researcher would like to set up the Conceptual Frameworks based on information on the consumer behavior model and the marketing mix. The framework represents relationship of independent variable and dependent variable as mention in the chapter



CHAPTER 3

RESEARCH METHODOLOGY

This chapter focuses on the methodology. It discussed how the researcher collects data to analyze the influencing factors affect consumers purchasing decision to use the service of training program.

The following section discusses how data was gathered and analyzed further to establish the influencing factors that affecting consumers purchasing decision to use the service of training program. It was consisted of the following sections.

- 3.1 Quantitative Design
- 3.2 Data Collection Procedures
- 3.3 Population and sampling
- 3.4 Research Instrument on Validity and Reliability
- 3.5 Data Analysis

3.1 Quantitative Design

The quantitative design was used to generate results that are based on the test of hypotheses. Various theories applied to construct the rhetorical framework and the conceptual framework of this study.

Questionnaire was used to be the study. Data was gathered from the respondents related to the following four aspects.

Part 1 is the question of demographic data. The questionnaire was consisted with close-end question design and chosen multiples choices, single and multiple answers.

Part 2 is the question of general information of business organization; the questionnaire was developed by using close-end question design and chosen multiples choices.

Part 3 is the question of perception on marketing mix in term of product, price, promotion, place, people, process, and physical evidence of training service program. The questionnaire use rating scale which is measured by applying 5 scales level.

Part 4 is the question of consumer behavior on purchasing decision to use the service of training program. The questionnaire use rating scale which is measured by applying 5 scales level.

3.2. Data Collection Procedures

This study collected data from two sources: primary data and secondary data

Primary data was collected by using questionnaires from 340 samples. A sample of population in this study is mostly the training managers and officers. This method is also a convenience sampling.

1) Study from documentary research which is collection of academic journal, books, printed documents, literature reviews in order to fulfill this research.

2) Field research collected by questionnaire as a demographical and organizational data.

Secondary data was gathered from relevant researches, textboxes, independent studies and internet website which were concerned about training services.

3.2.1 Measurement

There are three scales of measurement which are nominal, ordinal, and interval in the questionnaire. The nominal scale consists of numbers that are used solely to identify different categories of response which report the most frequently checked. The ordinal scales are the numbers indicating the property of rank order. Interval is rating scale that this questionnaire used to measure respondents evaluation by asking about the degree of statement importance. It ranks from 1(very least, very disagree) to 5 (very much, very agree) there are 5 groups of questions which are measured and

based on conceptual model, to capture and compare all of them affecting purchasing decision.

5 point scales will be calculated by $\frac{5-1}{5} = 0.8$

5

It means item with scores fall between the ranges of

1.00-1.80 are considered as very least, very disagree

1.81-2.60 are considered as less, disagree

2.61-3.40 are considered as neutral

3.41-4.20 are considered as much, agree

4.21-5.00 are considered as very much, very agree

3.2.2 Questionnaire Design

Questionnaire based on the objectives of the study and framework. Research designs questionnaire precisely and concisely as shown in appendix 1. The steps used in designing the questionnaire as followings:

- 1) The content literature review in chapter 2
- 2) Questionnaire based on identified five factors
- 3) Submit the questionnaire to the advisors for correction and approval
- 4) The questionnaire is translated into Thai
- 5) Pre-test questionnaire with some HRD department staff of sample group
- 6) Launching the questionnaire

3.3. Population Sampling

3.3.1 Population

Sample size was selected the target respondents of this study from the list of the members of Personnel Management Association of Thailand (PMAT).

Because mostly of respondent are qualified ones who work in the area of Human resources development or training division with directly relate to the questionnaire. The researcher, personally, is one of the executive boards of PMAT from the year

2007 until 2013. As of year 2013, there were 2,245 companies, nationwide, as the members of PMAT. All companies have ever used some training service of PMAT in different ways.

The sampling size of this study is based on the calculation by using Taro Yamane's formula (1973):

$$n = \frac{N}{1 + N(e)^2}$$

Where n is a sample size

N is population size

e is the level of precision

According to Yamane (1973), when the level of precision is required to be within 5%, in order to avoid the bias of too small a sample compared to population size as a whole, the solution is to increase the number of samples. Applying the formula to the PMAT member size of 2,245 gives the below result:

$$\begin{aligned} n &= \frac{2,245}{1 + 2,245 (0.05)^2} \\ &= 339.508 \approx 340 \end{aligned}$$

The result of calculation will be 339.508 so responses from at least 340 are required.

3.4 Research Instrument on Validity and Reliability

3.4.1 Validity and Reliability test

For the goodness of measuring, the questionnaire questions were developed by reviewing related book and previous research under the suggestions of the independents study advisor by testing the validity and reliability before pre-testing to the respondents.

The questionnaire was created from the information provided in literature reviews and knowledge of researcher about factors affecting purchasing decision on

training service. After creating questionnaire, the researcher brought the questionnaire to test validity and reliability follow the step below

1) Finding validity by bringing the questionnaire to 3 specialists to recheck the content validity and the structure of new question each one that match with the objective or not. Then calculate the index of relation between question and objective by setting IOC (Item- Objective Congruence index) by setting criteria of giving mark below.

+1 means specialists sure that those question relate to the objectives.

0 means specialists not sure that those question relate to the objectives.

-1 means specialists sure that those question does not relate to the objectives.

Then substitute the mark of professor in the formula below.

$$IOC = \frac{\sum R}{N}$$

IOC means the index of relative between tool and objectives

R means mark of each specialist.

R means sum of specialist mark.

N means amount of specialist.

For translate the marks. We consider IOC index from the detail below.

Question that has IOC from 0.50-1.00 have a good validity.

Question that has IOC under 0.50 have to adjust again, cannot be used.

After reviewing by 3 specialists, the results of evaluation was 0.84, it was in the ranged between 0.67-1.00 which was a good validity to measure. However they commented to modify some content of items in order to have congruence.

2) After the advisor proved validity of the questionnaire, it had to be tested reliability on the target respondents, and then a researcher launched it to pre-test.

For the goodness of measuring, the questionnaire questions were developed by reviewing related book and previous research under the suggestions of the independents study advisor by testing the validity and reliability before pre-testing to the respondents.

The pre-test was distributed to 30 respondents to test reliability of initial questionnaire design. Pre-test process in this study was stepped as below;

- 1) Set up draft questionnaire based on theoretical framework.
- 2) Screening the questionnaire with research advisor.
- 3) Correct and improve the questionnaire until it meets the requirements.
- 4) Pre-test of respondents who were the same qualification with the sample group. The amounts of 30 respondents were tried out in this pre-test through e-mail.

5) After receiving the researcher checked the marks for finding Alpha-coefficient of reliability. By using *Cronbach method*. (Alpha coefficient; α) through computer program. The results of pre-test revealed that Alpha was .8508. There was very high internal consistency. Therefore, it can be concluded that the questionnaire are reliable. (The result of reliability analysis scale (Alpha) was shown in appendix.)

3.4.2 Data Collecting

As according to PMAT organized the Thailand HR Day Seminar on November 19-20, 2013 at Grand Centara Hotel, Bangkok. There were around 700 participants. The questionnaires of 340 copies were distributed to them. They were asked to answer the questionnaire by themselves and returned to the researcher in the event.

The researcher rechecked data and bring which correct to encoding data into number that can be processing with computer.

3.5. Data Analysis

After the primary data was collected, it was processed through several steps in order to summarize and rearrange the data, these steps are: (1) Editing, the data from questionnaire were checked whether all of them were filled completely in each part. (2) Compiling data, the data were categorized into three for analysis and interpretation.

- 1) Primary data from questionnaire
- 2) Recheck and compile data
- 3) Calculate and analysis by using Statistical Data Analysis Software and categories as follow:

Part 1 Analysis of demographic aspects on Position, Education Level and Gender by using Frequency and Percentage analysis method.

Part 2 Analysis of business organization aspects on Organization size, Organization location, Organization nationality, and Type of organization business by using Frequency and Percentage analysis method.

Part 3 Analysis of Marketing Mix aspects on Product personality, Price satisfaction, Place/Distribution, Promotion, People, Process, and Physical evidence by using Arithmetic Mean or \bar{x} and Standard Deviation or s.d. by Numerical Rating Scale for opinion measurement on Marketing Mix.

Part 4 Analysis the differential Mean of Demographic and Organization characteristics factor with dependent factor, the Independent Sample t-test is introduced. Furthermore, in order to compare the Mean of the different between two groups of population at the statistical significant level 0.05 with F-test (One - Way ANOVA). In order to compare between three groups of population, each pair with Scheffé's method at the statistical significant level 0.05 is introduced.

Part 5 Hypothesis testing of demographic, business organization, and marketing mix aspects that related to perception on marketing mix of training service program consumers in Thailand by using Pearson's product moment correlation analysis.



CHAPTER 4

RESEARCH FINDINGS

This chapter presents findings from descriptive analysis of respondents' Demographic, Organization, Marketing Mix characteristics, and Consumer Behavior. The hypotheses tests results are also presented as follows.

4.1 Data Analysis

This study focuses on key factors that have influenced consumers purchasing decision to use the service of training program in Thailand. It is the Quantitative Research which uses the Survey Research method. The total number of respondents is 340 in the questionnaires launched.

The data analysis results are present in five sections as follows:

Part 1 Data analysis of Demographic characteristics

As the research focuses on study of key factors that have influenced consumers purchasing decision to use the service of training program in Thailand, it is essential to know the characteristics of the samples that would affect these factors. The surveyed

samples with items of Check-list questionnaire can be classified by demographic factors, which are Gender, Position, Level of education, and Age.

Part 2 Data analysis of organization that the respondents working for in term of Organization size, Organization location, Organization nationality, and Type of business with items of Check-list questionnaire.

Part 3 Data analysis of Marketing mix factors with Arithmetic Mean or \bar{x} and Standard Deviation or s.d. by Numerical Rating.

Part 4 Data analysis of opinion on factors which affects purchasing decision to use the service of training program with Arithmetic Mean or \bar{x} and Standard Deviation or s.d. by Numerical Rating. .

Part 5 Data Analysis of opinion on factors which affects purchasing decision to use the service of training program

Part 6 Data analysis of relationship between demographic, organization and marketing mix and purchasing decision to use the service of training program

Part 7 Quality study, it is an opinion of respondents about key factors that have influenced consumers purchasing decision to use the service of training program in Thailand.

4.1.1 Part 1 Data analysis of Demographic characteristics of the Samples

The result of data analysis on Demographic characteristics of 340 respondents classified by Gender, Position, Education Level and Age are as below:

Table 4.1: Frequency and percentage of the respondents classified by Gender

Gender	Frequency	Percent
Male	85	25.0
Female	255	75.0
Total	340	100

As presented in table 1, it showed the demographic information of 340 respondents. The gender 75% or 255 respondents were female, and 25.0 or 85 respondents were male.

Table 4.2: Frequency and percentage of the respondents classified by Position

Position	Frequency	Percent
Managements	28	8.2
HR/Training manager	74	21.8
Training officer	184	54.1
Line manager or supervisor	44	12.9
Other positions	10	2.9
Total	340	100.00

There were 184 respondents or 54.1% of all respondents who worked as HR or Training officer level, followed by 74 respondents or 21.8% as HR or Training manager, 44 respondents or 12.9% as Line manager or supervisor, 28 respondents or 8.2% as Managements, and 10 respondents or 2.9% who worked as Other positions.

Table 4.3: Frequency and percentage of the respondents classified by Level of education

Level of education	Frequency	Percent
Below Bachelor 's degree	9	2.6
Bachelor 's degree	172	50.6
Higher Bachelor 's degree	159	46.8
Total	340	100.00

According to the table, it can be seen that the majority group of population was 172 persons or 50.6% who graduated in Bachelor's degree, followed by 159 persons or 46.8% who graduated higher Bachelor's degree or graduated level. The smallest group

was accounted for 9 persons, who held below Bachelor's degree (Vocational Program or Diploma degree)

Table 4.4: Frequency and percentage of the respondents classified by Age

Age	Frequency	Percent
20-25 years	57	16.8
26- 30 years	66	19.4
31-35 years	39	11.5
36-40 years	74	21.8
Over 40 years	104	30.6
Total	340	100.00

There were 104 respondents or 30.6% of all respondents whose ages were over 40 years which the age rang were the large proportion of the population, followed by 74 respondents whose ages range was between 36-40 year, which was equal to 21.8%. There were 66 respondents or 19.4% whose ages was between 26-30 years. After that, the group whose ages between 20-25 years was 57 respondents or 16.8%. The minority group was the group of 39 respondents whose ages was 31-35 accounted for 11.5%.

4.1.2 Part 2 Data analysis of Organizational characteristics of the Samples

As the research focuses on study of key factors that have influenced consumers purchasing decision to use the service of training program in Thailand, it is essential to know the characteristics of the samples that would affect these factors. The surveyed samples can be classified by organizational characteristics factors, which are size of organization, location of organization, nationality of organization, and type of business.

Table 4.5: Frequency and percentage of the respondents classified by Size of organization

Size of organization	Frequency	Percent
Large	239	70.3
Medium	75	22.1
Small	26	7.6
Total	340	100.00

From the above table, there were 239 respondents or 70,3% of all respondents who worked in Large organization (total employees were more than 500 persons), followed by 75 respondents or 22.1% who worked in Medium organization (total employees were between 101-499 persons), and 26 respondents or 7.6% who worked in Small organization (total employees were fewer than 101 persons)

Table 4.6: Frequency and percentage of the respondents classified by Location of organization

Location of organization	Frequency	Percent
Bangkok	160	47.1
Peripheral provinces of Bangkok	88	25.9
Other provinces	92	27.1
Total	340	100.00

According to the table, it can be seen that the majority group of population was 160 persons or 47.1% who worked in the Location of Bangkok, followed by 92 respondents or 27.1% of all respondents who worked in others provinces. The smallest group was accounted for 88 persons or 25.9% who worked in Peripheral provinces of Bangkok (Samutprakan, Samutsakorn, Nontaburee, and Pathumtanee)

Table 4.7: Frequency and percentage of the respondents classified by Nationality of organization

Nationality of organization	Frequency	Percent
Thai	259	76.2
Japanese	41	12.1
American	28	8.2
European	12	3.5
Other countries		
Total	340	100.00

Table 4.7 showed that the highest majority of 259 respondents of nationality of organization accounted for 76.2% were Thai. The next group was Japanese with 41 respondents or 12.1 %, American was 28 respondents or 8.2 %, European was 12 respondents or 3.5 % respectively.

Table 4.8: Frequency and percentage of the respondents classified by Type of business

Type of business	Frequency	Percent
Trading	27	7.9
Financial	14	4.1
Industry	139	40.9
Service	45	13.2
Others	115	33.8
Total	340	100.00

From the Table 4.8, it can be seen that a substantial number of respondents Type of business were Industry accounting for 139 persons or 40.9% while other business

which cannot be identified accounting for 115 persons or 33.8%. For Service Business and at 45 respondents or 13.2 % and 27 respondents or 7.9% and the lowest are Financial at 14 respondents or 4.1 %.

4.1.3 Part 3 Data analysis of Marketing Mix factors affecting purchasing decision on training service providers in Thailand

In this case, the study of factors affecting purchasing decision on training service providers in Thailand was Marketing mix which based on Product personality, Price satisfaction, Place/Distribution, Promotion, People, Process, and Physical evidence. Data Analysis with Arithmetic Mean or \bar{x} and Standard Deviation or s.d. by Numerical Rating Scale for opinion measurement on Marketing Mix. There are 5 scales as follows:

Point of Likert's scale

Strongly Agree = 5 point

Agree = 4 point

Neutral = 3 point

Disagree = 2 point

Strongly Disagree = 1 point

The interpretation of Means is classified by rang. There are 5 levels as follows:

\bar{x} ranges from 4.50 – 5.00 = Level Strongly Agree

\bar{x} ranges from 3.50 – 4.49 = Level Agree

\bar{x} ranges from 2.50 – 3.49 = Level Neutral

\bar{x} ranges from 1.50 – 2.49 = Level Disagree

\bar{x} ranges from 1.00 – 1.49 = Level Strongly Disagree

According to these factors, the researcher processed the collected data and presented the results of this part are as follows:

Table 4.9: Analysis of Mean and Standard deviation that is significant to perception on Marketing mix

Perception on Marketing mix	Mean	S.D.	Significant level
Product personality	4.24	.679	Agree
Price satisfaction	3.76	.640	Agree
Place/Distribution	4.05	.687	Agree
Promotion	3.44	.742	Neutral
People	4.31	.655	Agree
Process	4.09	.588	Agree
Physical evidence	4.10	.631	Agree
Total	4.00	.529	Agree

From the above table, respondents had an agree opinion on overall dimension with $\bar{x} = 4.00$. In each items, it found that People dimension was the greatest $\bar{x} = 4.31$. The second was Product Personality dimension with $\bar{x} = 4.24$. The third was

Physical Evidence dimension with $\bar{x} = 4.10$. The fourth was Process dimension with $\bar{x} = 4.09$. The fifth was Place Place/Distribution with $\bar{x} = 4.05$. The sixth was Price Satisfaction dimension with $\bar{x} = 3.76$. The smallest was Promotion dimension with $\bar{x} = 3.44$. The smallest $\bar{x} = 3.88$ in the item 1 'I will choose the training provider who proposes the training curriculum that fit with organizational training needs and requirement.

Table 4.10: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Product personality

n=340

Items	Mean	S.D.	Significant level
1. I will choose the training provider who proposes the training curriculum that fit with organizational training needs and requirement.	3.88	.895	Agree
2. I will choose the training provider who proposes the instructors of training program who are qualified in term of knowledge, experience, and related to organizational training needs and requirement.	4.38	.823	Agree
3. I will choose the training provider who proposes the instructors of training	4.30	.923	Agree

program who are capable on teaching and creating a good climate.			
4. I will choose the training provider who proposes the instructors of training program who are flexible to modify content of learning to characteristics of trainees.	4.42	.803	Agree
Total	4.24	.679	Agree

From the above table, respondents had an agree opinion on Product personality with $\bar{x} = 4.24$. In each items, it found that item 4 “*I will choose the training provider who proposes the instructors of training program who are flexible to modify content of learning to characteristics of trainees*” was the greatest $\bar{x} = 4.42$. The second was item 2, “*I will choose the training provider who proposes the instructors of training program who are qualified in term of knowledge, experience, and related to organizational training needs and requirement*” with $\bar{x} = 4.38$. The third was item 3 “*I will choose the training provider who proposes the instructors of training program who are capable on teaching and creating a good climate*” with $\bar{x} = 4.30$. The smallest $\bar{x} =$ was 3.88 in the item 1 “*I will choose the training provider who proposes the training curriculum that fit with organizational training needs and requirement*”.

Table 4.11: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Price satisfaction

n=340

Items	Mean	S.D.	Significant level
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5. I will choose the training provider who set up a training fee that fit with the quality.	4.16	.855	Agree
6. I will choose the training provider who provides a chance for customer to bargain.	4.14	.835	Agree
7. I think that the training fees that the customer pay to the training provider is valuable for investment	3.74	.831	Agree
8. I will choose the training provider who proposes the lowest training fees	3.00	1.133	Neutral
Total	4.05	.687	Agree

From the above table, respondents had an agree opinion on Price satisfaction with $\bar{x} = 4.05$. In each items, it found that item 1 “*I will choose the training provider who set up a training fee that fit with the quality*” was the greatest $\bar{x} = 4.16$. The second was item 6 “*I will choose the training provider who provides a chance for customer to bargain*” with $\bar{x} = 4.14$. The third was item 7 “*I think that the training fees that the customer pay to the training provider is valuable for investment*” with $\bar{x} = 3.74$. The smallest was item 8 “*I will choose the training provider who proposes the lowest training fees*” with $\bar{x} = 3.00$.

Table 4.12: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Place/Distribution

n=340

Items	Mean	S.D.	Significant level
9. I will choose the training provider who is easily and more channels to contact.	4.11	.800	Agree
10. I will choose the training provider who is ready to set to the workplace of customers or anywhere in order to preliminary survey of training need before organizing the training program.	4.19	.826	Agree
11. In case of Public training program, I will choose the training program which the training provider provides appropriate training venues.	4.04	.875	Agree

12. In case of in –house training, I will choose the training provider who suggest customer on how to organize training venues.	3.86	.844	Agree
	4.05	.687	Agree

From the above table, respondents had an agree opinion on Place/Distribution with $\bar{x} = 4.05$. In each items, it found that item 10 “*I will choose the training provider who is ready to set to the workplace of customers or anywhere in order to preliminary survey of training need before organizing the training program*” was the greatest $\bar{x} = 4.19$. The second was item 9 “*I will choose the training provider who is easily and more channels to contact*” with $\bar{x} = 4.11$. The third was item 11 “*In case of Public training program, I will choose the training program which the training provider provides appropriate training venues*” with $\bar{x} = 4.04$. The smallest was item 12 “*In case of in –house training, I will choose the training provider who suggests customer on how to organize training venues*” with $\bar{x} = 3.86$.

Table 4.13: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Promotion

n=340

Items	Mean	S.D.	Significant level
13. I will choose the training provider who proposes a stimuli option.	3.58	.874	Agree
14. I will choose the training provider who proposes some extra bonus to customers or save cost.	3.08	1.301	Neutral

15. I will choose the training provider who dares to penetrate the market with lowest fee of training program.	3.20	1.050	Neutral
16. I will choose the training provider who proposes an after service (such as a consulting service after training class)	3.91	.847	Agree
Total	3.44	.742	Neutral

From the above table, respondents had a neutral opinion on Promotion with $\bar{x} = 3.44$. In each items, it found that item 16 “*I will choose the training provider who proposes an after service (such as a consulting service after training class)*” was the greatest $\bar{x} = 3.91$. The second was item 13 “*I will choose the training provider who proposes a stimuli option*” with $\bar{x} = 3.58$. The third was item 15 “*I will choose the training provider who dares to penetrate the market with lowest fee of training program*” with $\bar{x} = 3.58$. The smallest was item 14 “*I will choose the training provider who proposes some extra bonus to customers or save cost*” with $\bar{x} = 3.08$.

Table 4.14: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on People

n=340

Items	Mean	S.D.	Significant level
17. I will choose the training provider who provides a qualified staff to work or help customer.	.13	.823	Agree
18. I will choose the training provider	.36	.754	Agree

who provides a staff who has a good service mind to its customers.			
19. I will choose the training provider who take care his/her customers with above service expectation.	.42	.730	Agree
20. I will choose the training provider who is able to listen any suggestion of his or her customer.	.32	.734	Agree
Total	.31	.655	Agree

From the above table, respondents had an agree opinion on People with $\bar{x} = 4.31$. In each items, it found that item 19 “*I will choose the training provider who takes care his/her customers with above service expectation*” was the greatest $\bar{x} = 4.42$. The second was item 18 “*I will choose the training provider who provides a staff who has a good service mind to its customers*” with $\bar{x} = 4.36$. The third was the item 20 “*I will choose the training provider who is able to listen any suggestion of his or her customer*” with $\bar{x} = 4.32$. The smallest was item 17 “*I will choose the training provider who provides a qualified staff to work or help customer*” with $\bar{x} = 4.13$.

Table 4.15: Analysis of Mean and Standard deviation and level of opinion that are significant to perception on Process

n=340			
Items	Mean	S.D.	Significant level
21. I will choose the training provider who provides overall process of training	.88	.857	Agree

program (such as training need, training management, training monitoring, and training evaluation)			
22. I will choose the training provider who has a clear and standardized procedure on training program	.17	.814	Agree
23. I will choose the training provider who tries to improve its services after receiving some suggestion	.21	.740	Agree
24. I will choose the training provider that his or her organization gain a certified standard system (such as ISO 9000)	.11	.787	Agree
Total	.09	.588	Agree

From the above table, respondents had an agree opinion on Process with $\bar{x} = 4.09$. In each items, it found that item 23 “*I will choose the training provider who tries to improve its services after receiving some suggestion*” was the greatest $\bar{x} = 4.21$. The second was item 22 “*I will choose the training provider who has a clear and standardized procedure on training program*” with $\bar{x} = 4.17$. The third was item 24 “*I will choose the training provider that his or her organization gain a certified standard system (such as ISO 9000)*” with $\bar{x} = 4.11$. The smallest was item 21 “*I will choose the training provider who provides overall process of training program (such as training need, training management, training monitoring, and training evaluation)*” with $\bar{x} = 3.88$.

Table 16: Analysis of Mean and Standard deviation and level of opinion

that are significant to perception on Physical evidence

n=340

Items	Mean	S.D.	Significant level
25. I will choose the training provider who provides a good condition and modern training equipment.	4.28	.788	Agree
26. I will choose the training provider who provides the class room with a hand out or other document supported.	4.25	.810	Agree
27.I will choose the training provider who is eager to develop the environment of training venue.	3.87	.753	Agree
28. I will choose the training provider who is always improve a physical facilities in training venue.	4.00	.741	Agree
Total	4.10	.631	Agree

From the above table, respondents had a neutral opinion on Physical evidence with $\bar{x} = 4.10$. In each items, it found that item 25 “*I will choose the training provider who provides a good condition and modern training equipment*” was the greatest $\bar{x} = 4.28$. The second was item 26 “*I will choose the training provider who provides the class room with a hand out or other document supported*” with $\bar{x} = 4.25$. The third was item 28 “*I will choose the training provider who is always improve a physical facilities in training venue*” with $\bar{x} = 4.00$. The smallest was item 27 “*I will choose the training provider who is eager to develop the environment of training venue*” with $\bar{x} = 3.87$.

4.1.4 Part 4 Data analysis of opinion on Consumer behavior

Data analysis of opinion on consumer behavior (factors which affects purchasing decision to use the service of training program) with Arithmetic Mean or \bar{x} and Standard Deviation or s.d. by Numerical Rating Scale for opinion measurement on consumer behavior. It was shown in table 4.17



Table 4.17: Analysis of Mean and Standard deviation and level of opinion that are significant to consumer behavior

n=340

Items	Mean	S.D.	Significant level
29. I make decision to purchase the training service because it can increase	4.04	.833	Agree

an organization potential performance.			
30. I make decision to purchase the training service because it can increase employee knowledge and skills	4.20	.789	Agree
31. I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	3.80	.977	Agree
32. I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	3.12	1.126	Neutral
33. I make decision to purchase the training service because my company provides enough budgets.	3.71	.882	Agree
34. I make decision to purchase the training service because of some reference group information	3.59	.799	Agree
35. I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	3.51	.991	Agree
Total	3.71	.618	Agree

From the above table, respondents had an agree opinion on consumer behavior with $\bar{\chi} = 3.71$. In each items, it found that item 30 “*I make decision to purchase the training service because it can increase employee knowledge and skills*” was the greatest $\bar{\chi} = 4.20$. The second was item 29 “*I make decision to purchase the training*

service because it can increase an organization potential performance” with \bar{x} 4.04. The third was item 31 “ I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.” with \bar{x} = 3.80. The fourth was item 33 “I make decision to purchase the training service because my company provides enough budgets” with \bar{x} = 3.71. The fifth was item 34 “ I make decision to purchase the training service because of some reference group information” with \bar{x} = 3.59. The sixth was item 35 “ I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor” with \bar{x} = 3.51. The smallest was item 32 “I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit” with \bar{x} = 3.12.

From this part, it can be concluded about the consumer’s criterion on making decision for purchasing training service program. The important criterions are classified by ranking and described the reason as follows:

1. Increasing employee’s knowledge and skills
2. Increasing organization potential performance

Both dimensions are the product quality characteristics (results of using a training program). There are most important or influencing on making decision for purchasing training service program. Because a training program can increase employee’s knowledge and skills, and organization potential performance. It was shown very clearly that a product quality can serve needs of customer objective or intention to buy. In other hand, due to the important of product quality, it can make a customer satisfaction which is the important indicator of consumer behavior.

3. The requirements of organization to organizing
4. Organization can provides enough budgets

Both dimensions are part of organization purchasing power. A training program service is one of business affairs. Each organization may consider the significance of

training service program differently. Generally, large and medium organizations are more purchasing power than small organization, so management or training officers can make a decision to purchase a training service because of the qualification or well-arrangement of organization.

5. Some reference group information
6. Outsiders provider is more important than internal instructor

Both dimensions can support management or training officers to make decision easily on purchase a training service program because they can be more confidence on the product quality to serve to their needs and solve their problem.

7. Organization gets subsidiary from outsiders such as government unit.

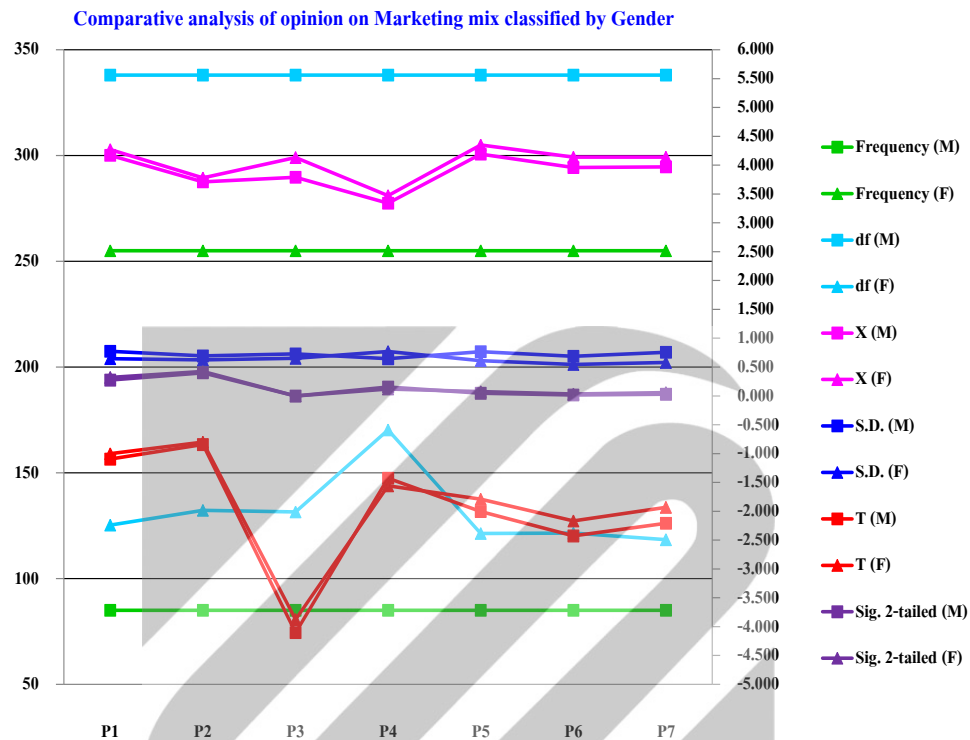
This dimension is the least important or influencing on making decision because, generally, most organization don't get usefulness, the subsidiary from outside agency such as government unit, it for small organization.

4.1.5 Part 5 Data Analysis of opinion comparison on Demographic, Organization characteristics factors and Marketing mix

The data analysis was classified by independent factors; Demographic, Organization characteristics and Marketing mix. It showed the test results of differential Means between Demographic and Organization factors by t-test and F-test (The items 1-8 of part 1 and the items 29-35 of part 3-4)

In order to test the differential Mean of Demographic and Organization characteristics factor and Marketing mix, the Independent Sample t-test is introduced. Furthermore, as Prakairat (2005) mentioned that in order to compare the mean of the different between two groups of population at the statistical significant level 0.05 with F-test (One -Way ANOVA) In order to compare between 3 groups of population, Each pair with Scheefe's method at the statistical significant level 0.05 was introduced. The comparative analysis was displayed as follow:

- 1) **Comparative analysis of opinion on Marketing mix classified Demographic characteristics as the figures 4.1- 4.5**



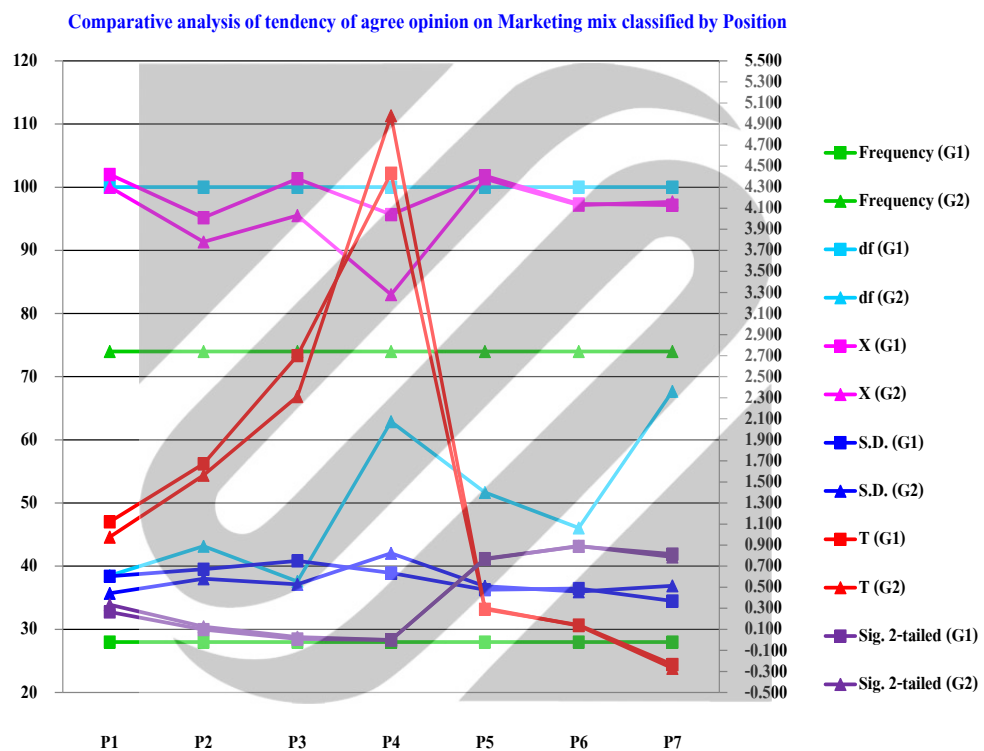
Figures 4.1: Comparative analysis of opinion on Marketing mix classified by Gender

As presented in figures 4.1, the analysis of opinion comparison on marketing mix was classified by Demographic Characteristics in term of gender by using t-test. In case of the significant level was more than 0.05, it is interpreted that different Gender was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Gender was not affected to the level of opinion on marketing mix

From the graph it found that most Sig. levels on marketing mix as follow were more than 0.05; Product personality (P1), Price satisfaction (P2), Promotion (P4), People (P5), Process (P6), and Physical evidence (P7), it is interpreted that different gender is not affected to the level of opinion on marketing mix.

In case of Place/Distribution (P 2), Sig. level was less than 0.05, it is interpreted that different Gender is affected to the level of opinion on marketing mix. In term of $\bar{\chi}$,

in every items of marketing mix, it was found that female had a tendency of agree opinion on every marketing mix factor than male. (Please see the table in Appendix D-1)

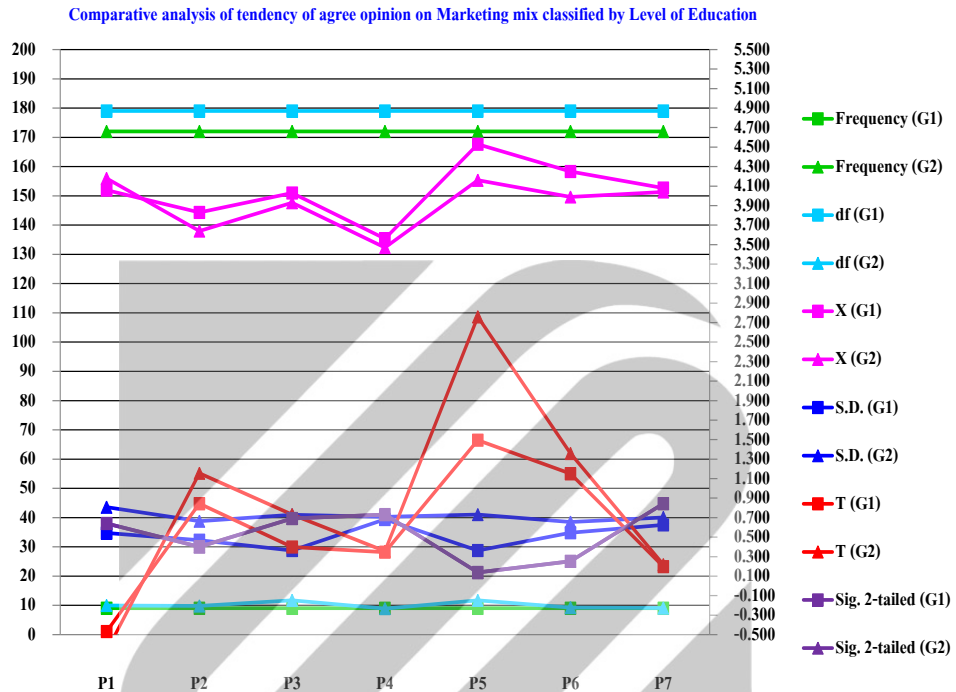


Figures 4.2: Comparative analysis of tendency of agree opinion on Marketing mix classified by Position

As presented in the figures 4.2, the analysis was shown the opinion comparison on Marketing mix classified by Position. It was organized for 2 groups. Group 1 was composed of Top management, Human resource manager, and Human resource officer. Group 2 was composed of Line manager and other positions. In case of the significant level was more than 0.05, it is interpreted that different Position was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less

than 0.05, it is interpreted that different Position was affected to the level of opinion on marketing mix

From the graph it found that most Sig. levels on marketing mix as follow were more than 0.05; Product personality(P1), Price satisfaction(P2), Place/Distribution(P3), People(P5), Process (P6), and Physical evidence (P7). It is interpreted that different gender was not affected to the level of opinion on marketing mix in these matters. In contrast, in case of Promotion (P 4), Sig. level was less than 0.05, it is interpreted that different Gender was affected to the level of opinion on marketing mix. In term of $\bar{\chi}$, it was found that group 2 had a tendency of agree opinion on every marketing mix factors than group 1. (Please see the table in Appendix D-2)



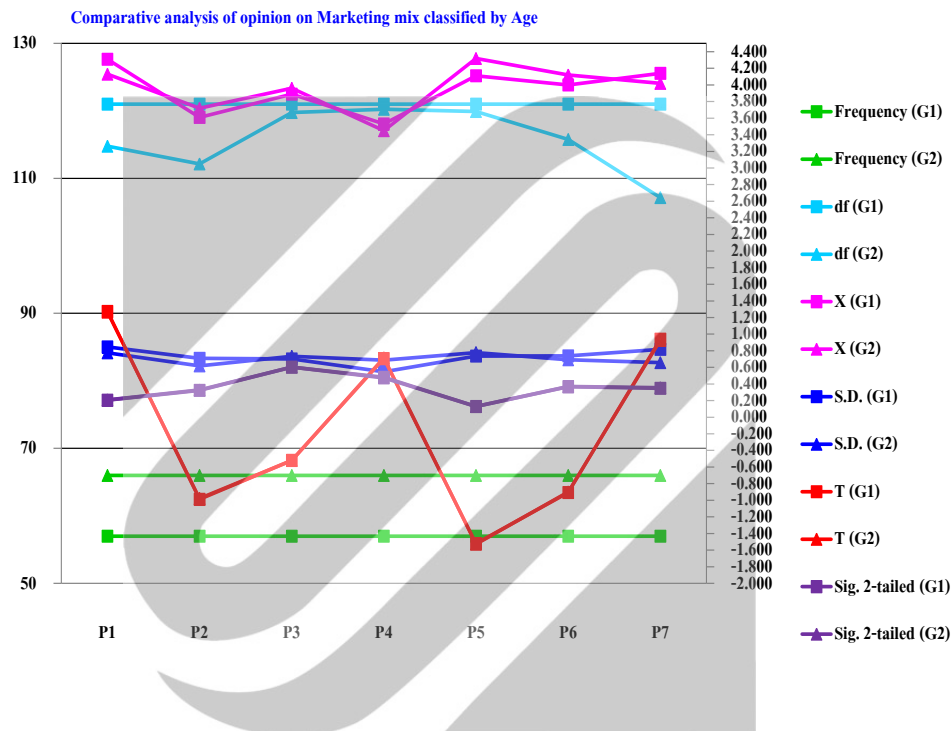
Figures 4.3: Comparative analysis of tendency of agree opinion on Marketing mix classified by Level of Education

As presented in the figures 4.3, the analysis was shown the opinion comparison on marketing mix classified by level of Education. It was organized for 2 groups. Group 1 was composed of below bachelor's degree and bachelor's degree level. Group 2 was composed of Graduate level.

In case of the significant level was more than 0.05, it is interpreted that different level of Education level was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different level of Education level was affected to the level of opinion on marketing mix.

From the graph it found that all Sig. levels on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), Promotion (P4), People (P5), Process (P6), and Physical evidence (P7).

In term of $\bar{\chi}$, it was found that group 2 had a tendency of agree opinion on every marketing mix factors than group 1.(Please see the table in Appendix D-3)



Figures 4.4: Comparative analysis of opinion on Marketing mix classified by Age

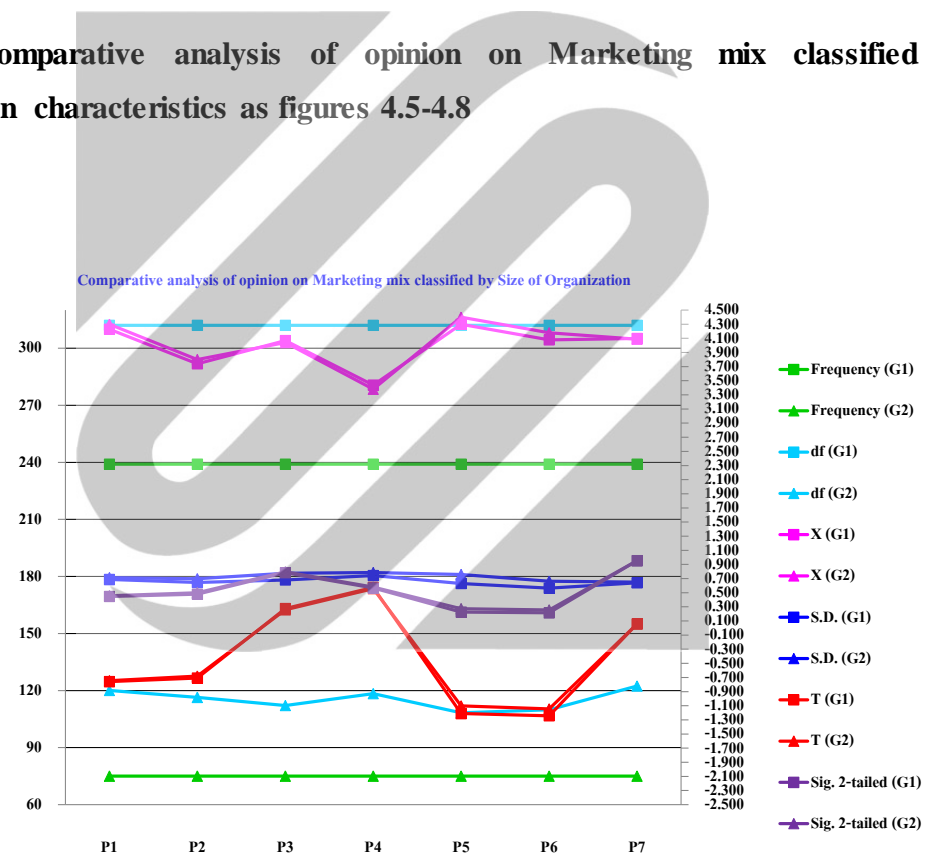
As presented in the figures 4.4, the analysis was shown the opinion comparison on Marketing mix classified by Age. It was organized for 2 groups. Group 1 was composed of range 20-25 years, 26- 30 years and 31-35 years. Group 2 was composed of range 36-40 years and over 40 years.

In case of the significant level was more than 0.05, it is interpreted that different Age was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Age was affected to the level of opinion on marketing mix.

From the graph it found that all Sig. levels on marketing mix as follow were more than 0.05; Product personality (P1) Price satisfaction(P2) Place/Distribution(P3), Promotion(P 4), People (P5), Process (P6), and Physical evidence (P7).

In term of \bar{x} , it was found that group 2 had a tendency of agree opinion on every marketing mix factors than group 1. (Please see the table in Appendix D-4)

2) Comparative analysis of opinion on Marketing mix classified by Organization characteristics as figures 4.5-4.8



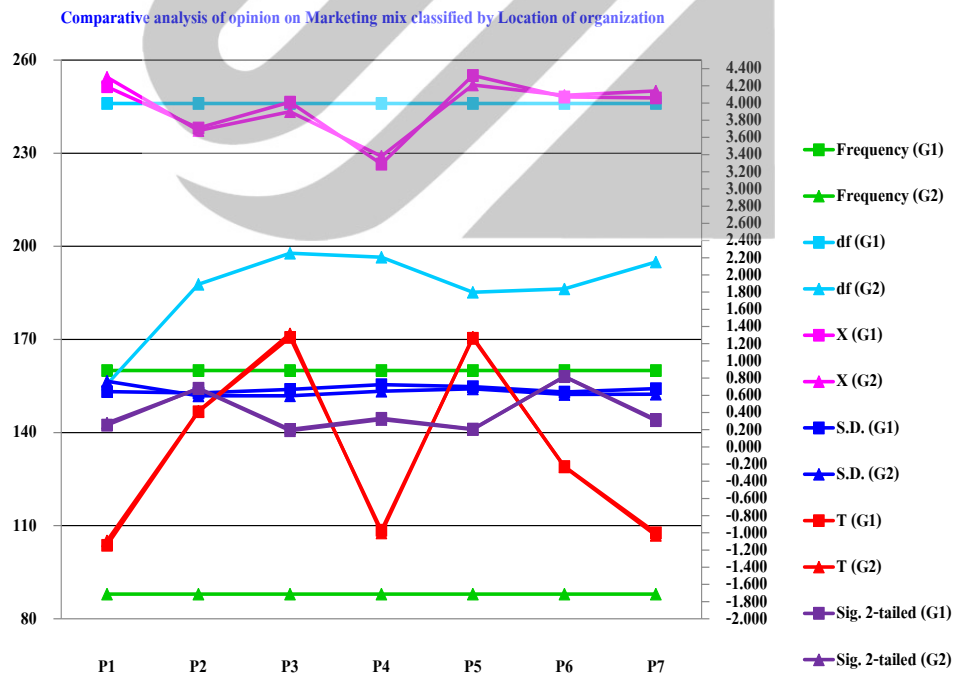
Figures 4.5: Comparative analysis of opinion on Marketing mix classified by Size of Organization

As presented in the figures 4.5, the analysis was shown the opinion comparison on Marketing mix classified by Size of organization. was organized for 2 groups. Group 1 was composed of large organization. Group 2 was medium and small organization.

In case of the significant level was more than 0.05. It is interpreted that different Size of organization was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Size of organization was affected to the level of opinion on marketing mix.

From the graph, it found that all Sig. levels on marketing mix as follow were more than 0.05; Product personality (P1), Price satisfaction (P2) Place/Distribution (P3), Promotion (P 4), People (P5), Process (P6), and Physical evidence (P7).

In term of \bar{x} , it was found that group 1 had a tendency of agree opinion on every marketing mix factors than group 2. (Please see the table in Appendix D-5)



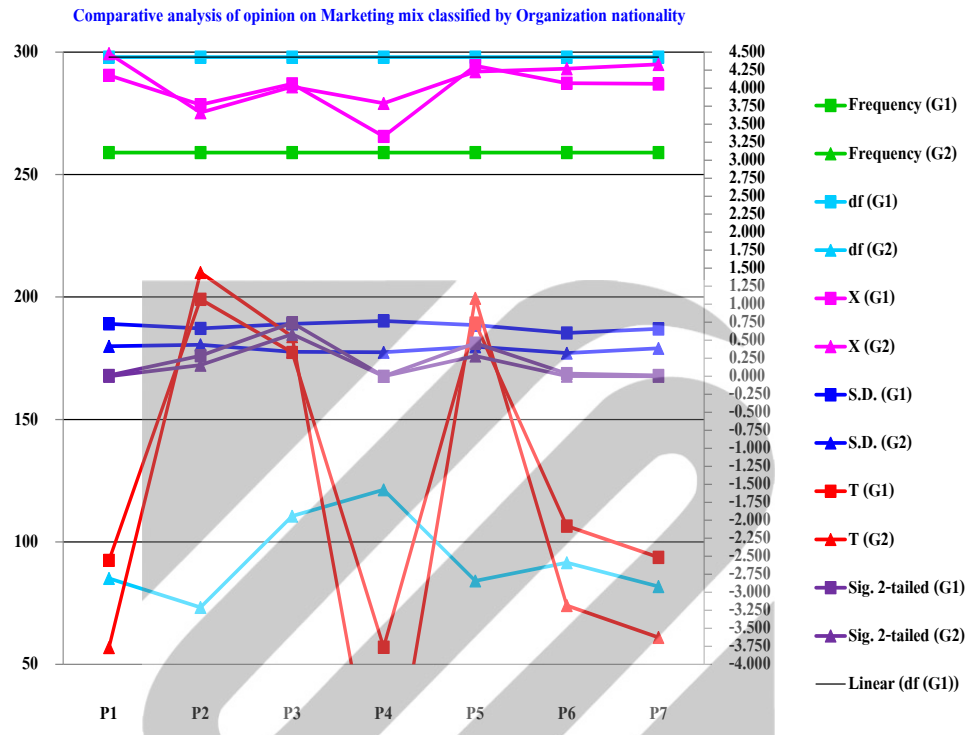
Figures 4.6: Comparative analysis of opinion on marketing mix classified by Location of organization

As presented in the figures 4.6, the analysis was shown the opinion comparison on Marketing mix classified by Location of organization. It was organized for 2 groups. Group 1 was composed of Bangkok and Peripheral provinces. Group 2 was composed of other provinces

In case of the significant level was more than 0.05, it is interpreted that different Location of organization was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Location of organization was affected to the level of opinion on marketing mix

From the graph, it found that all Sig. levels on marketing mix as follow were more than 0.05; Product personality (P1), Price satisfaction (P2), Place/ Distribution (P3), Promotion (P 4), People (P5), Process (P6), and Physical evidence (P7)

In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on every marketing mix factors than group 2. (Please see the table in Appendix D-6)



Figures 4.7: Comparative analysis of opinion on Marketing mix classified by Organization nationality

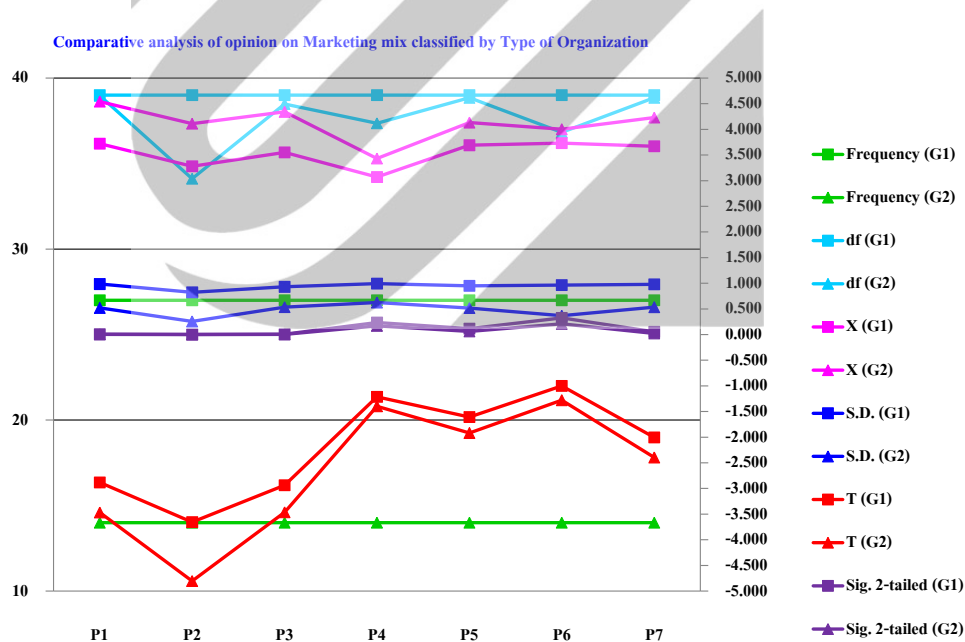
As presented in the figures 4.7, the analysis was shown the opinion comparison on marketing mix classified by Nationality of organization. It was organized for 2 groups. Group 1 was composed of Thai, Japan, America and Group 2 was composed of Europe and other countries.

In case of the significant level was more than 0.05, it is interpreted that different Location of organization was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Location of organization was affected to the level of opinion on marketing mix.

From the graph, it found that most Sig. levels on marketing mix as follow were more than 0.05; Product personality (P1), Price satisfaction(P2) , Place/Distribution(P3), People (P5), Process (P6), and Physical evidence (P7).

In case of Promotion (P 4), the significant level was less than 0.05, it is interpreted that different Location of organization was affected to the level of opinion on marketing mix.

In term of \bar{x} , it was found that group 1 had a tendency of agree opinion on every marketing mix factors than group 2. Exceptionally, the \bar{x} of People factor, it was found that group 2 had a tendency of agree opinion on People than group 1. (Please see the table in Appendix D-7)



Figures 4.8: Comparative analysis of opinion on marketing mix classified by Type of Organization

As presented in the figures 4.26, the analysis was shown the opinion comparison on Marketing mix classified by type of business. It was organized for 2 groups. Group 1 was composed of Trading, Financial, Industry and Group 2 was services and other business.

In case of the significant level more than 0.05, it is interpreted that different Location of organization was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Location of organization was affected to the level of opinion on marketing mix.

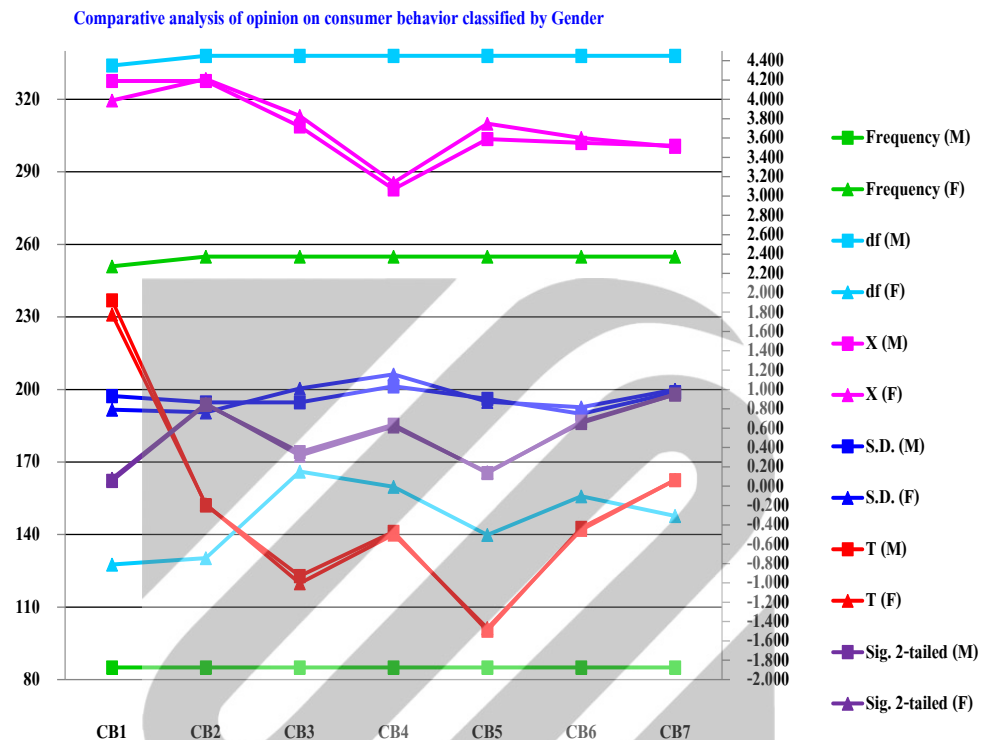
From the graph it found that Sig. level statistic figures on marketing mix as follow was more than 0.05; Promotion (P 4), People (P5), Process (P6), and Physical evidence (P7).

In case of Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), the significant level was less than of 0.05. It is interpreted that different Location of organization was affected to the level of opinion on marketing mix.

In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on every marketing mix factors than group 2. Exceptionally, the $\bar{\chi}$ of People factor, it was found that group 2 had a tendency of agree opinion on People than group 1. (Please see the table in Appendix)

3) Comparative analysis of opinion on consumer behavior classified by Demographic characteristic.

Test results of differential Means between Demographic characteristic and opinion on consumer behavior. In order to test the differential Means of 2 groups of independent factors, T-test was used to test the differential Demographic characteristic factors on Gender, Position, Education, Ages as in the figures 4.9-4.12.



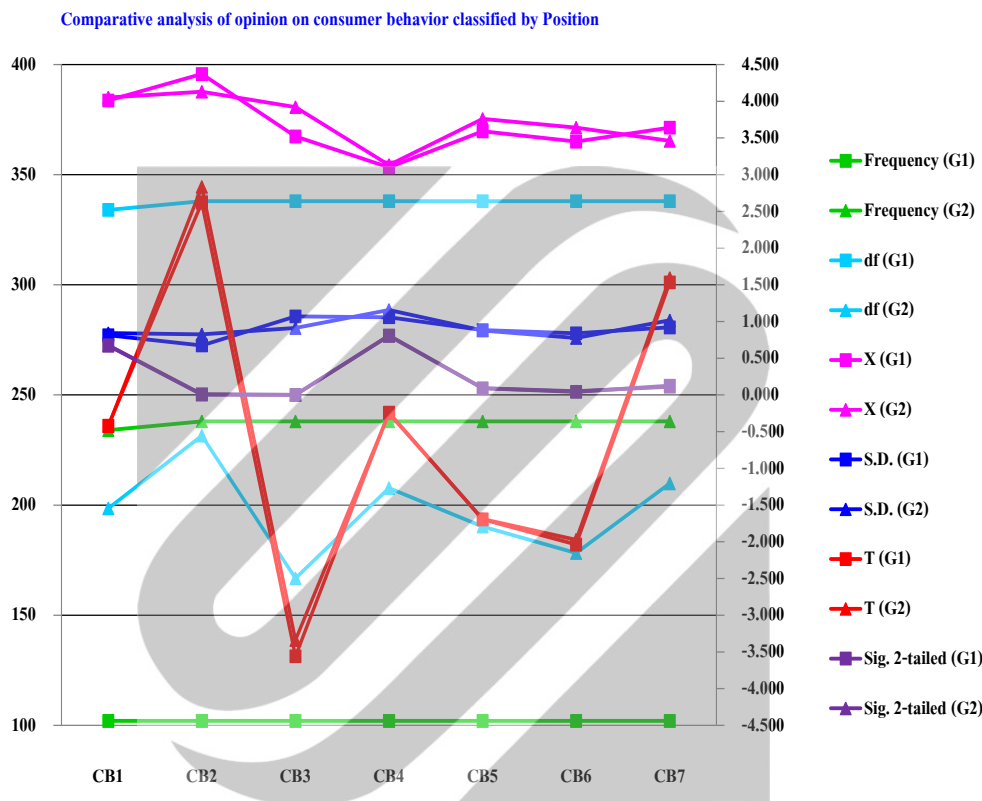
Figures 4.9: Comparative analysis of opinion on consumer behavior classified by Gender

As presented in the figures 4.9, the comparative analysis of opinion on consumer behavior classified by Gender.

In case of the significant level was more than 0.05, It is interpreted that different Gender was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Gender was affected to the level of opinion on marketing mix.

From the graph, it found that all Sig. level statistic figures on consumer behavior as follow were more than 0.05; Increasing organization potential performance (CB 1), Increasing employee knowledge and skills (CB 2), Being a requirements of organization (CB 3), Receiving a subsidiary from outsiders (CB 4), Being provided enough budgets (CB 5), Being received reference group information (CB 6), Being more insured in a qualification of outsider instructor (CB 7).

In term of \bar{x} , it was found that female had a tendency of agree opinion on consumer behavior factors than male. (Please see the table in Appendix D-8).



Figures 4.10: Comparative analysis of opinion on consumer behavior classified by Position

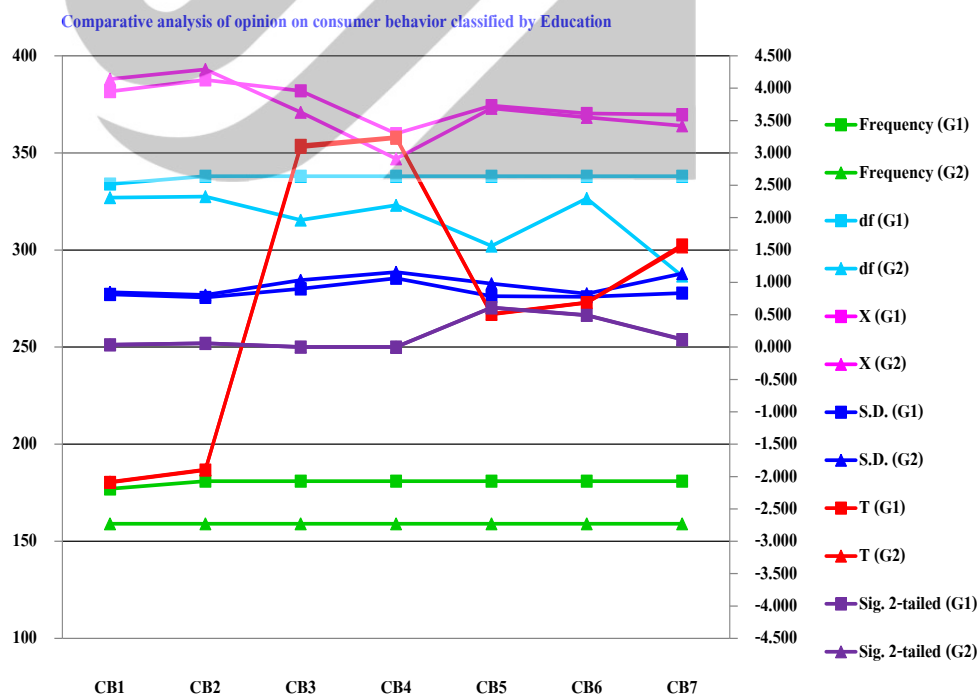
As presented in the figures 4.10, the comparative analysis of opinion on consumer behavior classified by Position. It was organized for 2 groups. Group 1 was composed of Managements, HR manager, HR officer and group 2 composed of Line manager and other positions.

In case of the significant level was more than 0.05, it is interpreted that different Position was not affected to the level of opinion on consumer behavior factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Position was affected to the level of opinion on consumer behavior.

From the graph, it found that most Sig. levels on consumer behavior as follow were more than 0.05; Increasing organization potential performance (CB 1), Receiving a subsidiary from outsiders (CB 4), Being provided enough budgets (CB 5), Being received reference group information (CB 6), Being more insured in a qualification of outsider instructor (CB 7).

In case of Increasing employee knowledge and skills (CB 2) and Being a requirements of organization (CB 3), Sig. levels were less than the significant level of 0.05, it is interpreted that different Position was affected to the level of opinion on consumer behavior.

In term of $\bar{\chi}$, it was found that group 2 had a tendency of agree opinion on Increasing organization potential performance than group 1. (Please see the table in Appendix D-9)



Figures 4.11: Comparative analysis of opinion on consumer behavior classified by Education Level

As presented in the figures 4.11, the comparative analysis of opinion on consumer behavior classified by Education level. It was organized for 2 groups. Group 1 was composed of below Bachelor's degree, Bachelor's degree and group 2 was higher Bachelor's degree.

In case of the significant level was more than 0.05. It is interpreted that different Education level was not affected to the level of opinion on consumer behavior factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Education level was affected to the level of opinion on consumer behavior.

From the graph, it found that most Sig. level on consumer behavior as follow were more than 0.05; Increasing organization potential performance (CB 1), Increasing employee knowledge and skills (CB 2), Being provided enough budgets (CB 5), Being received reference group information (CB 6), Being more insured in a qualification of outsider instructor (CB 7).

In case of Being a requirements of organization (CB 3) and Receiving a subsidiary from outsiders (CB 4), the Sig. levels were less than the significant level of 0.05, it is interpreted that different Position was affected to the level of opinion on consumer behavior.

In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on consumer behavior than group 2. (Please see the table in Appendix D-10)

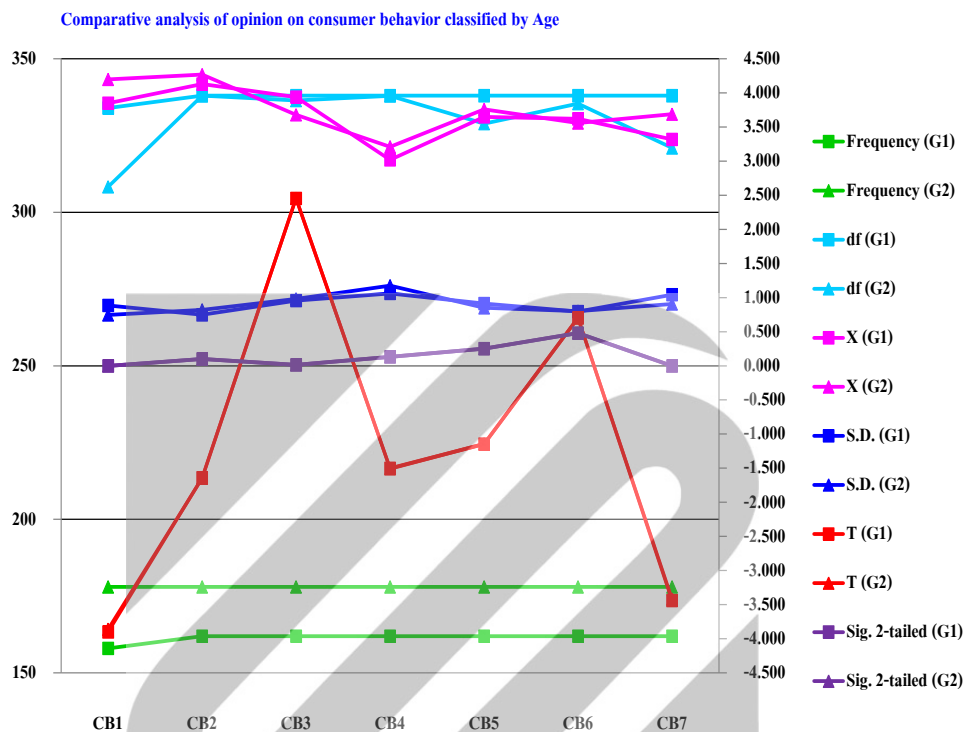


Table 4.12: Comparative analysis of opinion on consumer behavior classified by Age

As presented in the figures 4.12, the comparative analysis of opinion on consumer behavior classified by Age. It was organized for 2 groups. Group 1 was composed of the range 20-25 years, 26- 30 years, 31-35 years and group 2 was composed of the range 36-40 years and 40 years.

In case of the significant level was more than 0.05, it is interpreted that different Age was not affected to the level of opinion on consumer behavior factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Age was affected to the level of opinion on consumer behavior.

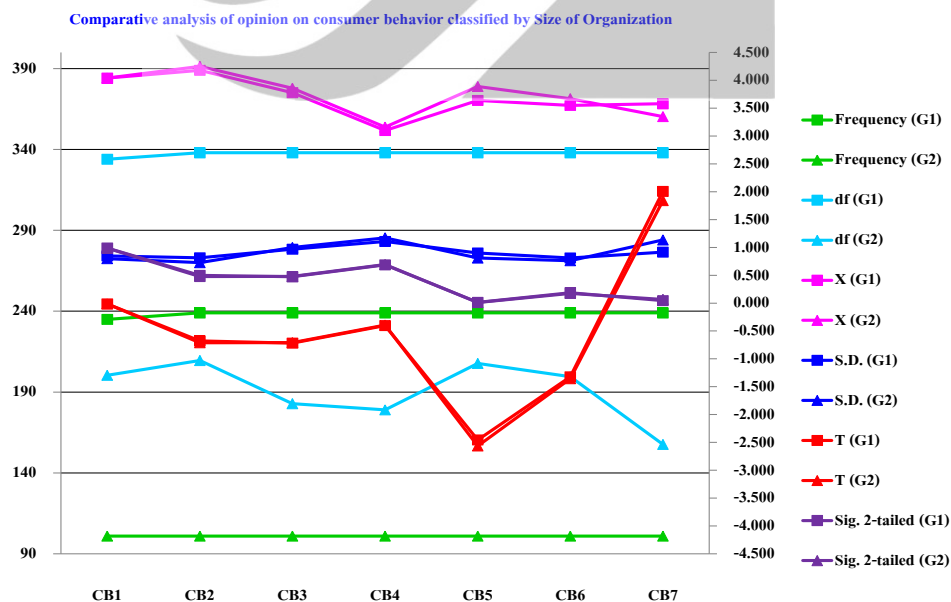
From the graph, it found that most Sig. levels on consumer behavior as follow were more than 0.05; Increasing employee knowledge and skills (CB 2), Receiving a subsidiary from outsiders (CB 4), Being provided enough budgets (CB 5), and Being received reference group information (CB 6).

In case of Increasing organization potential performance (CB 1), Being a requirements of organization (CB 3), Being more insured in a qualification of outsider instructor (CB 7), the significant levels were less than 0.05. It is interpreted that different Age was affected to the level of opinion on consumer behavior.

In term of $\bar{\chi}$, it was found that group 2 had a tendency of agree opinion on increasing organization potential performance than group 1. (Please see the table in Appendix D-11)

4) Comparative analysis of opinion on consumer behavior classified by Organization characteristics.

Test results of differential Means between Business organization characteristic and opinion on consumer behavior. In order to test the differential Mean of 2 groups of independent factors, T-test was used to test the differential organization characteristic factors on Size, Location, Nationality, and Type of organization as in the Figures 4.13- 4.17



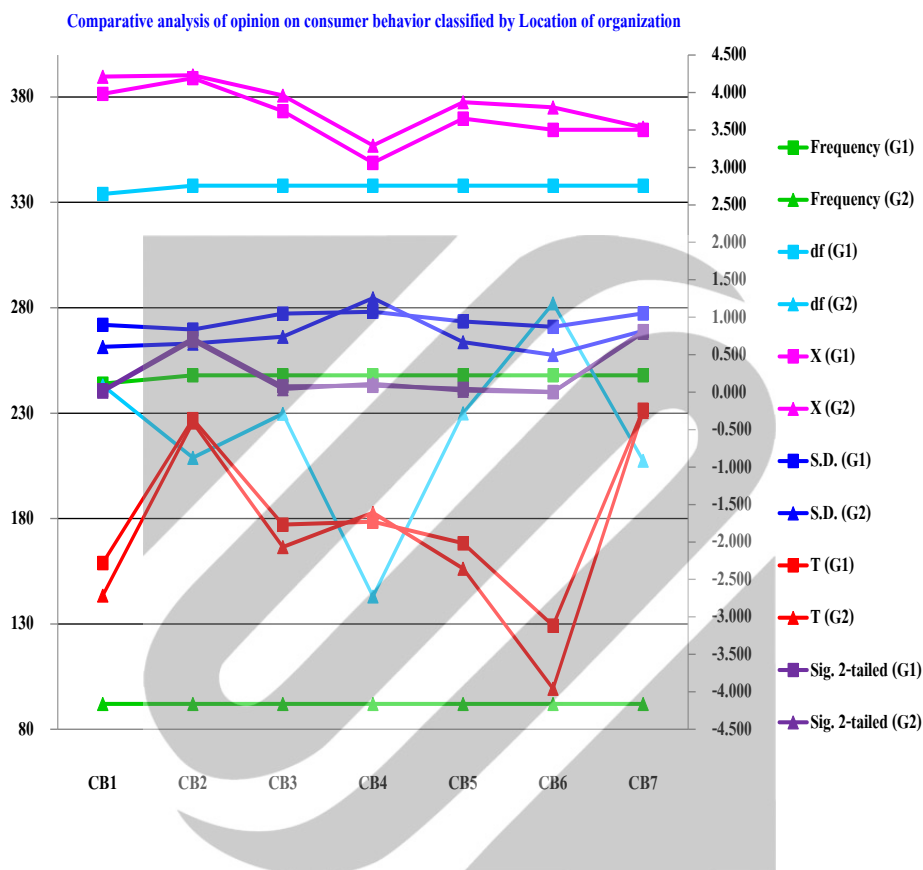
Figures 4.13 Comparative analysis of opinion on consumer behavior classified by Size of Organization

As presented in the figures 4.13, the comparative analysis of opinion on consumer behavior classified by Size of organization classified for 2 groups. First was the large size, second, was composed of medium and small size Age.

In case of the significant level was more than 0.05, it is interpreted that different Size of organization was not affected to the level of opinion on consumer behavior factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Size of organization was affected to the level of opinion on consumer behavior.

From the graph, it found that most Sig. levels on consumer behavior as follow were more than 0.05: Increasing organization potential performance (CB 1), Increasing employee knowledge and skills (CB 2), Being a requirements of organization (CB 3), Receiving a subsidiary from outsiders (CB 4), Being received reference group information (CB 6).

In case of Being provided enough budgets (CB 5) and Being more insured in a qualification of outsider instructor (CB 7), the significant levels were less than 0.05. It is interpreted that different Size of organization was affected to the level of opinion on consumer behavior. In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on Increasing organization potential performance than group 2. (Please see the table in Appendix D-13)



Figures 4.14: Comparative analysis of opinion on consumer behavior classified by Location of organization

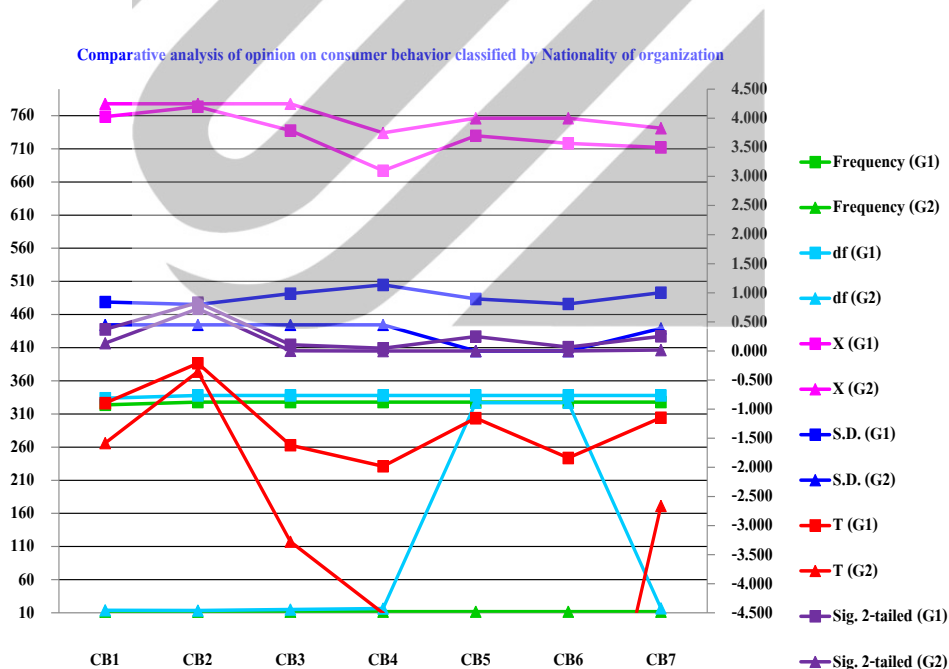
As presented in the figures 4.14, the comparative analysis of opinion on consumer behavior in term of Location of organization classified for 2 groups. First, it was composed of Bangkok and Peripheral provinces; second, it was composed of other provinces

In case of the significant level was more than 0.05. It is interpreted that different Location of organization was not affected to the level of opinion on consumer behavior factors, in contrast, if the significant level was less than 0.05. It is interpreted that different Location of organization was affected to the level of opinion on consumer behavior.

From the graph, it found that most Sig. levels on consumer behavior as follow were more than 0.05: Increasing employee knowledge and skills (CB 2), Being a requirement of organization (CB 3), Receiving a subsidiary from outsiders (CB 4), Being more insured in a qualification of outsider instructor (CB 7).

In case of Increasing organization potential performance (CB 1), Being provided enough budgets (CB 5), and Being received reference group information (CB 6), the significant levels were less than 0.05. It is interpreted that different Size of organization was affected to the level of opinion on consumer behavior.

In term of \bar{x} , it was found that group 1 had a tendency of agree opinion on Increasing organization potential performance than group 2. (Please see the table in Appendix D-14)



Figures 4.15: Comparative analysis of opinion on consumer behavior classified by Nationality of organization

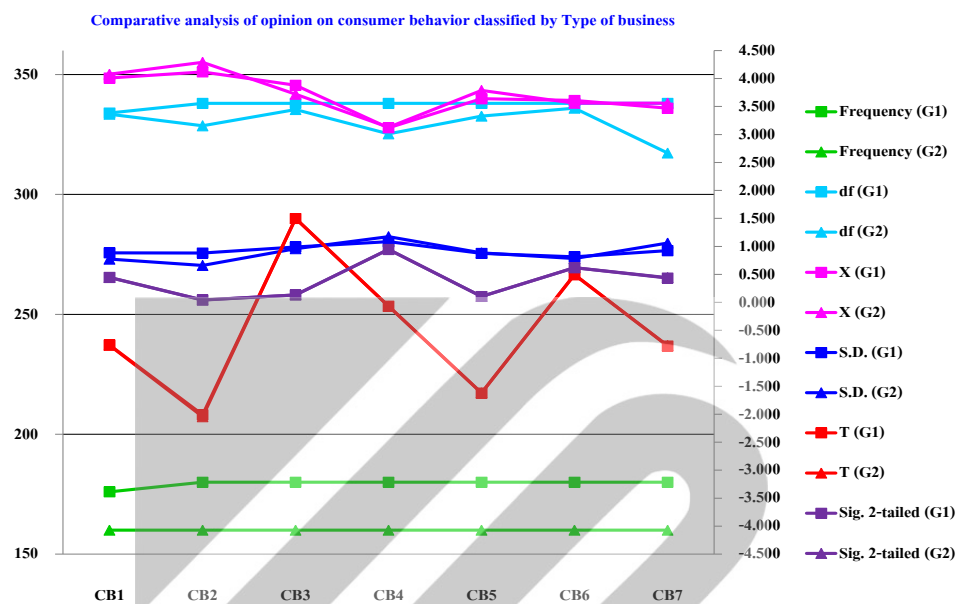
As presented in the figures 4.15, the comparative analysis of opinion on consumer behavior in term of Nationality of Organization classified for 2 groups. First, it was composed of Thai, Japanese, and American; second, it was composed of other countries.

In case of the significant level was more than 0.05. It is interpreted that different Nationality of Organization was not affected to the level of opinion on consumer behavior factors. In contrast, if the significant level was less than 0.05. It is interpreted that different Nationality of Organization was affected to the level of opinion on consumer behavior.

From the graph, it found that most Sig. levels on consumer behavior as follow were more than 0.05: Increasing organization potential performance (CB 1), Increasing employee knowledge and skills (CB 2), Being a requirement of organization (CB 3), Being provided enough budgets (CB 5), Being received reference group information (CB 6), Being more insured in a qualification of outsider instructor (CB 7).

In case of Receiving a subsidiary from outsiders (CB 4), the significant level was less than 0.05. It is interpreted that different Size of organization was affected to the level of opinion on consumer behavior.

In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on consumer behavior factors than group 2. Exceptionally, People factor, group 2 had a tendency of agree opinion on People than group 1. (Please see the table in Appendix D-15)



Figures 4.16: Comparative analysis of opinion on consumer behavior classified by Type of business

As presented in the figures 4.16, the comparative analysis of opinion on consumer behavior in term of Type of Business classified for 2 groups. First, it was composed of Trading, Financial, and Industry; second, it was composed of service and other business.

In case of the significant level was more than 0.05. It is interpreted that different Type of Business was not affected to the level of opinion on marketing mix factors. In contrast, if the significant level was less than 0.05, it is interpreted that different Type of Business was affected to the level of opinion on marketing mix.

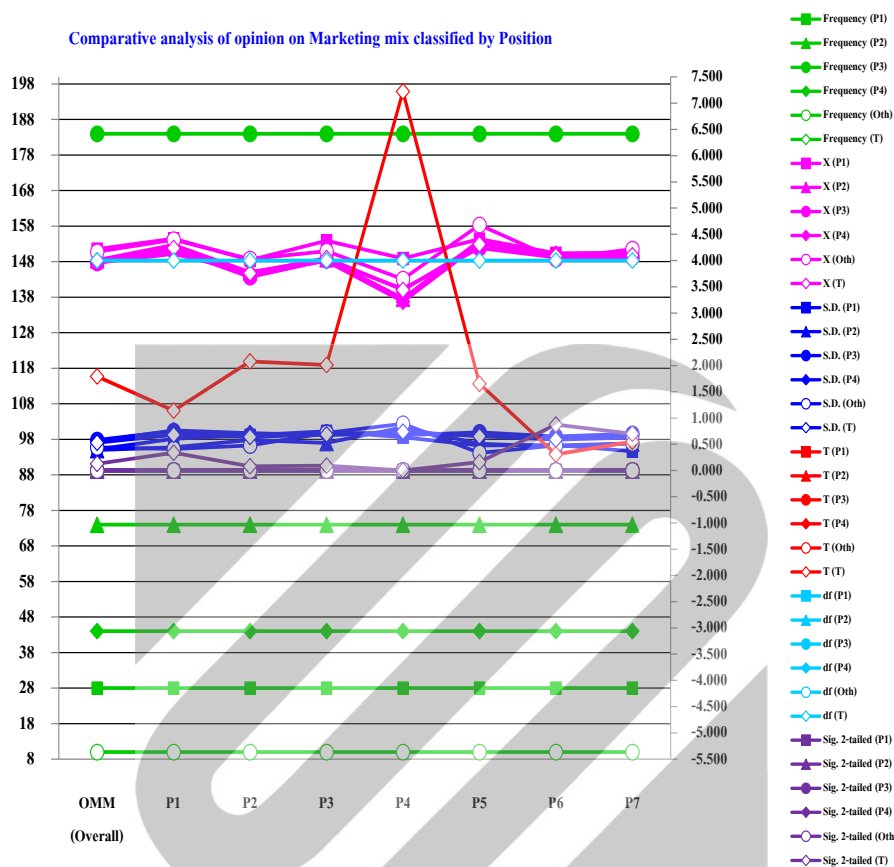
From the graph, it found that most Sig. level on marketing mix as follow were more than 0.05: Increasing organization potential performance (CB 1), Being a requirement of organization (CB 3), Receiving a subsidiary from outsiders (CB 4), Being provided enough budgets (CB 5), Being received reference group information (CB 6), and Being more insured in a qualification of outsider instructor (CB 7) .

In case of Increasing employee knowledge and skills (CB 2), the significant level was less than 0.05, it is interpreted that different Size of organization was affected to the level of opinion on consumer behavior.

In term of $\bar{\chi}$, it was found that group 1 had a tendency of agree opinion on Increasing organization potential performance than group 2. (Please see the table in Appendix D-16)

6) Comparative analysis of opinion on Marketing mix classified Demographic characteristics on Position, Education level, and Age

In order to test the differential mean of Demographic characteristics with dependent factor between 3 groups of population, the paired differential comparison of Scheff's at the statistical significant level 0.05, as in the figures 4.17-4.19.



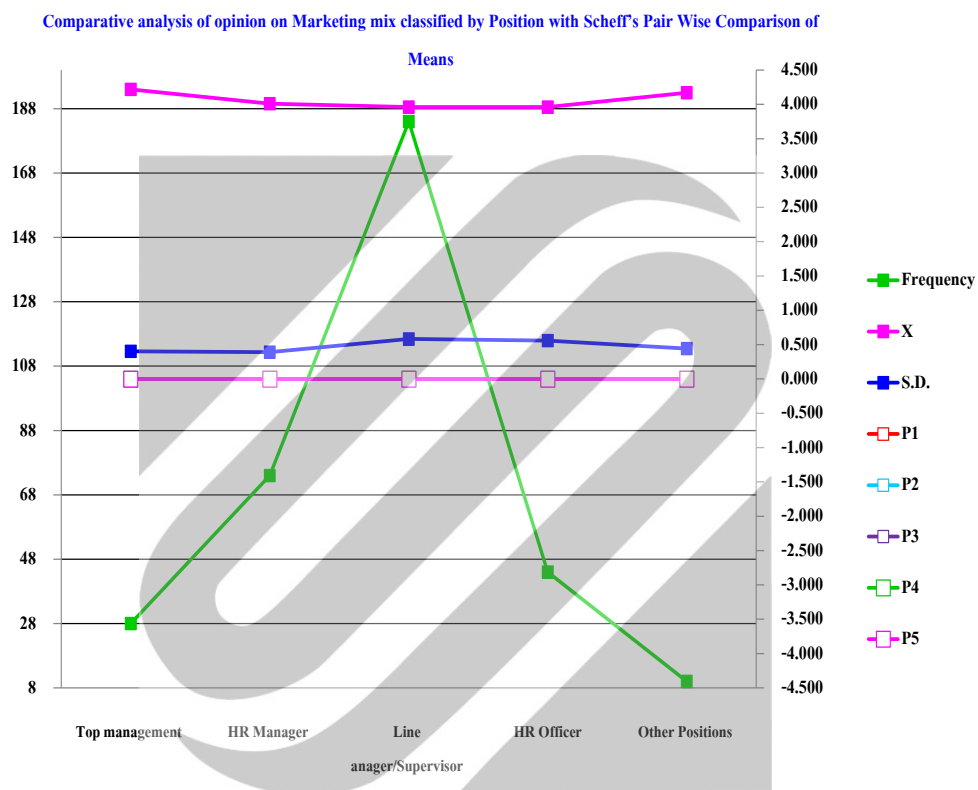
Figures 4.17: Comparative analysis of opinion on Marketing mix classified by Position

As presented in the figures 4.17, the comparative analysis of opinion on Marketing mix classified by Position.

In case of the significant level was more than 0.05. It is interpreted that different Position was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Position was affected to the level of opinion on marketing mix.

From the graph, it found that most Sig. level statistic figures on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), People (P5), and Process (P6).

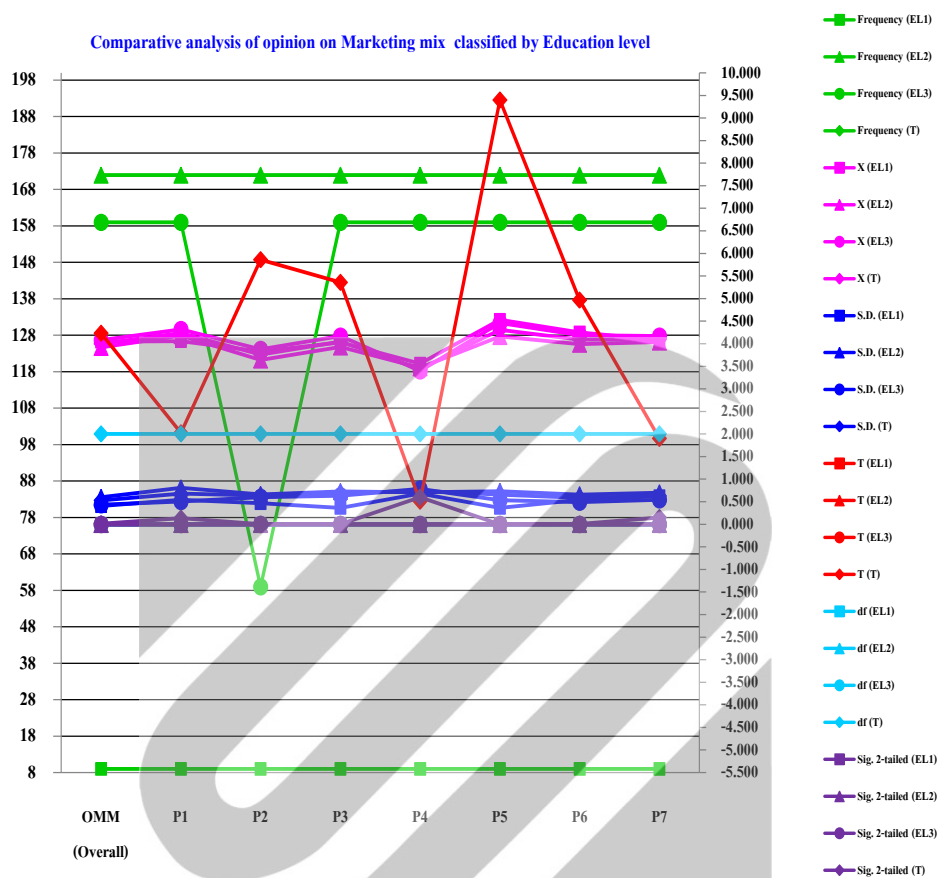
In case of Promotion (P 4), the significant level was less than 0.05. It is interpreted that different Position was affected to the level of opinion on marketing mix. (Please see the table in Appendix D-17)



* Statistical Significance at .05

Figures 4.18: Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means

From figures 4.18, it showed the comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means. It found that every group was affected indifferently to the level of opinion on Marketing mix.



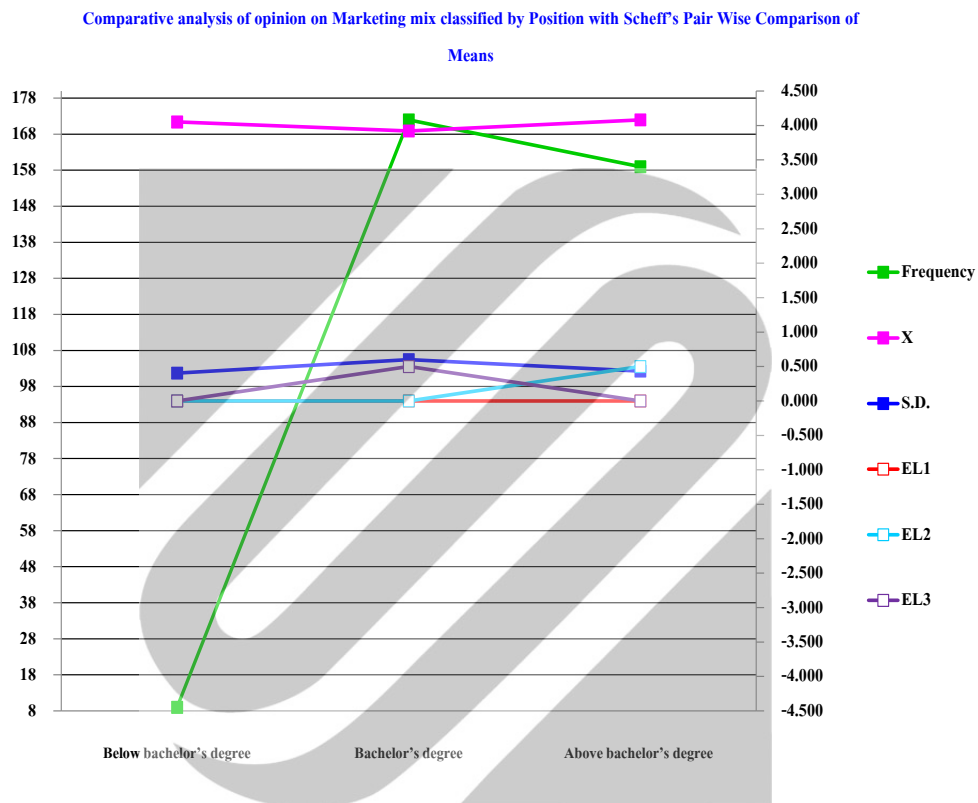
Figures 4.19: Comparative analysis of opinion on Marketing mix classified by Education level

As presented in the figures 4.19, the comparative analysis of opinion on Marketing mix classified by Education level.

In case of the significant level was more than 0.05, it is interpreted that different Education level was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Education level was affected to the level of opinion on marketing mix.

From the graph, it found that most Sig. level on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Promotion (P 4), Process (P6), and Physical evidence (P7).

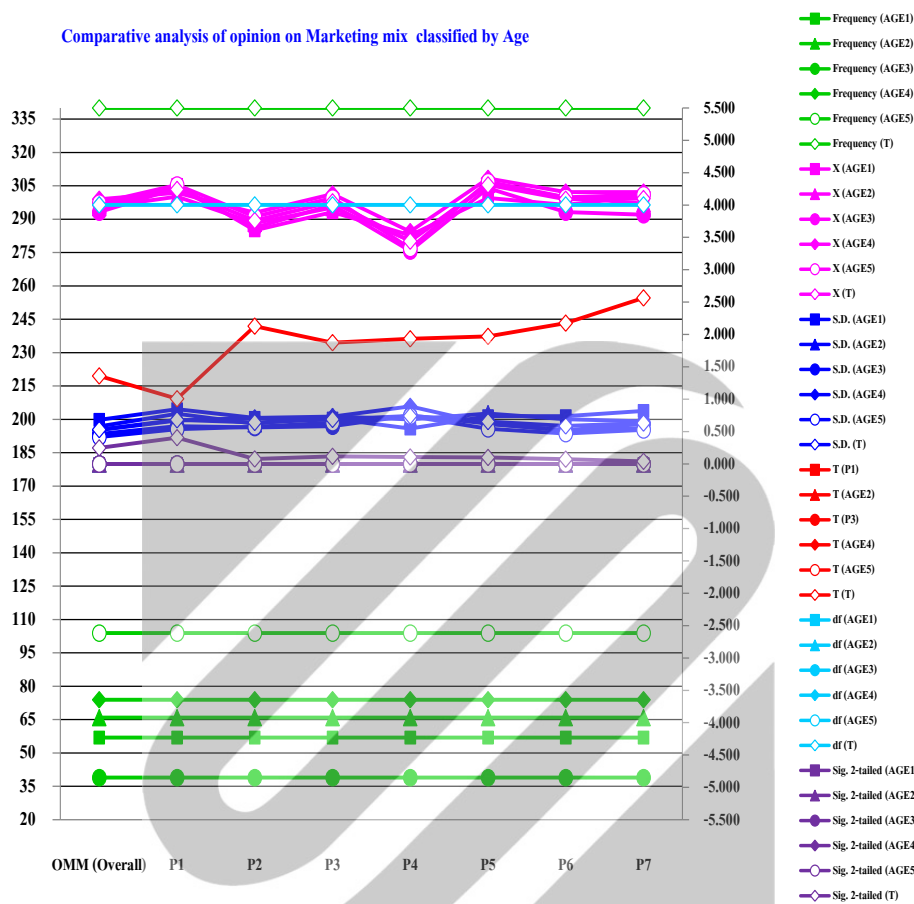
In case of Place/Distribution (P3), and People (P5), the significant levels were less than 0.05. It is interpreted that different Education level was affected to the level of opinion on marketing mix. (Please see the table in Appendix D-19)



* Statistical Significance at .05

Figures 4.20: Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means

From Figures 4.20, it showed the comparative analysis of opinion on Marketing Mix classified by Education level with Scheff's Pair Wise Comparison of Means. It found that the group of Bachelor's degree was affected differently to the level of opinion on Marketing mix than the group of above Bachelor's degree. (Please see the table in Appendix D-20)



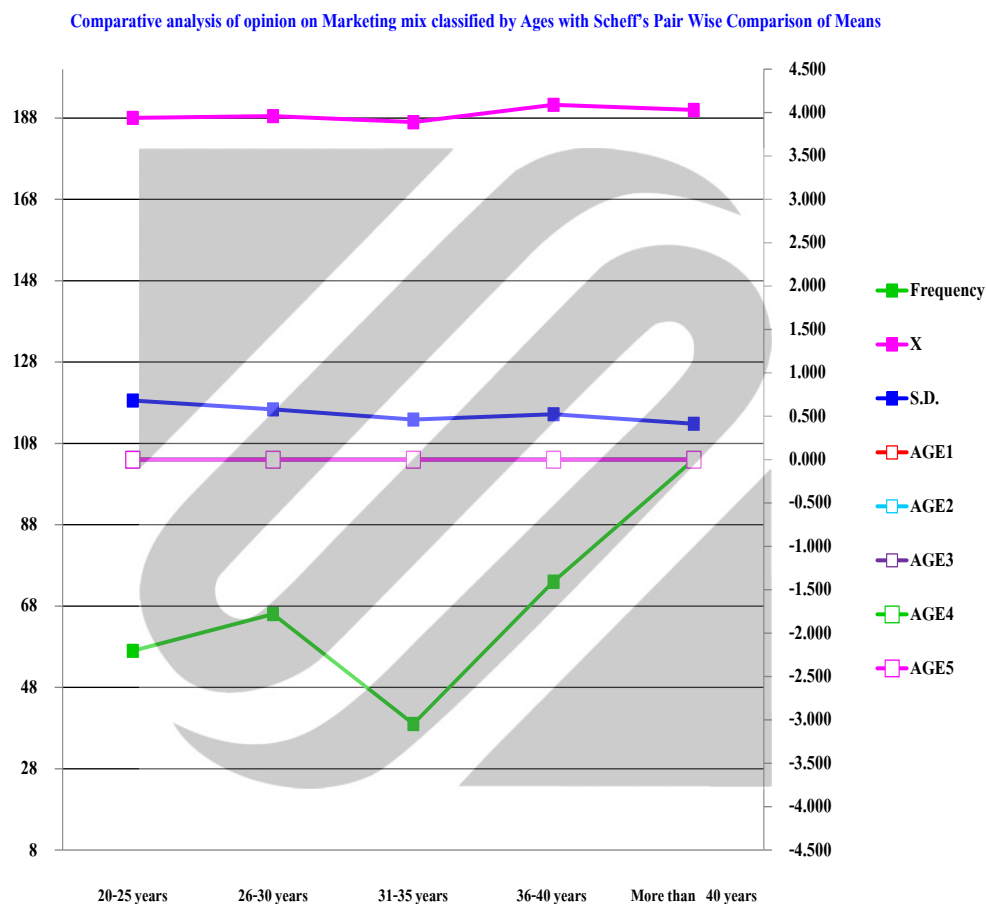
Figures 4.21: Comparative analysis of opinion on Marketing mix classified by Age

As presented in the figures 4.21, the comparative analysis of opinion on Marketing mix classified by Age.

In case of the significant level was more than 0.05. It is interpreted that different Age was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Age was affected to the level of opinion on marketing mix.

From the graph, it found that most Sig. level on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), Promotion (P4), People (P5), and Process (P6).

In case of Physical evidence (P7), the significant level was less than 0.05. It is interpreted that different Education level was affected to the level of opinion on marketing mix. (Please see the table in Appendix D-21)



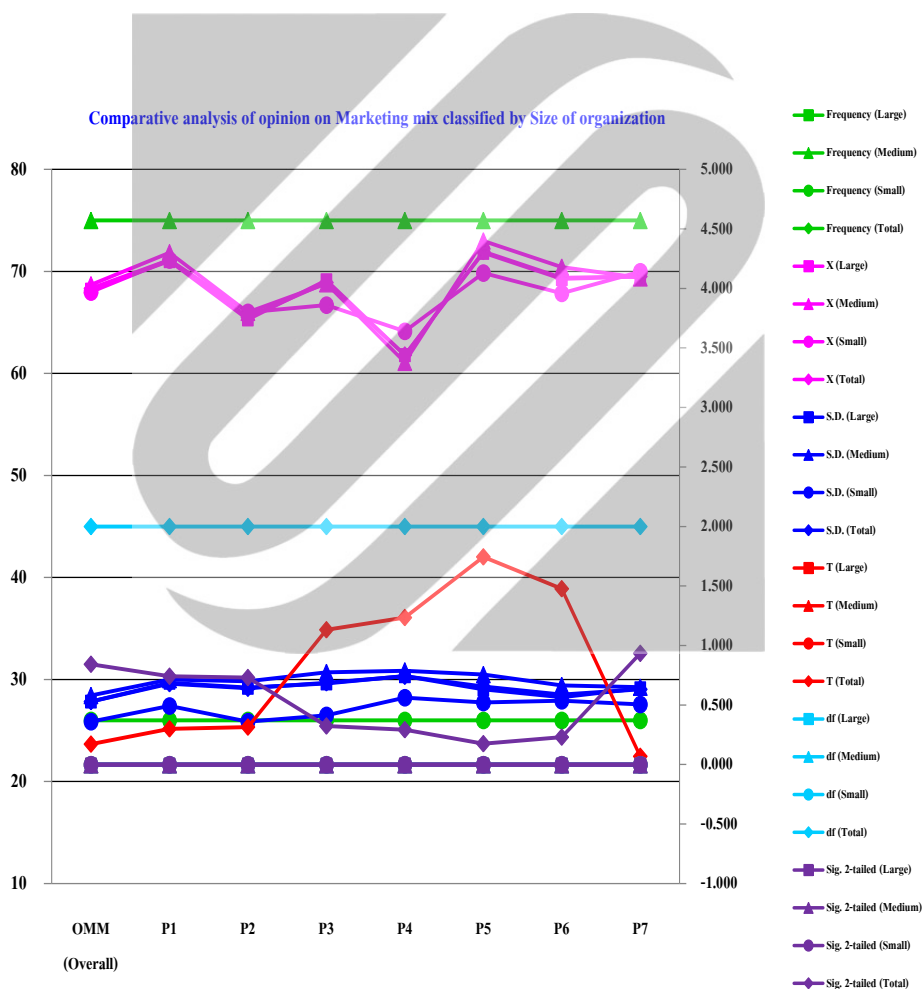
* Statistical Significance at .05

Figures 4.22 Comparative analysis of opinion on Marketing mix classified by Ages with Scheff's Pair Wise Comparison of Means

From Figures 4.22, it showed the comparative analysis of opinion on Marketing mix classified by Age with Scheff's Pair Wise Comparison of Means. It found that every group was affected indifferently to the level of opinion on Marketing mix of Age. (Please see the table in Appendix D-22)

6) Comparative analysis of opinion on Marketing mix classified by Organization characteristics on Size of organization, Location of organization, Nationality of organization, and Type of business

In order to test the differential mean of Organization characteristics with dependent factor between 3 groups of population, the F-test, Scheff's Pair Wise Comparison of Means at the statistical significant level 0.05 as the figures 4.23-4.30.



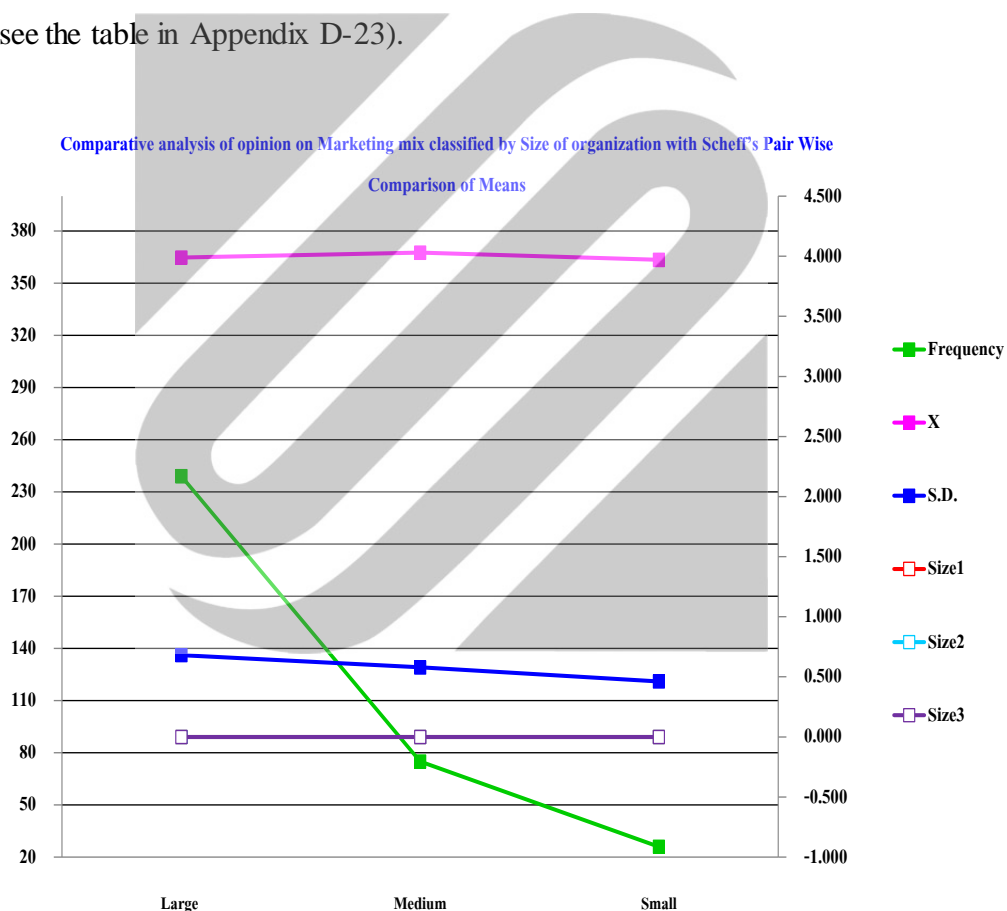
Figures 4.23: Comparative analysis of opinion on Marketing mix classified by Size of organization

As presented in the figures 4.23, the comparative analysis of opinion on Marketing mix classified by Size of organization.

In case of the significant level was more than 0.05, it is interpreted that different Size of organization was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Size of organization was affected to the level of opinion on marketing mix.

From the graph, it found that most Sig. levels on marketing mix as follow were morethan0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), Promotion (P 4), People (P5), Process (P6), and Physical evidence (P7).

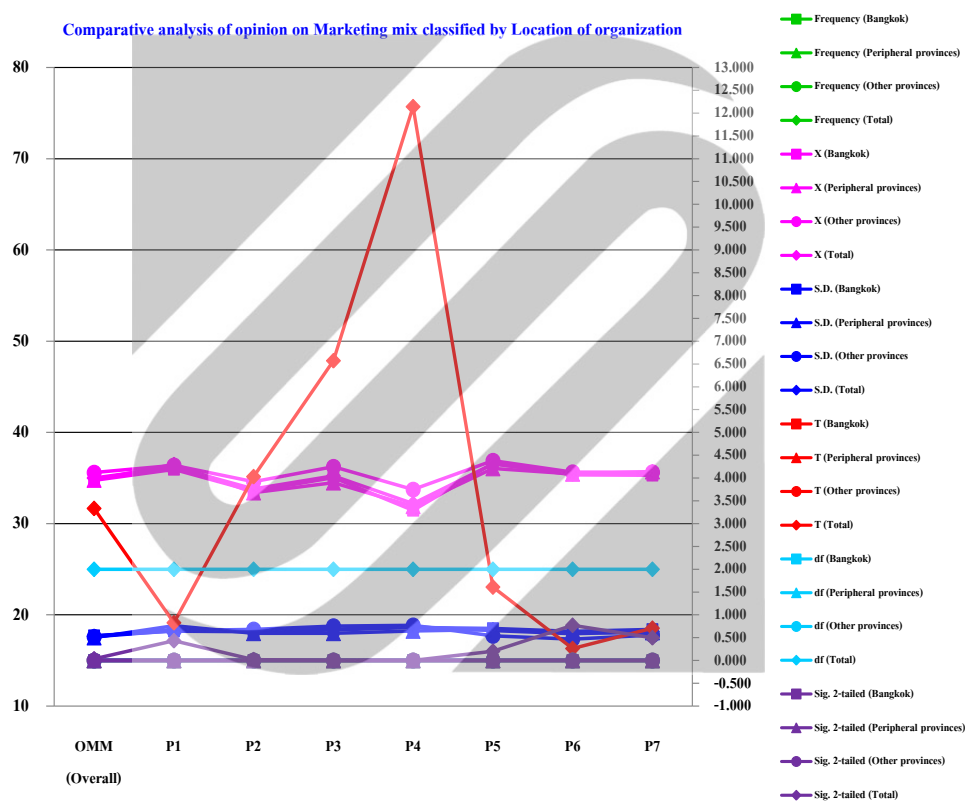
(Please see the table in Appendix D-23).



* Statistical Significance at .05

Figures 4.24: Comparative analysis of opinion on Marketing mix classified by Size of organization with Scheff's Pair Wise Comparison of Means

From Figures 4.24, it showed the comparative analysis of opinion on Marketing Mix classified by Size of organization with Scheff's Pair Wise Comparison of Means. It found that every group was affected indifferently to the level of opinion on Marketing Mix of Size of organization. (Please see the table in Appendix D-24).

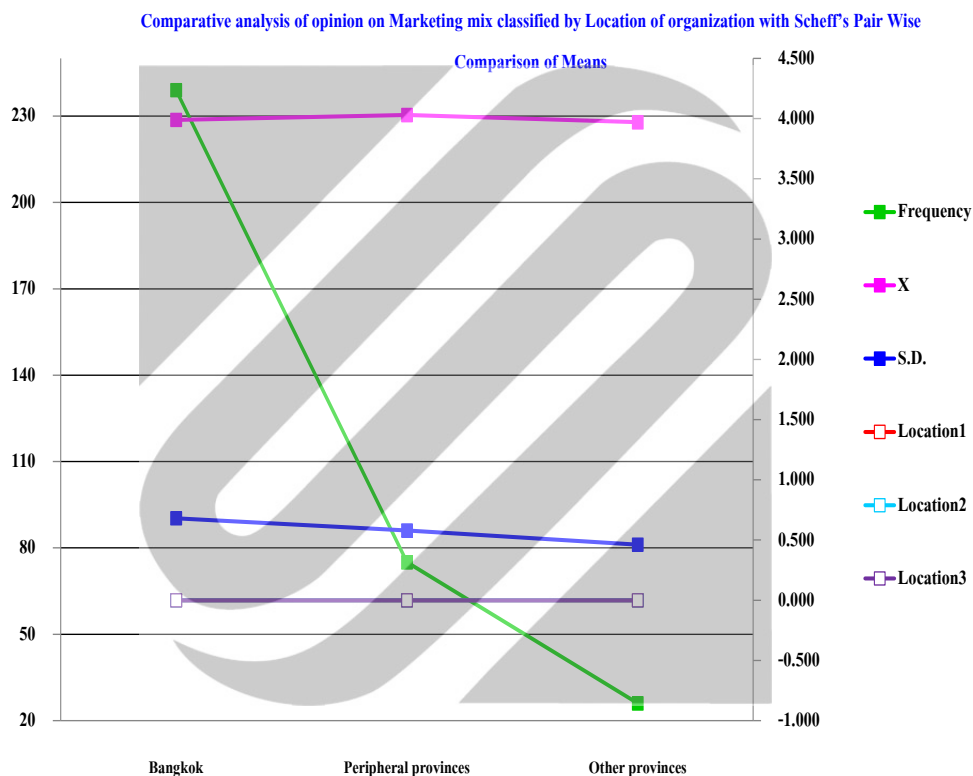


Figures 4.25 Comparative analysis of opinion on Marketing mix classified by Location of organization

As presented in the figures 4.25, the comparative analysis of opinion on Marketing mix classified by Location of organization

In case of the significant level was more than 0.05. It is interpreted that different Location of organization was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Size of organization was affected to the level of opinion on marketing mix.

From the graph, it found that Sig. levels on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), Promotion (P4), People (P5), Process (P6), and Physical evidence (P7). (Please see the table in Appendix D-25).

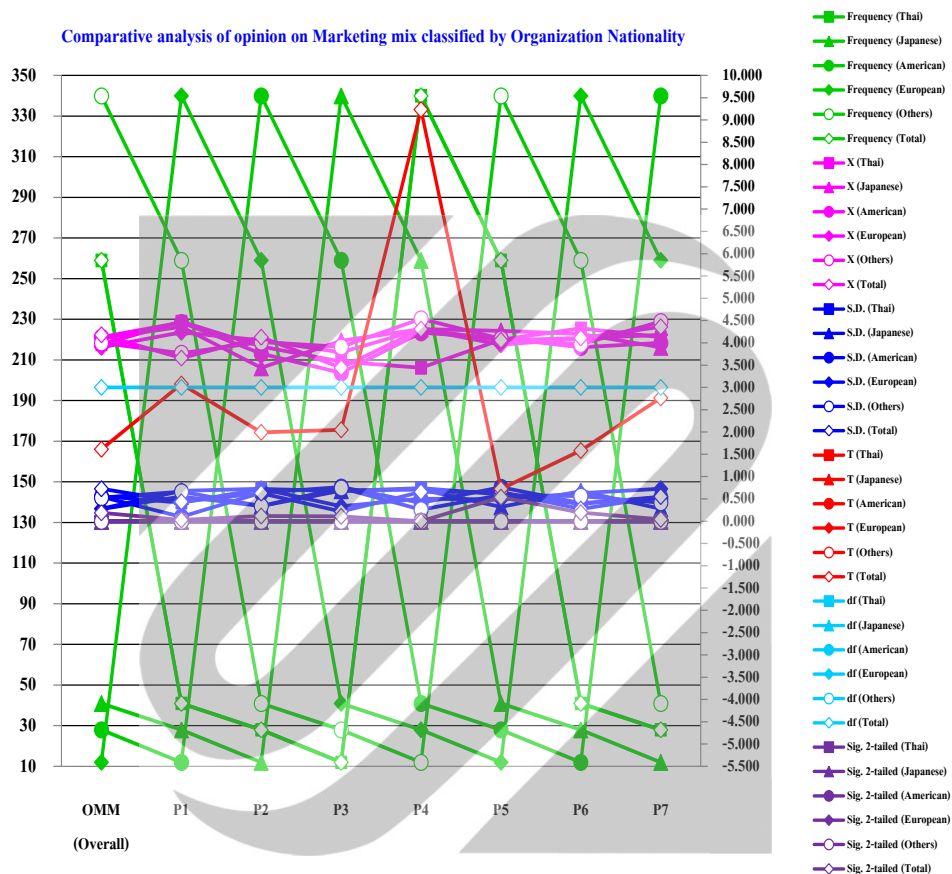


* Statistical Significance at .05

Figures 4.26: Comparative analysis of opinion on Marketing mix classified by Location of organization with Scheff's Pair Wise Comparison of Means

From Figures 4.26, it showed the comparative analysis of opinion on Marketing mix classified by Location of organization with Scheff's Pair Wise Comparison of

Means. It found that every group was affected indifferently to the level of opinion on Marketing mix of Location of organization. (Please see the table in Appendix D-26)



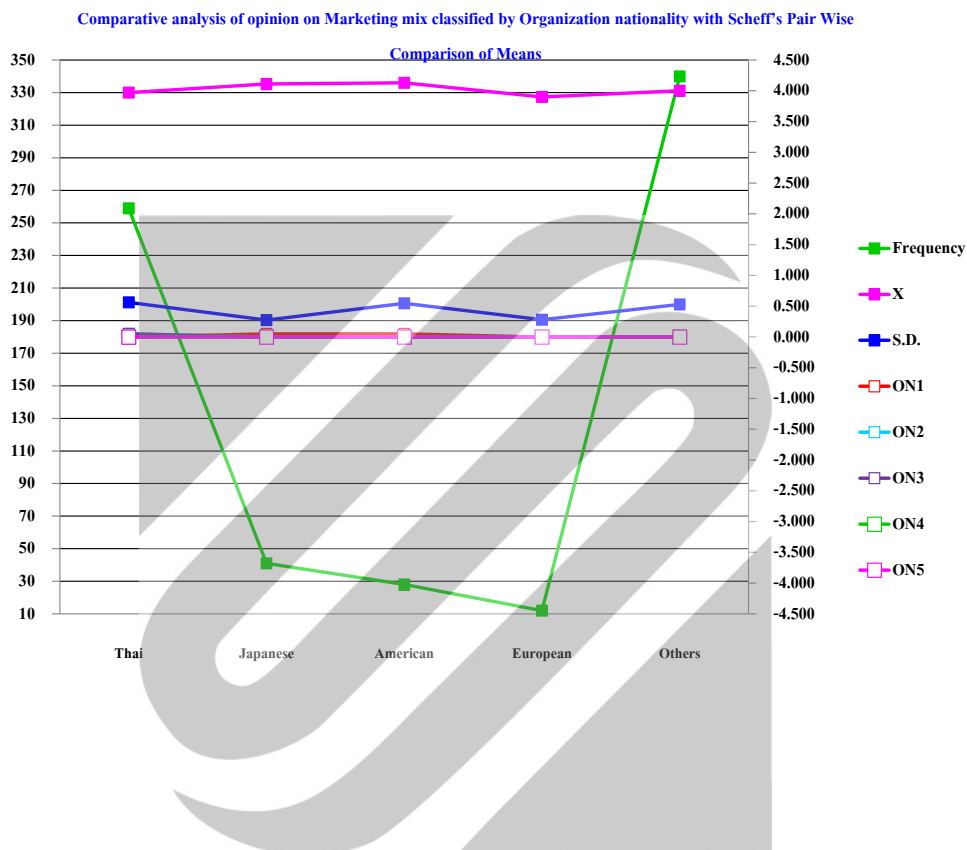
Figures 4.27: Comparative analysis of opinion on Marketing mix classified by Organization Nationality

As presented in the figures 4.27, the comparative analysis of opinion on Marketing mix classified by Location of organization

In case of the significant level was more than 0.05, it is interpreted that different Organization nationality was not affected to the level of opinion on Marketing mix. In contrast, if the significant level was less than 0.05, it is interpreted that different Organization nationality was affected to the level of opinion on marketing mix.

From the graph, it found that all significant statistic levels on marketing mix as follow were more than 0.05: Product personality (P1), Price satisfaction (P2), Place

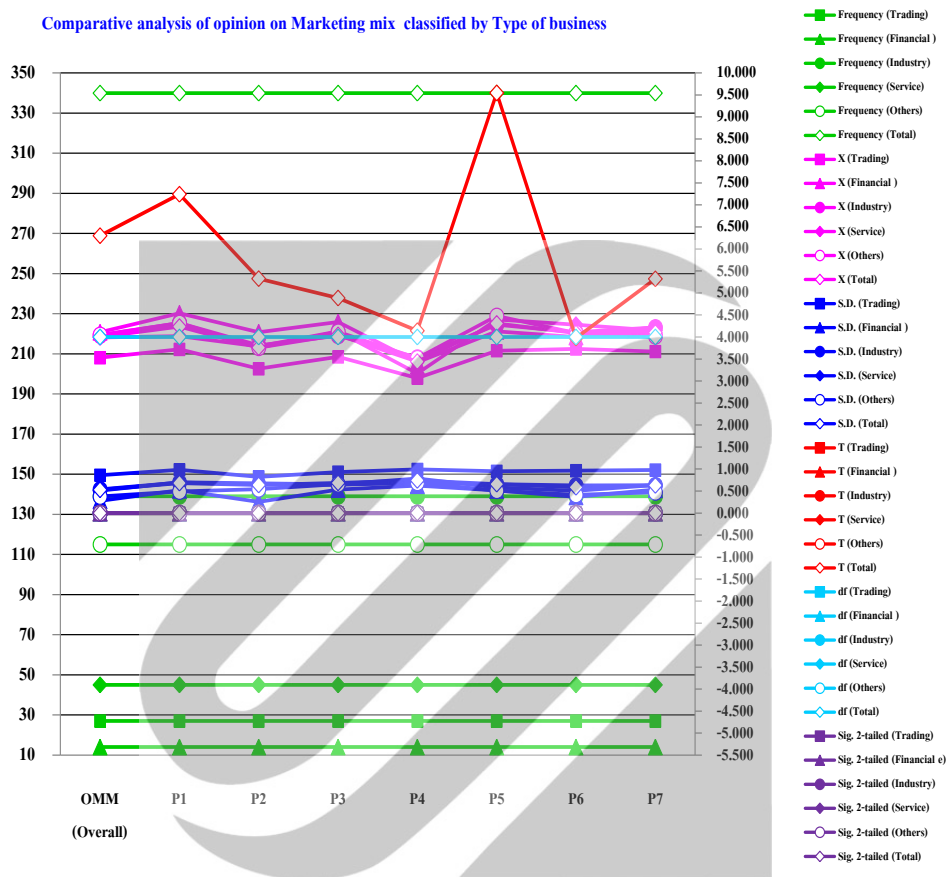
/Distribution (P3), Promotion (P4), People (P5), Process (P6), and Physical evidence (P7). (Please see the table in Appendix D-27).



* Statistical Significance at .05

Figures 4.28: Comparative analysis of opinion on Marketing mix classified by Organization nationality with Scheff's Pair Wise Comparison of Means

From Figures 4.28, it showed the comparative analysis of opinion on Marketing mix classified by Organization nationality with Scheff's Pair Wise Comparison of Means. It found that Thai was affected differently to the level of opinion on Marketing mix of Organization nationality from Japanese and American. (Please see the table in Appendix D-28).



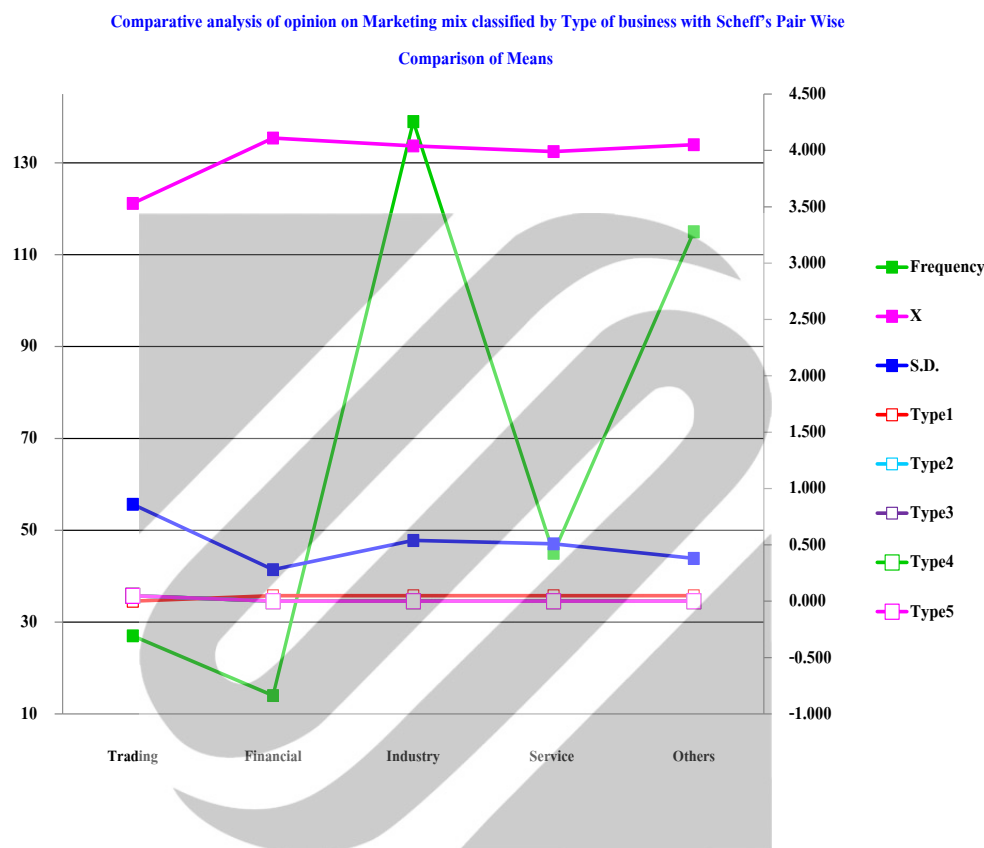
Figures 4.29: Comparative analysis of opinion on Marketing mix classified by Type of business

As presented in the figures 4.29, the comparative analysis of opinion on Marketing mix classified by Type of business.

In case of the significant level more than 0.05, It is interpreted that different Type of business is not affected to the level of opinion on Marketing mix. In contrast, if the significant level is less than 0.05, it is interpreted that different Type of business is affected to the level of opinion on marketing mix.

From the graph it found that Sig. statistic levels on marketing mix as follow were less than 0.05: Product personality (P1), Price satisfaction (P2), Place/Distribution (P3), Promotion (P 4), People (P5), Process (P6), and Physical evidence (P7). It is

interpreted that different Education level was affected to the level of opinion on marketing mix. (Please see the table in Appendix D-29).



* Statistical Significance at .05

Figures 4.30: Comparative analysis of opinion on Marketing mix classified by Type of business with Scheff's Pair Wise Comparison of Means

From Figures 4.30, it showed the comparative analysis of opinion on Marketing mix classified by Type of business with Scheff's Pair Wise Comparison of Means. It found that the group of trading was affected differently to the level of opinion on Marketing mix of Type of business from Financial, Industry, Service, and Others.

4.1.6 Part 6 Data analysis of relationship between Demographic, Organization characteristic, marketing mix and consumer behavior

The test of relationship between Demographic, Organization characteristic, and Marketing mix as independent factor and consumer behavior as dependent factors with the Co-efficiency correlation or r . (items 1-28) and items 29-35).

Co efficiency correlation or r was used for study the relationship between independent factor and independent factor. Co efficiency correlation of example group and p was used for Co efficiency correlation of population. If the Co efficiency correlation is near -1 or 1, it indicates that is very high degree of relationship. On the other hand, the Co efficiency correlation is near 0, it indicates is very low degree of relationship or no relationship. Generally, the Co efficiency correlation is used as follows:

r as the level of relationship

.90 - 1.00 = very high degree of relationship

.70 - .90 = high degree of relationship

.50 - .70 = moderate degree of relationship

.30 - .50 = low degree of relationship

.00 - .30 = very low degree of relationship

Remark +, - in front of coefficient correlation figure indicate the direction of relationship. In case of r show remark +, it indicates the relationship is on same way direction (one factor is more value and another one is also more value). In case of r show remark -, it indicates the relationship is on opposite direction (one factor is more value but another one is less value).

Hypotheses test

H0: $\rho = 0$ (X and Y have no relationship)

H1: $\rho \neq 0$ (X and Y have more relationship)

If the Sig. has more p (.05) as setting, indicate that it is not in the critical zone. It must be accepted H0 which show X and Y is very high degree of relationship.

Table 4.18: Analysis of Co-efficiency correlation between Demographic, Organization characteristic factors and consumer behavior.

Factors	Frequency (Person)	r	P (1-tailed)
Gender	340	.135 (*)	.013
Position	340	-.073	.177
Education	340	-.180 (**)	.001
Age	340	.134 (*)	.014
Organization size	340	.006	.918
Organization location	340	.124 (*)	.022
Organization nationality	340	-.162 (**)	.003
Type of business	340	.157 (**)	.004

* Statistical Sig. level at .05

** Statistical Sig. level at .01

4.2 Discussion of findings

From table 4.20, it was the test result of Co-efficiency correlation between Demographic, Organization characteristic factors and consumer behavior by using Pearson's Product-Moment Correlation as described by the following:

1) Analysis of consumer behavior and Gender in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Gender was very low degree of relationship ($r = -.135^*$) Sig. = .013 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

2) Analysis of consumer behavior and Position in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Position was very low degree

relationship ($r = -.073$) Sig. = .177 which was more than α (.05). It was correlated to the hypotheses, so the hypothesis was accepted.

3) Analysis of consumer behavior and Education in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Education was very low degree of relationship ($r = -.180^{**}$) Sig. = .001 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

4) Analysis of consumer behavior and Ages in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Ages was very low degree relationship ($r = .134^*$) Sig. = .014 which was less than α (.05). It was correlated to the hypotheses, so the hypothesis was rejected.

5) Analysis of consumer behavior and Organization size in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Organization size was very low degree of relationship ($r = -.006$) Sig. = .918 which was more than α (.05). It was correlated to the hypotheses, so the hypotheses were accepted.

6) Analysis of consumer behavior and Organization location in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Organization location was very low degree of relationship ($r = .124^*$) Sig. = .022 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

7) Analysis of consumer behavior and Organization Nationality in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Organization Nationality was very low degree of relationship ($r = -.162^{**}$) Sig. = .003 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

8) Analysis of consumer behavior and Type of business in statistic Sig. level at .05. After considering the result of r , it can be interpreted that Type of business was very low degree of relationship ($r = -.157^{**}$) Sig. = .004 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

Table 4.19: Co-efficiency correlation between consumer behavior and Marketing mix

Factors	Frequency (Person)	r	P (1-tailed)
Product personality	336	.457 (**)	.000
Price satisfaction	336	.432 (**)	.000
Place/Distribution	336	.407 (**)	.000
Promotion	336	.483 (**)	.000
People	336	.442 (**)	.000
Process	336	.441 (**)	.000
Physical evidence	336	.445 (**)	.000

* Statistical Sig. level at .05

** Statistical Sig. level at .01

From table 4.21, it was the test result of Co-efficiency correlation between Consumer behavior and Marketing mix by using Pearson's Product-Moment Correlation as described by the following:

1) Analysis of Consumer behavior and Marketing mix on Product personality in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Product personality was very low degree of relationship ($r = -.457^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

2) Analysis of Consumer behavior and Marketing mix on Price satisfaction in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Price Satisfaction was very low degree of relationship ($r = -.457^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

3) Analysis of Consumer behavior and Marketing mix on Place/Distribution in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Place/Distribution was very low degree of relationship ($r = -.407^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

4) Analysis of Consumer behavior and Marketing mix on Promotion in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Promotion was very low degree of relationship ($r = .483^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

5) Analysis of Consumer behavior and Marketing mix on People in statistic Sig. level at .05. After considering the result of r, it can be interpreted that People was very low degree of relationship ($r = -.442^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

6) Analysis of Consumer behavior and Marketing mix on Process in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Process was very low degree of relationship ($r = .441^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypotheses were rejected.

7) Analysis of Consumer behavior and Marketing mix on Physical evidence in statistic Sig. level at .05. After considering the result of r, it can be interpreted that Physical evidence was very low degree of relationship ($r = -.445^{**}$) Sig. = .000 which was less than α (.05). It was not correlated to the hypotheses, so the hypothesis was rejected.

4.3 Quality Study

Opinion of respondents about key factors that have influenced consumers purchasing decision to use the service of training program in Thailand can be classified by group of Marketing mix two dimension; Product personality and Price satisfaction as follow:

4.3.1. Product personality

1) A training curriculum depends on the requirement of each business.

2) A training provider can organize the training program customize to customer needs. A training provider can find out customer needs and help them to develop people and organization.

3) An instructor can give real example of case study in a training class which relate to the theory.

4) A training provider can provide a good outstanding training curriculum, well-known, and standard instructor.

5) A training provider can provide a body of knowledge and outstanding instructor.

6) An instructor can analyze needs of customers both pre and post training program.

7) An instructor can adapt a training curriculum to comply with organization needs.

8) A training provider can provide variety of teaching techniques, the content of training curriculum that is flexible easy to understand.

9) The training curriculum can utilize for the actual job

10) A training provider can provide real monitoring of training program in order to inspect the value of money.

4.3.2 Price satisfaction

1) A training provider should provide training program with reasonable price.

CHAPTER 5

SUMMARY, CONCLUSION & RECOMMENDATION

This chapter contains the summary results of this study “Factors influencing purchasing decision on using the service of training program in Thailand”. Chapter 5 uses all the information that the researcher has gathered, analyzed and organized in previous chapters. This chapter will enable readers to see conclusions and recommendations resulting for further study and applications.

5.1. Summaries

The study itself has 2 major objectives.

- 1) To study the factors affecting consumers purchasing decision on using the service of training program
- 2) To identify the important criterions that customers consider when purchasing the service of training program

The hypothesis assumption was formulated for analyzing these as follows:

- 1) There is significant relationship between demographic characteristic; gender, position, education level, age and purchasing decision of training service.
- 2) There is significant relationship between organization characteristics; size, nationality, location, type of business and purchasing decision of training service.
- 3) There is significant relationship between marketing mix characteristics; product, price, place promotion, people, process, physical evidence and purchasing decision of training service.

This research has applied the quantitative method with survey questionnaire and was distributed to respondents. The sampling size of this study is based on the method of Taro Yamane, from the size of 2,245; the result of calculation is 340. The questionnaire was created from the information provided in literature reviews and knowledge of researcher about factors affecting purchasing decision on training service. After creating questionnaire, the researcher brought the questionnaire to test validity and reliability. Then calculate the index of relation between question and objective by setting IOC (Item- Objective Congruence index). In case of reliability, the researcher launched the pre-test by distributing to 30 respondents to test reliability of initial questionnaire design. The result was reliable.

There are 2 scales of measurement; Ordinal scales which the numbers indicating the property of rank order, and interval is rating scale that this questionnaire used to measure respondents evaluation by asking about the degree of statement importance. It ranks from 1(very least, very unimportant) to 5 (very much, Very Important) there are 5 groups of questions which are measured and based on conceptual model, to capture and compare of their affecting buying decision.

The questionnaires of 340 copies were distributed to respondents. The researcher rechecked data and bring which correct to encoding data into number that can be processing with computer. The analysis was presented by descriptive statistics which consists of frequency, percentage, means, and standard deviation differences by t-test and F-test. Moreover, this research was used Pearson Correlations for relationship test.

The researcher has conducted the detailed analysis of 5 parts and found the results as described by the following:

Part 1 analysis of demographic characteristics of the samples, categorized by position, gender, and education level, and age from 340 respondents. The researcher found that majority of respondents were female for 75%, age range was over 40 years year old for 30.6%, education level was bachelor's degree for 50.6%, and position was HR or training officer level for 54.1%.

Part 2 analysis of organization characteristics of the samples, categorized by size, location, nationality, and type of business organization. The researcher found that

majority of respondents were large organization for 70.3%, location in Bangkok for 47.1%, nationality of Thai organization 76.2%, and type of industry for 40.9%.

Part 3 analysis of marketing mix factors tested with \bar{x} and s.d. The researcher found that reason for purchasing training service was the characteristics of people, product personality, physical evidence, process, place/ distribution, price satisfaction, and promotion respectively.

Part 4 analysis of opinion on consumer behavior (factors which affects purchasing decision to use the service of training program) tested with \bar{x} and s.d. The researcher found that respondents had highest agree opinion on purchasing decision because it could increase employee knowledge and skills.

It also found that the important criterions that customers consider when purchasing the service of training program in Thailand mostly based on organizational performance requirements, human resource development policy and plan, organization's budget allocation, and subsidiary or assistance funds from outside agency.

Part 5 analysis of relationship between demographic, business organization, and marketing mix characteristics and consumer behavior. It was tested by co-efficiency correlation. It found that there was significant relationship between position and purchasing decision of training service. There were no significant relationship between product personality, price satisfaction, place/ distribution, promotion, people, process, physical evidence and purchasing decision of training service, therefore, the hypotheses were rejected.

5.2. Discussion and conclusion

5.2.1 Discussion

Research question 1, what are the key factors influencing the purchasing decision on using the service of training in organization in Thailand?

From the research results, it found that there were just 2 factors that influencing purchasing decision of training service in Thailand, Position as a demographic and size organization as organization characteristics. In contrast, all

marketing mix characteristic; Product personality, Price satisfaction, Place/Distribution, Promotion, People, Process, Physical evidence, it found that all are no influencing on purchasing decision of training service in Thailand. These results were very different from those of related researches such as

Product is the influencing factors as the researches of Chainarong (2009) studied the factors that influencing purchasing decision on Vaginal Tightening cream for ladies. Vincent (2010) studied the factors that influencing purchasing decision on University of Secondary Students in Private and Public. Phitchaporn (2012) studied the factors that influencing purchasing decision on certified Public Accountant for small and medium enterprises (SMEs), Punnada (2011) studied the factors that influencing purchasing decision on a life insurance from commercial bank. Titima (2010) studied the factors that influencing purchasing decision on Genuine jewelry in Bangkok, it found that reliable standard and quality of the product were two most influencing factors. Sureeporn (2011) studied the factors that influencing purchasing decision on Food center at the Mall Bankae.

Physical feature is the influencing factors as the researches of Panipat (2010) studied the factors that influencing purchasing decision on The DusitThani Hotel Bangkok. Chaloe mkhwan (2011) studied the factors that influencing purchasing decision on watching cinema in Bangkok district. Santi (2010) studied the factors that influencing purchasing decision on TOYOTA VIOS in Samutsakhon.

Promotion is the influencing factors as the researches of Pitipad (2011) studied the factors that influencing purchasing decision on Mobile phones in Hua Hin, Prachuabkirkian and Manit (2011) studied the factors that influencing purchasing decision on Ready Coffee Can in Bangkok.

From this research results it can be explained that there was significant relationship between position and purchasing decision of training service in Thailand because most of respondent are professional training practitioners. All of them are the ones who obviously interest to develop their employees as they attended the seminar of Thailand Human Resource Development, on November 18-19, 2013, which organized by PMAT. In term of size of organization factor, there was significant relationship between size of organization and purchasing decision of training service in Thailand because most of respondent come from large and medium size of

companies which they are required by some quality standard criteria to organized training program for their employees and they have more purchasing power to invest on human resources development.

In contrast, some hypotheses issues were rejected; there were no significant relationship between gender, education level, age, and purchasing decision of training service in Thailand because all of these factors might not be as important as position factor. Additionally, there were no significant relationship between location, nationality, type of organization and purchasing decision of training service in Thailand because some key conditions are more vital factors, such as quality standard and purchasing power, for any organization to choose training provider no matter how their location, type of business and nationality of organization are. Lastly, in term of other marketing mix characteristics, there were no significant relationship between product personality, price satisfaction, place/ distribution, promotion, people, process, physical evidence and purchasing decision of training service in Thailand because most of respondent who come from the companies which concentrated very much on human resource development, they might think that most training providers in Thailand are very specialized in training program business and the same quality standard of services.

It can be explained that some following intervention factors might cause the different results from previous related researches as following discussions.

1) Training program is a service product for Business to Business or B to B. Business organizations take the role of customers, their making decision may differ from those or general person. Apart of product quality, there are other consideration issues for making decision.

2) In term of similar case of related researches in service business such as Phitchaporn (2012) studied the factors that influencing purchasing decision on purchasing a service of certified Public Accountant for small and medium enterprises (SMEs), it found that Product (knowledge) was the most influencing factors for making decision to purchase. Although the Product (knowledge) was the most factor which different from the case of this research, training service business. The intervention factor might be the size of organization. For previous research, the size

was just the medium and small company, but for this research, there were 3 size; the large, medium, and small organizations.

3) Customers of consumer products mostly are ordinary persons, but for this research, the customers are the management group or professional training officers of each organization who suggest who suggest them decision. The process of making decision is more complexity than those of consumer products.

Research question 2, what are the important criterions that the training organizers are supported to consider when purchasing the service of training?

From this research results it can be explained that the consumer's criterion on making decision for purchasing training service program are the reason of increasing employee's knowledge and skills and increasing organization potential performance. Both dimensions are the product quality characteristics (results of using a training program). A training program can increase employee's knowledge and skills, and organization potential performance. It was shown very clearly that a product quality can serve needs of customer objective or intention to buy. In other hand, due to the important of product quality, it can make a customer satisfaction which is the important indicator of consumer behavior.

5.2.2 Conclusion

This research used a quantitative study to explore the key factors influencing purchasing decision on using training service in Thailand. The study was designed to meet the objectives of the study, which include surveying the key factors influencing purchasing decision on using training service

From this research results it can be explained that there was significant relationship between position and purchasing decision of using training service in Thailand and the consumer's criterion on making decision for purchasing training service program was the product quality.

5.3 Limitations of the Study

There are some limiting factors in this research project such as timing is so short. The research must be done within 1 semester of academic year or around 3

month. If the time is longer, it can be surveyed in the larger group and qualitative can be done parallel.

5.4 Recommendation

This research study is focused on the factor affecting consumers purchasing decision on using the service of training program in Thailand.

The following are the suggestions on future researches:

1) In getting a deeper understanding on reason why consumers make purchasing decision on using the service of training program in Thailand. If possible, quality research should be done.

2) Most of respondents from this research are PMAT members who are the delegates from standard companies which interest on Human resources development. It is quite sure that they can be appropriate group of population who can give the right answer. However, they are very larger group of business in Thailand which may less focus on Human resources development. So the research result may refer the representative of this group. In the future it should have some further research for the other groups.

3) From this research, the research designed the questionnaire for overall or general training program. It was not focused on some specific or technical area of training subjects or contents. Therefore, next time, it should have some research in any specific area.

4) From the research result, some Marketing mix such as price satisfaction may not affect to purchasing decision on using the service of training program, but the research doubt that it is true or not. As the matter of fact, the researcher is one who perform job as training provider and instructor, it found that some group of customer, particularly, small and medium entrepreneur (SME) didn't interest or rejected training program offer because they thought that it was very high cost.

5) Most of training providers may consider to focus the large and medium size customers which have more power to purchase the service of training program for their employees and may neglect to focus the group of SME that is less of purchasing power, therefore, they organize the training program with lower price in order to help SME group.

6) The training provider should have any professionals who can organize training program to meet customer needs.

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APPENDIX A
QUESTIONNAIRE

SURVEY QUESTIONNAIRE

Key factors influencing purchasing decision on using the service of training program in Thailand

Key factors influencing purchasing decision on using the service of training program in Thailand

Instructions:

1. This questionnaire is designed to support the research of the marketing mix that affects the decision to use the service of training program in Thailand
2. This questionnaire is fulfillment of a thesis, Master Degree, Department of international Business Management, Faculty of Business Management, Stamford International University. We hope you will be so kind to cooperate with us in completing this questionnaire which will be very useful for our study and research.

Part I Demographic data

Please mark in the block given below

1. Gender

- Male Female

2. Position

- Managements
 HR/Training Manager
 Training Officer
 Line Manager or supervisor
 Other positions

3. Education level

- Below Bachelor Degree
 Bachelor Degree
 Above Bachelor Degree

4. Age

- 20-25 years old
 26- 30 years old
 31-35 years old
 36-40 years old
 Over 40 years old

Part II Information of Business organizations

5. Size of Organization

- Large (based on amount of employees over than 500 employees.
 Medium (based on amount of employees between 100-499 employees.
 Small (based on amount of employee lower than 100 employees.

6. Location of organization

- Bangkok
- Peripheral provinces namely, Nontaburi, Pathumtanee Samutprakan, and Samutsakorn
- Other provinces (the provinces except being mentioned)

7. Nationality of organization

- Thai
- Japanese
- American
- European
- Other Asian countries

8. Type of business

- Trading
- Financial
- Industry
- Service

Part III Questionnaire of Perception on marketing mix

Please put \checkmark in the space just only one per choice given below

- 1= Strongly Agree 2= Agree 3= Neutral
4 = Disagree 5= Strong Disagree

Product personality	1	2	3	4	5
1. I will choose the training provider who proposes the training curriculum that fit with organizational training needs and requirement.					
2. I will choose the training provider who proposes the instructors of training program who are qualified in term of knowledge, experience, and related to organizational training needs and requirement.					
3. I will choose the training provider who proposes the instructors of training program who are capable on teaching and creating a good climate.					
4. I will choose the training provider who proposes the instructors of training program who are flexible to modify content of learning to characteristics of trainees.					

Price satisfaction	1	2	3	4	5
5. I will choose the training provider who set up a training fee that fit with the quality.					
6. I will choose the training provider who provides a chance for customer to bargain.					
7. I think that the training fees that the customer pay to the training provider is valuable for investment					
8. I will choose the training provider who propose the lowest training fees					

Place/Distribution	1	2	3	4	5
9. I will choose the training provider who is easily and more channels to contact.					
10. I will choose the training provider who is ready to set to the workplace of customers or anywhere in order to preliminary survey of training need before organizing the training program.					
11. In case of Public training program, I will choose the training program which the training provider provides appropriate training venues.					
12. In case of in -house training, I will choose the training provider who suggest customer on how to organize training venues.					

Promotion	1	2	3	4	5
13. I will choose the training provider who proposes a stimuli option.					
14. I will choose the training provider who proposes some extra bonus to customers or save cost.					
15. I will choose the training provider who dares to penetrate the market with lowest fee of training program.					
16. I will choose the training provider who proposes an after service (such as a consulting service after training class)					

People	1	2	3	4	5
17. I will choose the training provider who provides a qualified staff to work or help customer.					
18. I will choose the training provider who provides a staff who has a good service mind to its customers.					
19. I will choose the training provider who take care his/her customers with above service expectation.					
20. I will choose the training provider who is able to listen any suggestion of his or her customer.					

Process	1	2	3	4	5
21. I will choose the training provider who provides overall process of training program (such as training need, training management, training monitoring, and training evaluation)					
22. I will choose the training provider who has a clear and standardized procedure on training program					
23. I will choose the training provider who try to improve its services after receiving some suggestion					
24. I will choose the training provider that his or her organization gain a certified standard system (such as ISO 9000)					

Physical evidence	1	2	3	4	5
25. I will choose the training provider who provides a good condition and modern training equipment.					
26. I will choose the training provider who provides the class room with a hand out or other document supported.					
27. I will choose the training provider who is eager to develop the environment of training venue.					
28. I will choose the training provider who is always improve a physical facilities in training venue.					

Part IV Questionnaire of Customer Behaviors

Customer Behaviors	1	2	3	4	5
29. I make decision to purchase the training service because it can increase an organization potential performance.					
30. I make decision to purchase the training service because it can increase employee knowledge and skills					
31. I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.					
32. I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.					
33. I make decision to purchase the training service because my company provides enough budgets.					
34. I make decision to purchase the training service because of some reference group information.					
35. I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.					

Other Comments about key factors that have influenced consumers purchasing decision on using the service of training program in Thailand

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.....
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Thank you





APPENDIX B

LETTER OF CONDUCT RESEARCH





APPENDIX C
RELIABILITY TEST RESULTS

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
A1	154.2667	179.0989	-.0427	.8491
A2	153.2000	185.5448	-.2630	.8610
A3	153.6000	176.8690	.1245	.8472
A4	152.3000	182.6310	-.1714	.8580
A5	154.6333	176.5161	.1309	.8473
A6	154.0333	186.9989	-.3631	.8600
A7	154.8667	179.7057	-.0768	.8510
A8	152.1667	179.4540	-.0631	.8549
B1	152.2000	164.0966	.4861	.8392
B2	151.6000	157.9034	.8515	.8300
B3	152.4000	165.2828	.4082	.8416
B4	151.7333	158.2023	.7893	.8310
B555	151.6667	157.6782	.8691	.8296
B6	151.9667	158.2402	.7646	.8314
B7	152.2333	164.6678	.4760	.8396
B8	153.4667	174.3264	.1373	.8487
B999	152.1000	159.7483	.6772	.8337
B10	151.8000	166.5793	.4923	.8397
B11	152.0333	167.2057	.4807	.8401
B12	152.1000	166.9207	.4499	.8406
B1313	152.3667	165.6885	.6033	.8377
B14	153.0667	170.4092	.1754	.8508
B15	152.9333	165.7195	.5143	.8390
B16	152.4667	166.7402	.4851	.8399
B1717	151.8667	158.8092	.7654	.8317
B18	151.5333	165.0161	.7593	.8358
B19	151.5000	172.7414	.4343	.8430
B20	151.6333	173.2747	.4017	.8435
B2121	151.6333	173.2747	.4017	.8435
B22	151.5333	172.8782	.4229	.8432
B23	151.8333	177.7989	.0253	.8496
B24	152.0667	180.9609	-.1827	.8512
B2525	151.7333	167.0299	.5780	.8387
B26	151.7000	167.4586	.6370	.8384
B27	152.3333	174.0920	.3645	.8442
B28	152.1000	172.5069	.3197	.8441
C111	152.2000	180.5793	-.1344	.8514
C2	152.1000	171.7483	.4961	.8421
C3	152.1667	172.4195	.4589	.8427
C4	152.9000	179.5414	-.0685	.8570
C5	152.0000	170.6897	.4807	.8416

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RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
C6	152.3333	173.1264	.4442	.8432
C7	153.0333	181.1368	-.1196	.8570

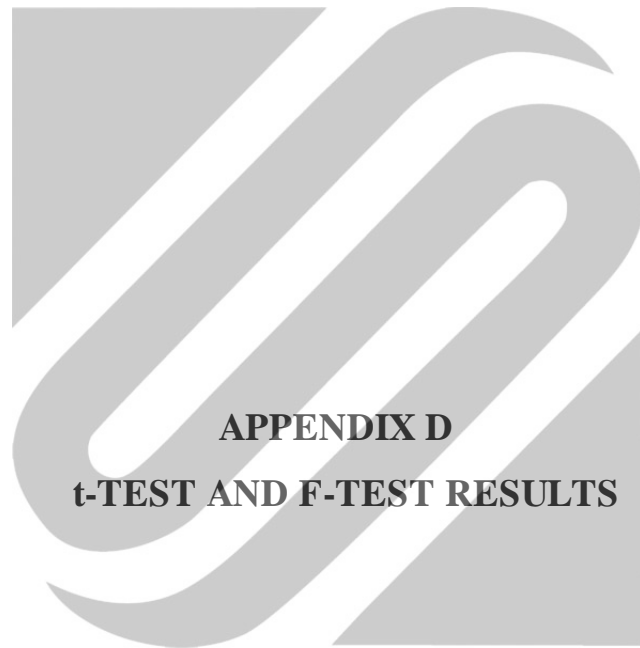
Reliability Coefficients

N of Cases = 30.0

N of Items = 43

Alpha = .8472





APPENDIX D
t-TEST AND F-TEST RESULTS

Table Appendix D-1: Comparative analysis of opinion on Marketing mix classified by Gender

Opinion on Marketing mix	Gender	Frequency	\bar{X}	S.D.	T	df.	Sig. 2-tailed
1) Product personality	Male	85	4.17	.773	-1.096	338	.274
	Female	255	4.27	.645	-1.001	125.316	.319
2) Price Satisfaction	Male	85	3.71	.692	-.843	338	.400
	Female	255	3.78	.623	-.800	132.280	.425
3) Place/Distribution	Male	85	3.79	.729	-4.103	338	.000
	Female	255	4.13	.651	-3.877	131.500	.000
4) Promotion	Male	85	3.34	.644	-1.427	338	.155
	Female	255	3.47	.770	-1.559	170.316	.121
5) People	Male	85	4.19	.767	-2.004	338	.046
	Female	255	4.35	.610	-1.789	121.357	.076
6) Process	Male	85	3.96	.686	-2.427	338	.016
	Female	255	4.14	.546	-2.168	121.468	.032
7) Physical evidence	Male	85	3.97	.757	-2.207	338	.028
	Female	255	4.14	.579	-1.933	118.379	.056

Table Appendix D-2: Comparative analysis of tendency of agree opinion on Marketing mix classified by Position

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	t	df.	Sig.2 - tailed
1) Product personality	Group 1	28	4.42	.605	1.121	100	.265
	Group 2	74	4.30	.443	.976	38.489	.335
2) Price satisfaction	Group 1	28	4.01	.672	1.672	100	.098
	Group 2	74	3.78	.581	1.565	43.182	.125
3) Place/Distribution	Group 1	28	4.38	.750	2.700	100	.008
	Group 2	74	4.03	.528	2.311	37.573	.026
4) Promotion	Group 1	28	4.04	.635	4.433	100	.000
	Group 2	74	3.28	.823	4.979	62.888	.000
5) People	Group 1	28	4.41	.477	.291	100	.772
	Group 2	74	4.38	.509	.300	51.683	.766
6) Process	Group 1	28	4.14	.488	.140	100	.889
	Group 2	74	4.13	.458	.136	46.065	.892
7) Physical evidence	Group 1	28	4.13	.369	-.234	100	.816
	Group 2	74	4.16	.514	-.270	67.681	.788

Table Appendix D-3: Comparative analysis of tendency of agree opinion on Marketing mix classified by Level of Education

Opinion on Marketing mix	Education	Frequen y	\bar{X}	S.D.	t	df.	Sig. 2 - tailed
1)Product personality	Group 1	9	4.06	.542	-.468	179	.640
	Group 2	172	4.18	.807	-.669	9.962	.519
2) Price satisfaction	Group 1	9	3.83	.468	.843	179	.400
	Group 2	172	3.64	.664	1.156	9.774	.275
3) Place/Distribution	Group 1	9	4.03	.363	.399	179	.691
	Group 2	172	3.93	.728	.732	11.694	.478
4) Promotion	Group 1	9	3.56	.682	.345	179	.731
	Group 2	172	3.47	.707	.356	8.923	.730
5) People	Group 1	9	4.53	.363	1.495	179	.137
	Group 2	172	4.16	.732	2.759	11.735	.018
6) Process	Group 1	9	4.25	.545	1.150	179	.252
	Group 2	172	3.99	.655	1.358	9.253	.207
7) Physical evidence	Group 1	9	4.08	.625	.197	179	.844
	Group 2	172	4.04	.701	.219	9.087	.832

Table Appendix D-4: Comparative analysis of opinion on Marketing mix classified by Age

Opinion on Marketing mix	Age	Frequency	\bar{X}	S.D.	t	df.	Sig. 2 - tailed
1) Product personality	Group 1	57	4.31	.846	1.274	121	.205
	Group 2	66	4.13	.776	1.266	114.789	.208
2) Price Satisfaction	Group 1	57	3.61	.709	-.988	121	.325
	Group 2	66	3.72	.619	-.978	112.148	.330
3) Place/Distribution	Group 1	57	3.89	.701	-.518	121	.605
	Group 2	66	3.96	.734	-.520	119.770	.604
4) Promotion	Group 1	57	3.53	.547	.706	121	.481
	Group 2	66	3.45	.687	.718	120.255	.474
5) People	Group 1	57	4.11	.737	-1.521	121	.131
	Group 2	66	4.32	.777	-1.527	119.917	.129
6) Process	Group 1	57	4.00	.739	-.905	121	.367
	Group 2	66	4.12	.692	-.900	115.782	.370
7) Physical evidence	Group 1	57	4.14	.818	.940	121	.349
	Group 2	66	4.02	.658	.925	107.164	.357

Table Appendix D-5: Comparative analysis of opinion on Marketing mix classified by Size of Organization

Opinion on Marketing mix	Size of Organization	Frequency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) Product personality	Group 1	239	4.23	.687	-.759	312	.448
	Group 2	75	4.30	.714	-.744	120.074	.458
2) Price satisfaction	Group 1	239	3.74	.646	-.707	312	.480
	Group 2	75	3.80	.699	-.679	116.394	.499
3) Place/Distribution	Group 1	239	4.07	.681	.276	312	.783
	Group 2	75	4.04	.775	.258	112.129	.797
4) Promotion	Group 1	239	3.44	.743	.574	312	.567
	Group 2	75	3.38	.787	.557	118.406	.579
5) People	Group 1	239	4.30	.631	-1.210	312	.227
	Group 2	75	4.40	.757	-1.102	108.280	.273
6) Process	Group 1	239	4.08	.566	-1.242	312	.215
	Group 2	75	4.18	.664	-1.144	109.911	.255
7) Physical evidence	Group 1	239	4.10	.640	.059	312	.953
	Group 2	75	4.09	.650	.058	122.400	.954

Table Appendix D-6: Comparative analysis of opinion on Marketing mix classified by Location of organization

Opinion on Marketing mix	Location of Organization	Freque	\bar{X}	S.D.	t	df.	Sig.2 - tailed
1) Product personality	Group 1	160	4.19	.644	-1.144	246	.254
	Group 2	88	4.30	.763	-1.090	155.574	.278
2) Price Satisfaction	Group 1	160	3.71	.628	.410	246	.682
	Group 2	88	3.68	.594	.416	187.785	.678
3) Place/Distribution	Group 1	160	4.01	.669	1.273	246	.204
	Group 2	88	3.90	.595	1.317	197.775	.189
4) Promotion	Group 1	160	3.29	.724	-.969	246	.334
	Group 2	88	3.38	.649	-1.000	196.519	.319
5) People	Group 1	160	4.32	.701	1.263	246	.208
	Group 2	88	4.21	.675	1.277	185.215	.203
6) Process	Group 1	160	4.07	.638	-.228	246	.820
	Group 2	88	4.09	.610	-.231	186.318	.817
7)Physical evidence	Group 1	160	4.06	.679	-.999	246	.319
	Group 2	88	4.14	.614	-1.028	194.968	.305

Table Appendix D-7: Comparative analysis of opinion on Marketing mix classified by Organization nationality

Opinion on Marketing Mix	Nationality of Organization	Freq uency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) Product personality	Group 1	259	4.18	.728	-2.556	298	.011
	Group 2	41	4.48	.416	-3.768	85.093	.000
2) Price Satisfaction	Group 1	259	3.77	.664	1.069	298	.286
	Group 2	41	3.66	.436	1.441	73.234	.154
3) Place/Distribution	Group 1	259	4.06	.728	.331	298	.741
	Group 2	41	4.02	.339	.551	110.553	.583
4) Promotion	Group 1	259	3.33	.768	-3.763	298	.000
	Group 2	41	3.79	.335	-6.478	121.294	.000
4) Promotion	Group 1	259	3.33	.768	-3.763	298	.000
	Group 2	41	3.79	.335	-6.478	121.294	.000
5) People	Group 1	259	4.31	.710	.739	298	.460
	Group 2	41	4.23	.410	1.083	84.095	.282
6) Process	Group 1	259	4.07	.601	-2.080	298	.038
	Group 2	41	4.27	.323	-3.183	91.529	.002
7) Physical evidence	Group 1	259	4.06	.658	-2.515	298	.012
	Group 2	41	4.33	.389	-3.627	81.769	.000

Table Appendix D-8: Comparative analysis of opinion on Marketing mix classified by Type of Organization

Opinion on Marketing mix	Type of Organization	Freq	\bar{X}	S.D.	t	df.	Sig.-2tailed
1) Product personality	Group 1	27	3.72	.984	-2.882	39	.006
	Group 2	14	4.54	.518	-3.469	38.962	.001
2) Price Satisfaction	Group 1	27	3.28	.824	-3.656	39	.001
	Group 2	14	4.11	.254	-4.806	34.111	.000
3) Place/Distribution	Group 1	27	3.55	.930	-2.937	39	.006
	Group 2	14	4.34	.534	-3.464	38.480	.001
4) Promotion	Group 1	27	3.07	.992	-1.214	39	.232
	Group 2	14	3.43	.623	-1.399	37.355	.170
5) People	Group 1	27	3.69	.950	-1.607	39	.116
	Group 2	14	4.13	.517	-1.920	38.843	.062
6) Process	Group 1	27	3.73	.963	-1.001	39	.323
	Group 2	14	4.00	.367	-1.281	36.822	.208
7) Physical evidence	Group 1	27	3.67	.978	-2.006	39	.052
	Group 2	14	4.23	.532	-2.397	38.841	.021

Table Appendix D-9: Analysis of opinion on consumer behavior classified by Gender

Opinion on Consumer behavior	Gender	Frequency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Male	85	4.19	.932	1.923	334	.055
	Female	251	3.99	.792	1.775	127.573	.078
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Male	85	4.19	.866	-.198	338	.843
	Female	255	4.21	.763	-.186	130.255	.853
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Male	85	3.72	.868	-.929	338	.354
	Female	255	3.83	1.011	-1.003	166.052	.317
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Male	85	3.07	1.033	-.472	338	.637
	Female	255	3.14	1.157	-.500	159.795	.618
5) I make decision to purchase the training service because my company provides enough budgets.	Male	85	3.59	.904	-1.494	338	.136
	Female	255	3.75	.873	-1.468	139.878	.144
6) I make decision to purchase the training service because of some reference group information.	Male	85	3.55	.748	-.430	338	.667
	Female	255	3.60	.817	-.450	155.853	.654
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Male	85	3.52	.971	.063	338	.950
	Female	255	3.51	.999	.064	147.694	.949

Table Appendix D-10: Comparative analysis of opinion on consumer behavior classified by Position

Opinion on consumer behavior	Position	re qu en cy	\bar{X}	.D.		df.	Sig. - tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	02	4.01	814	-.419	334	.675
	Group 2	34	4.05	842	-.425	198.485	.671
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	02	4.37	674	2.617	338	.009
	Group 2	38	4.13	824	2.835	231.502	.005
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	02	3.52	.069	-3.559	338	.000
	Group 2	38	3.92	911	-3.339	166.730	.001
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	02	3.10	.058	-.241	338	.809
	Group 2	38	3.13	.156	-.250	207.739	.803
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	02	3.59	883	-1.695	338	.091
	Group 2	38	3.76	878	-1.692	190.282	.092
6) I make decision to purchase the training service because of some reference group information.	Group 1	02	3.45	840	-2.038	338	.042
	Group 2	38	3.64	776	-1.974	178.205	.050
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	02	3.64	920	1.532	338	.127
	Group 2	38	3.46	.017	1.594	209.824	.112

Table Appendix D-11: Comparative analysis of opinion on consumer behavior classified by Education

Opinion on consumer behavior	Education level	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	177	3.95	.814	-2.089	334	.037
	Group 2	159	4.14	.846	-2.085	327.049	.038
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	181	4.13	.768	-1.899	338	.058
	Group 2	159	4.29	.806	-1.893	327.536	.059
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	181	3.96	.900	3.116	338	.002
	Group 2	159	3.63	1.035	3.088	315.429	.002
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	181	3.30	1.065	3.246	338	.001
	Group 2	159	2.91	1.160	3.228	323.101	.001
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	181	3.73	.786	.513	338	.608
	Group 2	159	3.69	.982	.506	302.040	.613
6) I make decision to purchase the training service because of some reference group information.	Group 1	181	3.61	.778	.688	338	.492
	Group 2	159	3.55	.824	.685	326.544	.494
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	181	3.59	.836	1.580	338	.115
	Group 2	159	3.42	1.138	1.549	286.643	.122

Table Appendix D-12: Comparative analysis of opinion on consumer behavior classified by Age

Opinion on consumer behavior	Age	Freq	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	158	3.85	.887	-3.900	334	.000
	Group 2	178	4.20	.747	-3.860	308.343	.000
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	162	4.13	.749	-1.639	338	.102
	Group 2	178	4.27	.820	-1.646	337.996	.101
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	162	3.94	.957	2.454	338	.015
	Group 2	178	3.68	.982	2.457	336.431	.015
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	162	3.02	1.063	-1.500	338	.134
	Group 2	178	3.21	1.177	-1.508	337.980	.133
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	162	3.65	.914	-1.146	338	.253
	Group 2	178	3.76	.851	-1.142	328.897	.254
6) I make decision to purchase the training service because of some reference group information.	Group 1	162	3.62	.797	.704	338	.482
	Group 2	178	3.56	.802	.704	335.410	.482
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	162	3.32	1.043	-3.440	338	.001
	Group 2	178	3.69	.909	-3.418	320.996	.001

Table Appendix D-13: Comparative analysis of opinion on consumer behavior classified by Size of Organization

Opinion on consumer behavior	Size of organization	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	235	4.04	.849	-.013	334	.990
	Group 2	101	4.04	.799	-.013	200.421	.989
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit	Group 1	239	4.18	.815	-.677	338	.499
	Group 2	101	4.25	.727	-.709	209.545	.479
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	239	3.78	.969	-.716	338	.474
	Group 2	101	3.86	1.000	-.707	182.868	.480
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	239	3.10	1.108	-.402	338	.688
	Group 2	101	3.16	1.172	-.393	179.065	.695
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	239	3.64	.901	-2.455	338	.015
	Group 2	101	3.89	.811	-2.562	207.791	.011
6) I make decision to purchase the training service because of some reference group information.	Group 1	239	3.55	.813	-1.321	338	.187
	Group 2	101	3.67	.763	-1.355	199.597	.177
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	239	3.58	.917	2.007	338	.046
	Group 2	101	3.35	1.135	1.842	157.722	.067

Table Appendix D-14: Comparative analysis of opinion on consumer behavior classified by Location of organization

Opinion on consumer behavior	Location of organization	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	244	3.98	.898	-2.282	334	.023
	Group 2	92	4.21	.603	-2.714	243.132	.007
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	248	4.19	.836	-.360	338	.719
	Group 2	92	4.23	.648	-.404	208.813	.687
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	248	3.75	1.047	-1.770	338	.078
	Group 2	92	3.96	.740	-2.067	229.791	.040
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	248	3.06	1.071	-1.729	338	.085
	Group 2	92	3.29	1.254	-1.609	143.040	.110
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	248	3.65	.944	-2.018	338	.044
	Group 2	92	3.87	.667	-2.357	229.930	.019
6) I make decision to purchase the training service because of some reference group information.	Group 1	248	3.50	.872	-3.118	338	.002
	Group 2	92	3.80	.497	-3.959	282.127	.000
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	248	3.50	1.049	-.236	338	.814
	Group 2	92	3.53	.818	-.264	207.512	.792

Table Appendix D-15: Comparative analysis of opinion on consumer behavior classified by Nationality of organization

Opinion on Consumer behavior	Nationality	Freq	\bar{X}	S.D.	t	df.	Sig. 2 - t
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	324	4.03	.843	-.895	334	.372
	Group 2	12	4.25	.452	-1.580	14.007	.136
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit	Group 1	328	4.20	.799	-.210	338	.834
	Group 2	12	4.25	.452	-.354	13.649	.729
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc	Group 1	328	3.79	.988	-1.617	338	.107
	Group 2	12	4.25	.452	-3.275	15.159	.005
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	328	3.10	1.137	-1.979	338	.049
	Group 2	12	3.75	.452	-4.504	16.647	.000
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	328	3.70	.896	-1.153	338	.250
	Group 2	12	4.00	.000	-6.037	327.00	.000
6) I make decision to purchase the training service because of some reference group information.	Group 1	328	3.57	.810	-1.837	338	.067
	Group 2	12	4.00	.000	-9.615	327.00	.000
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	328	3.50	1.005	-1.145	338	.253
	Group 2	12	3.83	.389	-2.660	16.980	.017

Table Appendix D-16: Comparative analysis of opinion on consumer behavior classified by Type of business

Opinion on consumer behavior	Type of business	Freque	\bar{X}	S.D.	t	df.	Sig. 2 -
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	176	4.01	.885	-.761	334	.447
	Group 2	160	4.08	.773	-.766	333.497	.444
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	180	4.12	.882	-2.010	338	.045
	Group 2	160	4.29	.660	-2.044	328.633	.042
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	180	3.88	.990	1.500	338	.134
	Group 2	160	3.72	.959	1.503	335.452	.134
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	180	3.12	1.08	-.068	338	.946
	Group 2	160	3.13	1.17	-.068	325.301	.946
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	180	3.64	.877	-1.620	338	.106
	Group 2	160	3.79	.884	-1.619	332.682	.106
6) I make decision to purchase the training service because of some reference group information.	Group 1	180	3.61	.815	.495	338	.621
	Group 2	160	3.56	.783	.496	335.998	.620
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	180	3.47	.924	-.780	338	.436
	Group 2	160	3.56	1.06	-.774	317.289	.440

Table Appendix D-17: Comparative analysis of opinion on Marketing mix classified by Position

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing Mix (Overall)	Top management	28	4.22	.404			
	HR Manager	74	4.01	.392			
	HR Officer	184	3.96	.583			
	Line Manager/Supervisor	44	3.96	.560			
	Other Positions	10	4.17	.444			
	Total	340	4.00	.529	1.795	4	.129
2) Product personality	Top management	28	4.42	.605			
	HR Manager	74	4.30	.443			
	HR Officer	184	4.21	.752			
	Line Manager/Supervisor	44	4.13	.763			
	Other Positions	10	4.40	.412			
	Total	340	4.24	.679	1.140	4	.338
3) Price Satisfaction	Top management	28	4.01	.672			
	HR Manager	74	3.78	.581			
	HR Officer	184	3.69	.639			
	Line Manager/Supervisor	44	3.78	.714			
	Other Positions	10	4.03	.478			
	Total	340	3.76	.640	2.078	4	.083
4) Place/Distribution	Top management	28	4.38	.750			
	HR Manager	74	4.03	.528			
	HR Officer	184	4.01	.726			
	Line Manager/Supervisor	44	3.99	.677			
	Other Positions	10	4.18	.717			
	Total	340	4.05	.687	2.011	4	.093
5) Promotion	Top management	28	4.04	.635			
	HR Manager	74	3.28	.823			
	HR Officer	184	3.46	.673			
	Line Manager/Supervisor	44	3.22	.706			
	Other Positions	10	3.65	.891			
	Total	340	3.44	.742	7.222	4	.000

Table D-17 (Continue)

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
6) People	Top management	28	4.41	.477			
	HR Manager	74	4.38	.509			
	HR Officer	184	4.24	.728			
	Line Manager/Supervisor	44	4.32	.676			
	Other Positions	10	4.68	.334			
	Total	340	4.31	.655	1.654	4	.160
7) Process	Top management	28	4.14	.488			
	HR Manager	74	4.13	.458			
	HR Officer	184	4.06	.649			
	Line Manager/Supervisor	44	4.13	.606			
	Other Positions	10	4.03	.478			
	Total	340	4.09	.588	.306	4	.874
8) Physical evidence	Top management	28	4.13	.369			
	HR Manager	74	4.16	.514			
	HR Officer	184	4.06	.699			
	Line Manager/Supervisor	44	4.14	.672			
	Other Positions	10	4.22	.520			
	Total	340	4.10	.631	.551	4	.699

Table Appendix D-18: Comparative analysis of opinion on Marketing mix
classified by Position with Scheff's Pair Wise Comparison of
Means

Position	Frequency	\bar{x}	S.D.	Position				
				1	2	3	4	5
Top management (1)	28	4.22	.404					
HR Manager (2)	74	4.01	.392					
Line Manager/Supervisor (3)	184	3.96	.583					
HR Officer(4)	44	3.96	.560					
Other Positions (5)	10	4.17	.444					

* Statistical Significance at .05

Table Appendix D-19: Comparative analysis of opinion on Marketing mix classified by Education level

Opinion on Marketing mix	Education Level	Frequ	\bar{X}	S.D.	f	df.	Sig. 2 -
1) Opinion on Marketing Mix (Overall)	Below bachelor's degree	9	4.05	.404			
	Bachelor's degree	172	3.92	.600			
	Above bachelor's degree	159	4.08	.434			
	Total	340	4.00	.529	4.235	2	.015
2) Product personality	Below bachelor's degree	9	4.06	.542			
	Bachelor's degree	172	4.18	.807			
	Above bachelor's degree	159	4.32	.507			
	Total	340	4.24	.679	2.024	2	.134
3) Price Satisfaction	Below bachelor's degree	9	3.83	.468			
	Bachelor's degree	172	3.64	.664			
	Above bachelor's degree	59	3.88	.601			
	Total	340	3.76	.640	5.864	2	.003
4) Place/Distribution	Below bachelor's degree	9	4.03	.363			
	Bachelor's degree	172	3.93	.728			
	Above bachelor's degree	159	4.17	.633			
	Total	340	4.05	.687	5.362	2	.005
5) Promotion	Below bachelor's degree	9	3.56	.682			
	Bachelor's degree	172	3.47	.707			
	Above bachelor's degree	159	3.40	.783			
	Total	340	3.44	.742	.510	2	.601
6) People	Below bachelor's degree	9	4.53	.363			
	Bachelor's degree	172	4.16	.732			
	Above bachelor's degree	159	4.46	.535			
	Total	340	4.31	.655	9.399	2	.000
7) Process	Below bachelor's degree	9	4.25	.545			
	Bachelor's degree	172	3.99	.655			
	Above bachelor's degree	159	4.19	.491			
	Total	340	4.09	.588	4.968	2	.007
8) Physical evidence	Below bachelor's degree	9	4.08	.625			
	Bachelor's degree	172	4.04	.701			
	Above bachelor's degree	159	4.17	.542			
	Total	340	4.10	.631	1.904	2	.151

Table Appendix D-20: Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means

Education Level	Frequency	\bar{x}	S.D.	Education Level		
				1	2	3
Below bachelor's degree(1)	9	4.05	404			
Bachelor's degree (2)	172	3.92	600			*
Above bachelor's degree(3)	159	4.08	434		*	

* Statistical Significance at .05

Table Appendix D-21: Analysis of opinion on Marketing mix classified by Age

Opinion on Marketing Mix	Ages	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1)Opinion on Marketing Mix (Overall)	20-25 years	57	3.94	.681			
	26-30 years	66	3.96	.579			
	31-35 years	39	3.89	.462			
	36-40 years	74	4.09	.523			
	More than 40 years	104	4.03	.414			
	Total	340	4.00	.529	1.358	4	.248
2) Product personality	20-25 years	57	4.31	.846			
	26-30 years	66	4.13	.776			
	31-35 years	39	4.26	.582			
	36-40 years	74	4.19	.670			
	More than 40 years	104	4.31	.536			
	Total	340	4.24	.679	1.007	4	.404
3) Price Satisfaction	20-25 years	57	3.61	.709			
	26-30 years	66	3.72	.619			
	31-35 years	39	3.65	.564			
	36-40 years	74	3.88	.709			
	More than 40 years	104	3.82	.573			
	Total	340	3.76	.640	2.128	4	.077
4) Place/Distribution	20-25 years	57	3.89	.701			
	26-30 years	66	3.96	.734			
	31-35 years	39	4.00	.582			
	36-40 years	74	4.17	.732			
	More than 40 years	104	4.11	.638			
	Total	340	4.05	.687	1.872	4	.115
5) Promotion	20-25 years	57	3.53	.547			
	26-30 years	66	3.45	.687			
	31-35 years	39	3.29	.748			
	36-40 years	74	3.59	.889			
	More than 40 years	104	3.33	.738			
	Total	340	3.44	.742	1.933	4	.105
6) People	20-25 years	57	4.11	.737			
	26-30 years	66	4.32	.777			
	31-35 years	39	4.26	.624			
	36-40 years	74	4.41	.616			
	More than 40 years	104	4.36	.541			
	Total	340	4.31	.655	1.969	4	.099
7) Process	20-25 years	57	4.00	.739			
	26-30 years	66	4.12	.692			
	31-35 years	39	3.89	.519			
	36-40 years	74	4.20	.519			
	More than 40 years	104	4.12	.469			
	Total	340	4.09	.588	2.175	4	.072
8) Physical evidence	20-25 years	57	4.14	.818			
	26-30 years	66	4.02	.658			
	31-35 years	39	3.85	.620			
	36-40 years	74	4.20	.552			
	More than 40 years	104	4.16	.527			
	Total	340	4.10	.631	2.565	4	.038

Table Appendix D-22: Comparative analysis of opinion on Marketing mix classified by Ages with Scheff's Pair Wise Comparison of Means

Ages	Frequency	\bar{x}	S.D.	Ages				
				1	2	3	4	5
20-25 years(1)	57	3.94	.681					
26-30 years(2)	66	3.96	.579					
31-35 years(3)	39	3.89	.462					
36-40 years (4)	74	4.09	.523					
More than 40 years (5)	104	4.03	.414					

* Statistical Significance at .05

Table Appendix D-23: Comparative analysis of opinion on Marketing mix classified by Size of organization

Opinion on Marketing mix	Size of organization	Freq.	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing Mix (Overall)	Large	239	3.99	.529			
	Medium	75	4.03	.580			
	Small	26	3.97	.360			
	Total	340	4.00	.529	.172	2	.842
2) Product personality	Large	239	4.23	.687			
	Medium	75	4.30	.714			
	Small	26	4.24	.492			
	Total	340	4.24	.679	.300	2	.741
3) Price Satisfaction	Large	239	3.74	.646			
	Medium	75	3.80	.699			
	Small	26	3.80	.361			
	Total	340	3.76	.640	.315	2	.730
4) Place/Distribution	Large	239	4.07	.681			
	Medium	75	4.04	.775			
	Small	26	3.86	.413			
	Total	340	4.05	.687	1.132	2	.324
5) Promotion	Large	239	3.44	.743			
	Medium	75	3.38	.787			
	Small	26	3.64	.562			
	Total	340	3.44	.742	1.234	2	.293
6) People	Large	239	4.30	.631			
	Medium	75	4.40	.757			
	Small	26	4.13	.521			
	Total	340	4.31	.655	1.745	2	.176
7) Process	Large	239	4.08	.566			
	Medium	75	4.18	.664			
	Small	26	3.96	.537			
	Total	340	4.09	.588	1.476	2	.230
8) Physical evidence	Large	239	4.10	.640			
	Medium	75	4.09	.650			
	Small	26	4.14	.506			
	Total	340	4.10	.631	.068	2	.934

Table Appendix D-24: Comparative analysis of opinion on Marketing mix classified by Size of organization with Scheff's Pair Wise Comparison of Means

Size of organization	Frequency	\bar{x}	S.D.	Size of organization		
				1	2	3
Large (1)	239	3.99	.681			
Medium (2)	75	4.03	.579			
Small (3)	26	3.97	.462			

* Statistical Significance at .05

Table Appendix D-25: Comparative analysis of opinion on Marketing mix classified by Location of organization

Opinion on Marketing mix	Location of organization	Frequen	\bar{X}	S.D.	f	df.	Sig. 2 -
1) Opinion on Marketing mix (Overall)	Bangkok	160	3.95	.544			
	Peripheral provinces	88	3.96	.500			
	Other provinces	92	4.12	.517			
	Total	340	4.00	.529	3.335	2	.037
2) Product personality	Bangkok	160	4.19	.644			
	Peripheral provinces	88	4.30	.763			
	Other provinces	92	4.28	.654			
	Total	340	4.24	.679	.828	2	.431
3) Price Satisfaction	Bangkok	160	3.71	.628			
	Peripheral provinces	88	3.68	.594			
	Other provinces	92	3.92	.683			
	Total	340	3.76	.640	4.032	2	.019
4) Place/Distribution	Bangkok	160	4.01	.669			
	Peripheral provinces	88	3.90	.595			
	Other provinces	92	4.25	.755			
	Total	340	4.05	.687	6.573	2	.002
5) Promotion	Bangkok	160	3.29	.724			
	Peripheral provinces	88	3.38	.649			
	Other provinces	92	3.75	.771			
	Total	340	3.44	.742	12.143	2	.000
6) People	Bangkok	160	4.32	.701			
	Peripheral provinces	88	4.21	.675			
	Other provinces	92	4.38	.538			
	Total	340	4.31	.655	1.608	2	.202
7) Process	Bangkok	160	4.07	.638			
	Peripheral provinces	88	4.09	.610			
	Other provinces	92	4.13	.467			
	Total	340	4.09	.588	.262	2	.769
8) Physical evidence	Bangkok	160	4.06	.679			
	Peripheral provinces	88	4.14	.614			
	Other provinces	92	4.13	.559			
	Total	340	4.10	.631	.705	2	.495

Table Appendix D-26 : Comparative analysis of opinion on Marketing mix classified by Location of organization with Scheff's Pair Wise Comparison of Means

Location of organization	Fr e q u e n c y	– \bar{x}	S. D.	Location of organization		
				1	2	3
Bangkok (1)	239	3.99	.681			
Peripheral provinces(2)	75	4.03	.579			
Other provinces (3)	26	3.97	.462			

* Statistical Significance at .05

Table Appendix D-27 : Comparative analysis of opinion on Marketing mix classified by Organization Nationality

Opinion on Marketing Mix	Organization Nationality	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing mix (Overall)	Thai	259	3.97	.562			
	Japanese	41	4.11	.275			
	American	28	4.13	.548			
	European	12	3.90	.280			
	Others	340	4.00	.529			
	Total	259	4.18	.728	1.613	3	.186
2) Product personality	Thai	41	4.48	.416			
	Japanese	28	4.36	.555			
	American	12	4.46	.097			
	European	340	4.24	.679			
	Others	259	3.77	.664			
	Total	41	3.66	.436	3.076	3	.028
3) Price Satisfaction	Thai	28	3.92	.723			
	Japanese	12	3.44	.339			
	American	340	3.76	.640			
	European	259	4.06	.728			
	Others	41	4.02	.339			
	Total	28	4.13	.629	1.991	3	.115
4) Place/Distribution	Thai	12	3.58	.677			
	Japanese	340	4.05	.687			
	American	259	3.33	.768			
	European	41	3.79	.335			
	Others	28	3.91	.749			
	Total	12	3.44	.217	2.050	3	.107
5) Promotion	Thai	340	3.44	.742			
	Japanese	259	4.31	.710			
	American	41	4.23	.410			
	European	28	4.31	.507			
	Others	12	4.54	.257			
	Total	340	4.31	.655	9.235	3	.000
6) People	Thai	259	4.07	.601			
	Japanese	41	4.27	.323			
	American	28	4.11	.762			
	European	12	3.96	.487			
	Others	340	4.09	.588			
	Total	259	4.06	.658	.724	3	.538
7) Process	Thai	41	4.33	.389			
	Japanese	28	4.20	.678			
	American	12	3.90	.405			
	European	340	4.10	.631			
	Others	259	3.97	.562			
	Total	41	4.11	.275	1.587	3	.192
8) Physical evidence	Thai	28	4.13	.548			
	Japanese	12	3.90	.280			
	American	340	4.00	.529			
	European	259	4.18	.728			
	Others	41	4.48	.416			
	Total	28	4.36	.555	2.766	3	.042

Table Appendix D-28: Comparative analysis of opinion on Marketing mix classified by Organization nationality with Scheff's Pair Wise Comparison of Means

Organization Nationality	Frequency	\bar{X}	S.D.	Organization Nationality				
				1	2	3	4	5
Thai (1)	259	3.97	.562		*	*		
Japanese (2)	41	4.11	.275	*				
American (3)	28	4.13	.548	*				
European (4)	12	3.90	.280					
Others(5)	340	4.00	.529					

* Statistical Significance at .05

Table Appendix D-29: Comparative analysis of opinion on Marketing mix classified by Type of business

Opinion on Marketing mix	Type of business	Quefren cy	\bar{X}	S.D.	f	df.	Sig. 2 - taile d
1) Opinion on Marketing Mix (Overall)	Trading	27	3.53	.860			
	Financial	14	4.11	.280			
	Industry	139	4.04	.539			
	Service	45	3.99	.510			
	Others	115	4.05	.380			
	Total	340	4.00	.529	6.303	4	.000
2) Product personality	Trading	27	3.72	.984			
	Financial	14	4.54	.518			
	Industry	139	4.32	.694			
	Service	45	4.02	.698			
	Others	115	4.32	.490			
	Total	340	4.24	.679	7.246	4	.000
3) Price satisfaction	Trading	27	3.28	.824			
	Financial	14	4.11	.254			
	Industry	139	3.81	.651			
	Service	45	3.79	.674			
	Others	115	3.76	.545			
	Total	340	3.76	.640	5.329	4	.000
4) Place/Distribution	Trading	27	3.55	.930			
	Financial	14	4.34	.534			
	Industry	139	4.03	.645			
	Service	45	4.13	.652			
	Others	115	4.12	.655			
	Total	340	4.05	.687	4.888	4	.001
5) Promotion	Trading	27	3.07	.992			
	Financial	14	3.43	.623			
	Industry	139	3.53	.692			
	Service	45	3.17	.783			
	Others	115	3.52	.689			
	Total	340	3.44	.742	4.144	4	.003
6) People	Trading	27	3.69	.950			
	Financial	14	4.13	.517			
	Industry	139	4.28	.656			

	Service	45	4.40	.582			
	Others	115	4.48	.508			
	Total	340	4.31	.655	9.546	4	.000
7) Process	Trading	27	3.73	.963			
	Financial	14	4.00	.367			
	Industry	139	4.11	.631			
	Service	45	4.28	.507			
	Others	115	4.09	.416			
	Total	340	4.09	.588	3.975	4	.004
8) Physical evidence	Trading	27	3.67	.978			
	Financial	14	4.23	.532			
	Industry	139	4.22	.633			
	Service	45	4.15	.636			
	Others	115	4.02	.472			
	Total	340	4.10	.631	5.323	4	.000

Table Appendix D-30: Comparative analysis of opinion on Marketing mix classified by Type of business with Scheff's Pair Wise Comparison of Means

Type of business	Quefreny	\bar{x}	S.D.	Type of business				
				1	2	3	4	5
Trading(1)	27	3.53	.860		*	*	*	*
Financial (2)	14	4.11	.280	*				
Industry(3)	139	4.04	.539	*				
Service (4)	45	3.99	.510	*				
Others (5)	115	4.05	.380	*				

* Statistical Significance at .05



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APPENDIX A
QUESTIONNAIRE

SURVEY QUESTIONNAIRE

Key factors influencing purchasing decision on using the service of training program in Thailand

Key factors influencing purchasing decision on using the service of training program in Thailand

Instructions:

1. This questionnaire is designed to support the research of the marketing mix that affects the decision to use the service of training program in Thailand
2. This questionnaire is fulfillment of a thesis, Master Degree, Department of international Business Management, Faculty of Business Management, Stamford International University. We hope you will be so kind to cooperate with us in completing this questionnaire which will be very useful for our study and research.

Part I Demographic data

Please mark in the block given below

1. Gender

- Male Female

2. Position

- Managements
 HR/Training Manager
 Training Officer
 Line Manager or supervisor
 Other positions

3. Education level

- Below Bachelor Degree
 Bachelor Degree
 Above Bachelor Degree

4. Age

- 20-25 years old
 26- 30 years old
 31-35 years old
 36-40 years old
 Over 40 years old

Part II Information of Business organizations

5. Size of Organization

- Large (based on amount of employees over than 500 employees.
 Medium (based on amount of employees between 100-499 employees.
 Small (based on amount of employee lower than 100 employees.

6. Location of organization

- Bangkok
- Peripheral provinces namely, Nontaburi, Pathumtanee Samutprakan, and Samutsakorn
- Other provinces (the provinces except being mentioned)

7. Nationality of organization

- Thai
- Japanese
- American
- European
- Other Asian countries

8. Type of business

- Trading
- Financial
- Industry
- Service

Part III Questionnaire of Perception on marketing mix

Please put \checkmark in the space just only one per choice given below

- 1= Strongly Agree 2= Agree 3= Neutral
4 = Disagree 5= Strong Disagree

Product personality	1	2	3	4	5
1. I will choose the training provider who proposes the training curriculum that fit with organizational training needs and requirement.					
2. I will choose the training provider who proposes the instructors of training program who are qualified in term of knowledge, experience, and related to organizational training needs and requirement.					
3. I will choose the training provider who proposes the instructors of training program who are capable on teaching and creating a good climate.					
4. I will choose the training provider who proposes the instructors of training program who are flexible to modify content of learning to characteristics of trainees.					

Price satisfaction	1	2	3	4	5
5. I will choose the training provider who set up a training fee that fit with the quality.					
6. I will choose the training provider who provides a chance for customer to bargain.					
7. I think that the training fees that the customer pay to the training provider is valuable for investment					
8. I will choose the training provider who propose the lowest training fees					

Place/Distribution	1	2	3	4	5
9. I will choose the training provider who is easily and more channels to contact.					
10. I will choose the training provider who is ready to set to the workplace of customers or anywhere in order to preliminary survey of training need before organizing the training program.					
11. In case of Public training program, I will choose the training program which the training provider provides appropriate training venues.					
12. In case of in -house training, I will choose the training provider who suggest customer on how to organize training venues.					

Promotion	1	2	3	4	5
13. I will choose the training provider who proposes a stimuli option.					
14. I will choose the training provider who proposes some extra bonus to customers or save cost.					
15. I will choose the training provider who dares to penetrate the market with lowest fee of training program.					
16. I will choose the training provider who proposes an after service (such as a consulting service after training class)					

People	1	2	3	4	5
17. I will choose the training provider who provides a qualified staff to work or help customer.					
18. I will choose the training provider who provides a staff who has a good service mind to its customers.					
19. I will choose the training provider who take care his/her customers with above service expectation.					
20. I will choose the training provider who is able to listen any suggestion of his or her customer.					

Process	1	2	3	4	5
21. I will choose the training provider who provides overall process of training program (such as training need, training management, training monitoring, and training evaluation)					
22. I will choose the training provider who has a clear and standardized procedure on training program					
23. I will choose the training provider who try to improve its services after receiving some suggestion					
24. I will choose the training provider that his or her organization gain a certified standard system (such as ISO 9000)					

Physical evidence	1	2	3	4	5
25. I will choose the training provider who provides a good condition and modern training equipment.					
26. I will choose the training provider who provides the class room with a hand out or other document supported.					
27. I will choose the training provider who is eager to develop the environment of training venue.					
28. I will choose the training provider who is always improve a physical facilities in training venue.					

Part IV Questionnaire of Customer Behaviors

Customer Behaviors	1	2	3	4	5
29. I make decision to purchase the training service because it can increase an organization potential performance.					
30. I make decision to purchase the training service because it can increase employee knowledge and skills					
31. I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.					
32. I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.					
33. I make decision to purchase the training service because my company provides enough budgets.					
34. I make decision to purchase the training service because of some reference group information.					
35. I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.					

Other Comments about key factors that have influenced consumers purchasing decision on using the service of training program in Thailand

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.....
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Thank you





APPENDIX B

LETTER OF CONDUCT RESEARCH





APPENDIX C
RELIABILITY TEST RESULTS

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
A1	154.2667	179.0989	-.0427	.8491
A2	153.2000	185.5448	-.2630	.8610
A3	153.6000	176.8690	.1245	.8472
A4	152.3000	182.6310	-.1714	.8580
A5	154.6333	176.5161	.1309	.8473
A6	154.0333	186.9989	-.3631	.8600
A7	154.8667	179.7057	-.0768	.8510
A8	152.1667	179.4540	-.0631	.8549
B1	152.2000	164.0966	.4861	.8392
B2	151.6000	157.9034	.8515	.8300
B3	152.4000	165.2828	.4082	.8416
B4	151.7333	158.2023	.7893	.8310
B555	151.6667	157.6782	.8691	.8296
B6	151.9667	158.2402	.7646	.8314
B7	152.2333	164.6678	.4760	.8396
B8	153.4667	174.3264	.1373	.8487
B999	152.1000	159.7483	.6772	.8337
B10	151.8000	166.5793	.4923	.8397
B11	152.0333	167.2057	.4807	.8401
B12	152.1000	166.9207	.4499	.8406
B1313	152.3667	165.6885	.6033	.8377
B14	153.0667	170.4092	.1754	.8508
B15	152.9333	165.7195	.5143	.8390
B16	152.4667	166.7402	.4851	.8399
B1717	151.8667	158.8092	.7654	.8317
B18	151.5333	165.0161	.7593	.8358
B19	151.5000	172.7414	.4343	.8430
B20	151.6333	173.2747	.4017	.8435
B2121	151.6333	173.2747	.4017	.8435
B22	151.5333	172.8782	.4229	.8432
B23	151.8333	177.7989	.0253	.8496
B24	152.0667	180.9609	-.1827	.8512
B2525	151.7333	167.0299	.5780	.8387
B26	151.7000	167.4586	.6370	.8384
B27	152.3333	174.0920	.3645	.8442
B28	152.1000	172.5069	.3197	.8441
C111	152.2000	180.5793	-.1344	.8514
C2	152.1000	171.7483	.4961	.8421
C3	152.1667	172.4195	.4589	.8427
C4	152.9000	179.5414	-.0685	.8570
C5	152.0000	170.6897	.4807	.8416

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
C6	152.3333	173.1264	.4442	.8432
C7	153.0333	181.1368	-.1196	.8570

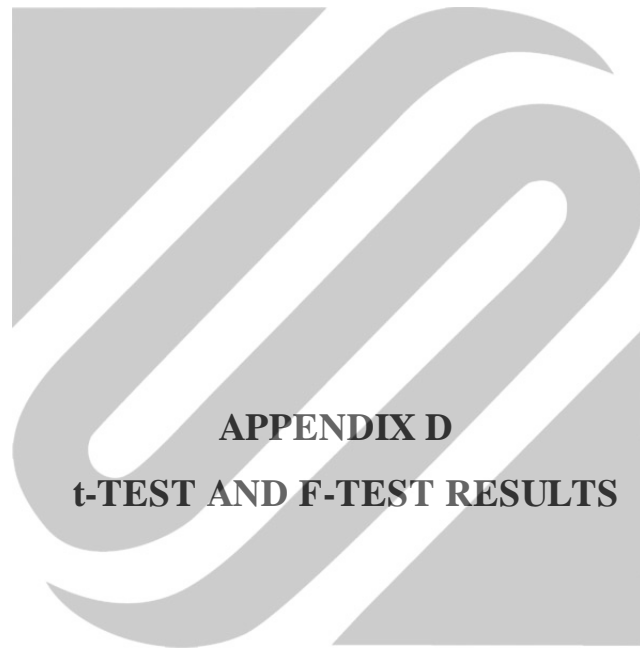
Reliability Coefficients

N of Cases = 30.0

N of Items = 43

Alpha = .8472





APPENDIX D
t-TEST AND F-TEST RESULTS

Table Appendix D-1: Comparative analysis of opinion on Marketing mix classified by Gender

Opinion on Marketing mix	Gender	Frequency	\bar{X}	S.D.	T	df.	Sig. 2 - tailed
1) Product personality	Male	85	4.17	.773	-1.096	338	.274
	Female	255	4.27	.645	-1.001	125.316	.319
2) Price Satisfaction	Male	85	3.71	.692	-.843	338	.400
	Female	255	3.78	.623	-.800	132.280	.425
3) Place/Distribution	Male	85	3.79	.729	-4.103	338	.000
	Female	255	4.13	.651	-3.877	131.500	.000
4) Promotion	Male	85	3.34	.644	-1.427	338	.155
	Female	255	3.47	.770	-1.559	170.316	.121
5) People	Male	85	4.19	.767	-2.004	338	.046
	Female	255	4.35	.610	-1.789	121.357	.076
6) Process	Male	85	3.96	.686	-2.427	338	.016
	Female	255	4.14	.546	-2.168	121.468	.032
7) Physical evidence	Male	85	3.97	.757	-2.207	338	.028
	Female	255	4.14	.579	-1.933	118.379	.056

Table Appendix D-2: Comparative analysis of tendency of agree opinion on Marketing mix classified by Position

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	t	df.	Sig.2 - tailed
1) Product personality	Group 1	28	4.42	.605	1.121	100	.265
	Group 2	74	4.30	.443	.976	38.489	.335
2) Price satisfaction	Group 1	28	4.01	.672	1.672	100	.098
	Group 2	74	3.78	.581	1.565	43.182	.125
3) Place/Distribution	Group 1	28	4.38	.750	2.700	100	.008
	Group 2	74	4.03	.528	2.311	37.573	.026
4) Promotion	Group 1	28	4.04	.635	4.433	100	.000
	Group 2	74	3.28	.823	4.979	62.888	.000
5) People	Group 1	28	4.41	.477	.291	100	.772
	Group 2	74	4.38	.509	.300	51.683	.766
6) Process	Group 1	28	4.14	.488	.140	100	.889
	Group 2	74	4.13	.458	.136	46.065	.892
7) Physical evidence	Group 1	28	4.13	.369	-.234	100	.816
	Group 2	74	4.16	.514	-.270	67.681	.788

Table Appendix D-3: Comparative analysis of tendency of agree opinion on Marketing mix classified by Level of Education

Opinion on Marketing mix	Education	Frequen y	\bar{X}	S.D.	t	df.	Sig. 2 - tailed
1)Product personality	Group 1	9	4.06	.542	-.468	179	.640
	Group 2	172	4.18	.807	-.669	9.962	.519
2) Price satisfaction	Group 1	9	3.83	.468	.843	179	.400
	Group 2	172	3.64	.664	1.156	9.774	.275
3) Place/Distribution	Group 1	9	4.03	.363	.399	179	.691
	Group 2	172	3.93	.728	.732	11.694	.478
4) Promotion	Group 1	9	3.56	.682	.345	179	.731
	Group 2	172	3.47	.707	.356	8.923	.730
5) People	Group 1	9	4.53	.363	1.495	179	.137
	Group 2	172	4.16	.732	2.759	11.735	.018
6) Process	Group 1	9	4.25	.545	1.150	179	.252
	Group 2	172	3.99	.655	1.358	9.253	.207
7) Physical evidence	Group 1	9	4.08	.625	.197	179	.844
	Group 2	172	4.04	.701	.219	9.087	.832

Table Appendix D-4: Comparative analysis of opinion on Marketing mix classified by Age

Opinion on Marketing mix	Age	Frequency	\bar{X}	S.D.	t	df.	Sig. 2 - tailed
1) Product personality	Group 1	57	4.31	.846	1.274	121	.205
	Group 2	66	4.13	.776	1.266	114.789	.208
2) Price Satisfaction	Group 1	57	3.61	.709	-.988	121	.325
	Group 2	66	3.72	.619	-.978	112.148	.330
3) Place/Distribution	Group 1	57	3.89	.701	-.518	121	.605
	Group 2	66	3.96	.734	-.520	119.770	.604
4) Promotion	Group 1	57	3.53	.547	.706	121	.481
	Group 2	66	3.45	.687	.718	120.255	.474
5) People	Group 1	57	4.11	.737	-1.521	121	.131
	Group 2	66	4.32	.777	-1.527	119.917	.129
6) Process	Group 1	57	4.00	.739	-.905	121	.367
	Group 2	66	4.12	.692	-.900	115.782	.370
7) Physical evidence	Group 1	57	4.14	.818	.940	121	.349
	Group 2	66	4.02	.658	.925	107.164	.357

Table Appendix D-5: Comparative analysis of opinion on Marketing mix classified by Size of Organization

Opinion on Marketing mix	Size of Organization	Frequency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) Product personality	Group 1	239	4.23	.687	-.759	312	.448
	Group 2	75	4.30	.714	-.744	120.074	.458
2) Price satisfaction	Group 1	239	3.74	.646	-.707	312	.480
	Group 2	75	3.80	.699	-.679	116.394	.499
3) Place/Distribution	Group 1	239	4.07	.681	.276	312	.783
	Group 2	75	4.04	.775	.258	112.129	.797
4) Promotion	Group 1	239	3.44	.743	.574	312	.567
	Group 2	75	3.38	.787	.557	118.406	.579
5) People	Group 1	239	4.30	.631	-1.210	312	.227
	Group 2	75	4.40	.757	-1.102	108.280	.273
6) Process	Group 1	239	4.08	.566	-1.242	312	.215
	Group 2	75	4.18	.664	-1.144	109.911	.255
7) Physical evidence	Group 1	239	4.10	.640	.059	312	.953
	Group 2	75	4.09	.650	.058	122.400	.954

Table Appendix D-6: Comparative analysis of opinion on Marketing mix classified by Location of organization

Opinion on Marketing mix	Location of Organization	Freque	\bar{X}	S.D.	t	df.	Sig.2 - tailed
1) Product personality	Group 1	160	4.19	.644	-1.144	246	.254
	Group 2	88	4.30	.763	-1.090	155.574	.278
2) Price Satisfaction	Group 1	160	3.71	.628	.410	246	.682
	Group 2	88	3.68	.594	.416	187.785	.678
3) Place/Distribution	Group 1	160	4.01	.669	1.273	246	.204
	Group 2	88	3.90	.595	1.317	197.775	.189
4) Promotion	Group 1	160	3.29	.724	-.969	246	.334
	Group 2	88	3.38	.649	-1.000	196.519	.319
5) People	Group 1	160	4.32	.701	1.263	246	.208
	Group 2	88	4.21	.675	1.277	185.215	.203
6) Process	Group 1	160	4.07	.638	-.228	246	.820
	Group 2	88	4.09	.610	-.231	186.318	.817
7)Physical evidence	Group 1	160	4.06	.679	-.999	246	.319
	Group 2	88	4.14	.614	-1.028	194.968	.305

Table Appendix D-7: Comparative analysis of opinion on Marketing mix classified by Organization nationality

Opinion on Marketing Mix	Nationality of Organization	Freq uency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) Product personality	Group 1	259	4.18	.728	-2.556	298	.011
	Group 2	41	4.48	.416	-3.768	85.093	.000
2) Price Satisfaction	Group 1	259	3.77	.664	1.069	298	.286
	Group 2	41	3.66	.436	1.441	73.234	.154
3) Place/Distribution	Group 1	259	4.06	.728	.331	298	.741
	Group 2	41	4.02	.339	.551	110.553	.583
4) Promotion	Group 1	259	3.33	.768	-3.763	298	.000
	Group 2	41	3.79	.335	-6.478	121.294	.000
4) Promotion	Group 1	259	3.33	.768	-3.763	298	.000
	Group 2	41	3.79	.335	-6.478	121.294	.000
5) People	Group 1	259	4.31	.710	.739	298	.460
	Group 2	41	4.23	.410	1.083	84.095	.282
6) Process	Group 1	259	4.07	.601	-2.080	298	.038
	Group 2	41	4.27	.323	-3.183	91.529	.002
7) Physical evidence	Group 1	259	4.06	.658	-2.515	298	.012
	Group 2	41	4.33	.389	-3.627	81.769	.000

Table Appendix D-8: Comparative analysis of opinion on Marketing mix classified by Type of Organization

Opinion on Marketing mix	Type of Organization	Freq	\bar{X}	S.D.	t	df.	Sig.-2tailed
1) Product personality	Group 1	27	3.72	.984	-2.882	39	.006
	Group 2	14	4.54	.518	-3.469	38.962	.001
2) Price Satisfaction	Group 1	27	3.28	.824	-3.656	39	.001
	Group 2	14	4.11	.254	-4.806	34.111	.000
3) Place/Distribution	Group 1	27	3.55	.930	-2.937	39	.006
	Group 2	14	4.34	.534	-3.464	38.480	.001
4) Promotion	Group 1	27	3.07	.992	-1.214	39	.232
	Group 2	14	3.43	.623	-1.399	37.355	.170
5) People	Group 1	27	3.69	.950	-1.607	39	.116
	Group 2	14	4.13	.517	-1.920	38.843	.062
6) Process	Group 1	27	3.73	.963	-1.001	39	.323
	Group 2	14	4.00	.367	-1.281	36.822	.208
7) Physical evidence	Group 1	27	3.67	.978	-2.006	39	.052
	Group 2	14	4.23	.532	-2.397	38.841	.021

Table Appendix D-9: Analysis of opinion on consumer behavior classified by Gender

Opinion on Consumer behavior	Gender	Frequency	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Male	85	4.19	.932	1.923	334	.055
	Female	251	3.99	.792	1.775	127.573	.078
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Male	85	4.19	.866	-.198	338	.843
	Female	255	4.21	.763	-.186	130.255	.853
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Male	85	3.72	.868	-.929	338	.354
	Female	255	3.83	1.011	-1.003	166.052	.317
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Male	85	3.07	1.033	-.472	338	.637
	Female	255	3.14	1.157	-.500	159.795	.618
5) I make decision to purchase the training service because my company provides enough budgets.	Male	85	3.59	.904	-1.494	338	.136
	Female	255	3.75	.873	-1.468	139.878	.144
6) I make decision to purchase the training service because of some reference group information.	Male	85	3.55	.748	-.430	338	.667
	Female	255	3.60	.817	-.450	155.853	.654
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Male	85	3.52	.971	.063	338	.950
	Female	255	3.51	.999	.064	147.694	.949

Table Appendix D-10: Comparative analysis of opinion on consumer behavior classified by Position

Opinion on consumer behavior	Position	re qu en cy	\bar{X}	.D.		df.	Sig. - tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	02	4.01	814	-.419	334	.675
	Group 2	34	4.05	842	-.425	198.485	.671
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	02	4.37	674	2.617	338	.009
	Group 2	38	4.13	824	2.835	231.502	.005
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	02	3.52	.069	-3.559	338	.000
	Group 2	38	3.92	911	-3.339	166.730	.001
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	02	3.10	.058	-.241	338	.809
	Group 2	38	3.13	.156	-.250	207.739	.803
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	02	3.59	883	-1.695	338	.091
	Group 2	38	3.76	878	-1.692	190.282	.092
6) I make decision to purchase the training service because of some reference group information.	Group 1	02	3.45	840	-2.038	338	.042
	Group 2	38	3.64	776	-1.974	178.205	.050
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	02	3.64	920	1.532	338	.127
	Group 2	38	3.46	.017	1.594	209.824	.112

Table Appendix D-11: Comparative analysis of opinion on consumer behavior classified by Education

Opinion on consumer behavior	Education level	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	177	3.95	.814	-2.089	334	.037
	Group 2	159	4.14	.846	-2.085	327.049	.038
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	181	4.13	.768	-1.899	338	.058
	Group 2	159	4.29	.806	-1.893	327.536	.059
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	181	3.96	.900	3.116	338	.002
	Group 2	159	3.63	1.035	3.088	315.429	.002
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	181	3.30	1.065	3.246	338	.001
	Group 2	159	2.91	1.160	3.228	323.101	.001
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	181	3.73	.786	.513	338	.608
	Group 2	159	3.69	.982	.506	302.040	.613
6) I make decision to purchase the training service because of some reference group information.	Group 1	181	3.61	.778	.688	338	.492
	Group 2	159	3.55	.824	.685	326.544	.494
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	181	3.59	.836	1.580	338	.115
	Group 2	159	3.42	1.138	1.549	286.643	.122

Table Appendix D-12: Comparative analysis of opinion on consumer behavior classified by Age

Opinion on consumer behavior	Age	Freq	\bar{x}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	158	3.85	.887	-3.900	334	.000
	Group 2	178	4.20	.747	-3.860	308.343	.000
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	162	4.13	.749	-1.639	338	.102
	Group 2	178	4.27	.820	-1.646	337.996	.101
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	162	3.94	.957	2.454	338	.015
	Group 2	178	3.68	.982	2.457	336.431	.015
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	162	3.02	1.063	-1.500	338	.134
	Group 2	178	3.21	1.177	-1.508	337.980	.133
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	162	3.65	.914	-1.146	338	.253
	Group 2	178	3.76	.851	-1.142	328.897	.254
6) I make decision to purchase the training service because of some reference group information.	Group 1	162	3.62	.797	.704	338	.482
	Group 2	178	3.56	.802	.704	335.410	.482
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	162	3.32	1.043	-3.440	338	.001
	Group 2	178	3.69	.909	-3.418	320.996	.001

Table Appendix D-13: Comparative analysis of opinion on consumer behavior classified by Size of Organization

Opinion on consumer behavior	Size of organization	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	235	4.04	.849	-.013	334	.990
	Group 2	101	4.04	.799	-.013	200.421	.989
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit	Group 1	239	4.18	.815	-.677	338	.499
	Group 2	101	4.25	.727	-.709	209.545	.479
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	239	3.78	.969	-.716	338	.474
	Group 2	101	3.86	1.000	-.707	182.868	.480
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	239	3.10	1.108	-.402	338	.688
	Group 2	101	3.16	1.172	-.393	179.065	.695
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	239	3.64	.901	-2.455	338	.015
	Group 2	101	3.89	.811	-2.562	207.791	.011
6) I make decision to purchase the training service because of some reference group information.	Group 1	239	3.55	.813	-1.321	338	.187
	Group 2	101	3.67	.763	-1.355	199.597	.177
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	239	3.58	.917	2.007	338	.046
	Group 2	101	3.35	1.135	1.842	157.722	.067

Table Appendix D-14: Comparative analysis of opinion on consumer behavior classified by Location of organization

Opinion on consumer behavior	Location of organization	Frequency	\bar{X}	S.D.	t	df.	Sig. 2-tailed
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	244	3.98	.898	-2.282	334	.023
	Group 2	92	4.21	.603	-2.714	243.132	.007
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	248	4.19	.836	-.360	338	.719
	Group 2	92	4.23	.648	-.404	208.813	.687
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	248	3.75	1.047	-1.770	338	.078
	Group 2	92	3.96	.740	-2.067	229.791	.040
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	248	3.06	1.071	-1.729	338	.085
	Group 2	92	3.29	1.254	-1.609	143.040	.110
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	248	3.65	.944	-2.018	338	.044
	Group 2	92	3.87	.667	-2.357	229.930	.019
6) I make decision to purchase the training service because of some reference group information.	Group 1	248	3.50	.872	-3.118	338	.002
	Group 2	92	3.80	.497	-3.959	282.127	.000
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	248	3.50	1.049	-.236	338	.814
	Group 2	92	3.53	.818	-.264	207.512	.792

Table Appendix D-15: Comparative analysis of opinion on consumer behavior classified by Nationality of organization

Opinion on Consumer behavior	Nationality	Freq	\bar{X}	S.D.	t	df.	Sig. 2 - t
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	324	4.03	.843	-.895	334	.372
	Group 2	12	4.25	.452	-1.580	14.007	.136
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit	Group 1	328	4.20	.799	-.210	338	.834
	Group 2	12	4.25	.452	-.354	13.649	.729
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc	Group 1	328	3.79	.988	-1.617	338	.107
	Group 2	12	4.25	.452	-3.275	15.159	.005
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	328	3.10	1.137	-1.979	338	.049
	Group 2	12	3.75	.452	-4.504	16.647	.000
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	328	3.70	.896	-1.153	338	.250
	Group 2	12	4.00	.000	-6.037	327.00	.000
6) I make decision to purchase the training service because of some reference group information.	Group 1	328	3.57	.810	-1.837	338	.067
	Group 2	12	4.00	.000	-9.615	327.00	.000
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	328	3.50	1.005	-1.145	338	.253
	Group 2	12	3.83	.389	-2.660	16.980	.017

Table Appendix D-16: Comparative analysis of opinion on consumer behavior classified by Type of business

Opinion on consumer behavior	Type of business	Freque	\bar{X}	S.D.	t	df.	Sig. 2 -
1) I make decision to purchase the training service because it can increase an organization potential performance.	Group 1	176	4.01	.885	-.761	334	.447
	Group 2	160	4.08	.773	-.766	333.497	.444
2) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	180	4.12	.882	-2.010	338	.045
	Group 2	160	4.29	.660	-2.044	328.633	.042
3) I make decision to purchase the training service because there are the requirements of organization such as business policy, managements, and quality standard, etc.	Group 1	180	3.88	.990	1.500	338	.134
	Group 2	160	3.72	.959	1.503	335.452	.134
4) I make decision to purchase the training service because my company gets subsidiary from outsiders such as government unit.	Group 1	180	3.12	1.08	-.068	338	.946
	Group 2	160	3.13	1.17	-.068	325.301	.946
5) I make decision to purchase the training service because my company provides enough budgets.	Group 1	180	3.64	.877	-1.620	338	.106
	Group 2	160	3.79	.884	-1.619	332.682	.106
6) I make decision to purchase the training service because of some reference group information.	Group 1	180	3.61	.815	.495	338	.621
	Group 2	160	3.56	.783	.496	335.998	.620
7) I prefer to purchase the training service program which provided by outsiders more than organize by using internal instructor.	Group 1	180	3.47	.924	-.780	338	.436
	Group 2	160	3.56	1.06	-.774	317.289	.440

Table Appendix D-17: Comparative analysis of opinion on Marketing mix classified by Position

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing Mix (Overall)	Top management	28	4.22	.404			
	HR Manager	74	4.01	.392			
	HR Officer	184	3.96	.583			
	Line Manager/Supervisor	44	3.96	.560			
	Other Positions	10	4.17	.444			
	Total	340	4.00	.529	1.795	4	.129
2) Product personality	Top management	28	4.42	.605			
	HR Manager	74	4.30	.443			
	HR Officer	184	4.21	.752			
	Line Manager/Supervisor	44	4.13	.763			
	Other Positions	10	4.40	.412			
	Total	340	4.24	.679	1.140	4	.338
3) Price Satisfaction	Top management	28	4.01	.672			
	HR Manager	74	3.78	.581			
	HR Officer	184	3.69	.639			
	Line Manager/Supervisor	44	3.78	.714			
	Other Positions	10	4.03	.478			
	Total	340	3.76	.640	2.078	4	.083
4) Place/Distribution	Top management	28	4.38	.750			
	HR Manager	74	4.03	.528			
	HR Officer	184	4.01	.726			
	Line Manager/Supervisor	44	3.99	.677			
	Other Positions	10	4.18	.717			
	Total	340	4.05	.687	2.011	4	.093
5) Promotion	Top management	28	4.04	.635			
	HR Manager	74	3.28	.823			
	HR Officer	184	3.46	.673			
	Line Manager/Supervisor	44	3.22	.706			
	Other Positions	10	3.65	.891			
	Total	340	3.44	.742	7.222	4	.000

Table D-17 (Continue)

Opinion on Marketing mix	Position	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
6) People	Top management	28	4.41	.477			
	HR Manager	74	4.38	.509			
	HR Officer	184	4.24	.728			
	Line Manager/Supervisor	44	4.32	.676			
	Other Positions	10	4.68	.334			
	Total	340	4.31	.655	1.654	4	.160
7) Process	Top management	28	4.14	.488			
	HR Manager	74	4.13	.458			
	HR Officer	184	4.06	.649			
	Line Manager/Supervisor	44	4.13	.606			
	Other Positions	10	4.03	.478			
	Total	340	4.09	.588	.306	4	.874
8) Physical evidence	Top management	28	4.13	.369			
	HR Manager	74	4.16	.514			
	HR Officer	184	4.06	.699			
	Line Manager/Supervisor	44	4.14	.672			
	Other Positions	10	4.22	.520			
	Total	340	4.10	.631	.551	4	.699

Table Appendix D-18: Comparative analysis of opinion on Marketing mix
classified by Position with Scheff's Pair Wise Comparison of
Means

Position	Frequency	\bar{x}	S.D.	Position				
				1	2	3	4	5
Top management (1)	28	4.22	.404					
HR Manager (2)	74	4.01	.392					
Line Manager/Supervisor (3)	184	3.96	.583					
HR Officer(4)	44	3.96	.560					
Other Positions (5)	10	4.17	.444					

* Statistical Significance at .05

Table Appendix D-19: Comparative analysis of opinion on Marketing mix classified by Education level

Opinion on Marketing mix	Education Level	Frequ	\bar{X}	S.D.	f	df.	Sig. 2 -
1) Opinion on Marketing Mix (Overall)	Below bachelor's degree	9	4.05	.404			
	Bachelor's degree	172	3.92	.600			
	Above bachelor's degree	159	4.08	.434			
	Total	340	4.00	.529	4.235	2	.015
2) Product personality	Below bachelor's degree	9	4.06	.542			
	Bachelor's degree	172	4.18	.807			
	Above bachelor's degree	159	4.32	.507			
	Total	340	4.24	.679	2.024	2	.134
3) Price Satisfaction	Below bachelor's degree	9	3.83	.468			
	Bachelor's degree	172	3.64	.664			
	Above bachelor's degree	59	3.88	.601			
	Total	340	3.76	.640	5.864	2	.003
4) Place/Distribution	Below bachelor's degree	9	4.03	.363			
	Bachelor's degree	172	3.93	.728			
	Above bachelor's degree	159	4.17	.633			
	Total	340	4.05	.687	5.362	2	.005
5) Promotion	Below bachelor's degree	9	3.56	.682			
	Bachelor's degree	172	3.47	.707			
	Above bachelor's degree	159	3.40	.783			
	Total	340	3.44	.742	.510	2	.601
6) People	Below bachelor's degree	9	4.53	.363			
	Bachelor's degree	172	4.16	.732			
	Above bachelor's degree	159	4.46	.535			
	Total	340	4.31	.655	9.399	2	.000
7) Process	Below bachelor's degree	9	4.25	.545			
	Bachelor's degree	172	3.99	.655			
	Above bachelor's degree	159	4.19	.491			
	Total	340	4.09	.588	4.968	2	.007
8) Physical evidence	Below bachelor's degree	9	4.08	.625			
	Bachelor's degree	172	4.04	.701			
	Above bachelor's degree	159	4.17	.542			
	Total	340	4.10	.631	1.904	2	.151

Table Appendix D-20: Comparative analysis of opinion on Marketing mix classified by Position with Scheff's Pair Wise Comparison of Means

Education Level	Frequency	\bar{x}	S.D.	Education Level		
				1	2	3
Below bachelor's degree(1)	9	4.05	404			
Bachelor's degree (2)	172	3.92	600			*
Above bachelor's degree(3)	159	4.08	434		*	

* Statistical Significance at .05

Table Appendix D-21: Analysis of opinion on Marketing mix classified by Age

Opinion on Marketing Mix	Ages	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1)Opinion on Marketing Mix (Overall)	20-25 years	57	3.94	.681			
	26-30 years	66	3.96	.579			
	31-35 years	39	3.89	.462			
	36-40 years	74	4.09	.523			
	More than 40 years	104	4.03	.414			
	Total	340	4.00	.529	1.358	4	.248
2) Product personality	20-25 years	57	4.31	.846			
	26-30 years	66	4.13	.776			
	31-35 years	39	4.26	.582			
	36-40 years	74	4.19	.670			
	More than 40 years	104	4.31	.536			
	Total	340	4.24	.679	1.007	4	.404
3) Price Satisfaction	20-25 years	57	3.61	.709			
	26-30 years	66	3.72	.619			
	31-35 years	39	3.65	.564			
	36-40 years	74	3.88	.709			
	More than 40 years	104	3.82	.573			
	Total	340	3.76	.640	2.128	4	.077
4) Place/Distribution	20-25 years	57	3.89	.701			
	26-30 years	66	3.96	.734			
	31-35 years	39	4.00	.582			
	36-40 years	74	4.17	.732			
	More than 40 years	104	4.11	.638			
	Total	340	4.05	.687	1.872	4	.115
5) Promotion	20-25 years	57	3.53	.547			
	26-30 years	66	3.45	.687			
	31-35 years	39	3.29	.748			
	36-40 years	74	3.59	.889			
	More than 40 years	104	3.33	.738			
	Total	340	3.44	.742	1.933	4	.105
6) People	20-25 years	57	4.11	.737			
	26-30 years	66	4.32	.777			
	31-35 years	39	4.26	.624			
	36-40 years	74	4.41	.616			
	More than 40 years	104	4.36	.541			
	Total	340	4.31	.655	1.969	4	.099
7) Process	20-25 years	57	4.00	.739			
	26-30 years	66	4.12	.692			
	31-35 years	39	3.89	.519			
	36-40 years	74	4.20	.519			
	More than 40 years	104	4.12	.469			
	Total	340	4.09	.588	2.175	4	.072
8) Physical evidence	20-25 years	57	4.14	.818			
	26-30 years	66	4.02	.658			
	31-35 years	39	3.85	.620			
	36-40 years	74	4.20	.552			
	More than 40 years	104	4.16	.527			
	Total	340	4.10	.631	2.565	4	.038

Table Appendix D-22: Comparative analysis of opinion on Marketing mix classified by Ages with Scheff's Pair Wise Comparison of Means

Ages	Frequency	\bar{x}	S.D.	Ages				
				1	2	3	4	5
20-25 years(1)	57	3.94	.681					
26-30 years(2)	66	3.96	.579					
31-35 years(3)	39	3.89	.462					
36-40 years (4)	74	4.09	.523					
More than 40 years (5)	104	4.03	.414					

* Statistical Significance at .05

Table Appendix D-23: Comparative analysis of opinion on Marketing mix classified by Size of organization

Opinion on Marketing mix	Size of organization	Freq.	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing Mix (Overall)	Large	239	3.99	.529			
	Medium	75	4.03	.580			
	Small	26	3.97	.360			
	Total	340	4.00	.529	.172	2	.842
2) Product personality	Large	239	4.23	.687			
	Medium	75	4.30	.714			
	Small	26	4.24	.492			
	Total	340	4.24	.679	.300	2	.741
3) Price Satisfaction	Large	239	3.74	.646			
	Medium	75	3.80	.699			
	Small	26	3.80	.361			
	Total	340	3.76	.640	.315	2	.730
4) Place/Distribution	Large	239	4.07	.681			
	Medium	75	4.04	.775			
	Small	26	3.86	.413			
	Total	340	4.05	.687	1.132	2	.324
5) Promotion	Large	239	3.44	.743			
	Medium	75	3.38	.787			
	Small	26	3.64	.562			
	Total	340	3.44	.742	1.234	2	.293
6) People	Large	239	4.30	.631			
	Medium	75	4.40	.757			
	Small	26	4.13	.521			
	Total	340	4.31	.655	1.745	2	.176
7) Process	Large	239	4.08	.566			
	Medium	75	4.18	.664			
	Small	26	3.96	.537			
	Total	340	4.09	.588	1.476	2	.230
8) Physical evidence	Large	239	4.10	.640			
	Medium	75	4.09	.650			
	Small	26	4.14	.506			
	Total	340	4.10	.631	.068	2	.934

Table Appendix D-24: Comparative analysis of opinion on Marketing mix classified by Size of organization with Scheff's Pair Wise Comparison of Means

Size of organization	Frequency	\bar{x}	S.D.	Size of organization		
				1	2	3
Large (1)	239	3.99	.681			
Medium (2)	75	4.03	.579			
Small (3)	26	3.97	.462			

* Statistical Significance at .05

Table Appendix D-25: Comparative analysis of opinion on Marketing mix classified by Location of organization

Opinion on Marketing mix	Location of organization	Frequen	\bar{X}	S.D.	f	df.	Sig. 2 -
1) Opinion on Marketing mix (Overall)	Bangkok	160	3.95	.544			
	Peripheral provinces	88	3.96	.500			
	Other provinces	92	4.12	.517			
	Total	340	4.00	.529	3.335	2	.037
2) Product personality	Bangkok	160	4.19	.644			
	Peripheral provinces	88	4.30	.763			
	Other provinces	92	4.28	.654			
	Total	340	4.24	.679	.828	2	.431
3) Price Satisfaction	Bangkok	160	3.71	.628			
	Peripheral provinces	88	3.68	.594			
	Other provinces	92	3.92	.683			
	Total	340	3.76	.640	4.032	2	.019
4) Place/Distribution	Bangkok	160	4.01	.669			
	Peripheral provinces	88	3.90	.595			
	Other provinces	92	4.25	.755			
	Total	340	4.05	.687	6.573	2	.002
5) Promotion	Bangkok	160	3.29	.724			
	Peripheral provinces	88	3.38	.649			
	Other provinces	92	3.75	.771			
	Total	340	3.44	.742	12.143	2	.000
6) People	Bangkok	160	4.32	.701			
	Peripheral provinces	88	4.21	.675			
	Other provinces	92	4.38	.538			
	Total	340	4.31	.655	1.608	2	.202
7) Process	Bangkok	160	4.07	.638			
	Peripheral provinces	88	4.09	.610			
	Other provinces	92	4.13	.467			
	Total	340	4.09	.588	.262	2	.769
8) Physical evidence	Bangkok	160	4.06	.679			
	Peripheral provinces	88	4.14	.614			
	Other provinces	92	4.13	.559			
	Total	340	4.10	.631	.705	2	.495

Table Appendix D-26 : Comparative analysis of opinion on Marketing mix classified by Location of organization with Scheff's Pair Wise Comparison of Means

Location of organization	Frequency	\bar{x}	S.D.	Location of organization		
				1	2	3
Bangkok (1)	239	3.99	.681			
Peripheral provinces(2)	75	4.03	.579			
Other provinces (3)	26	3.97	.462			

* Statistical Significance at .05

Table Appendix D-27 : Comparative analysis of opinion on Marketing mix classified by Organization Nationality

Opinion on Marketing Mix	Organization Nationality	Frequency	\bar{X}	S.D.	f	df.	Sig. 2-tailed
1) Opinion on Marketing mix (Overall)	Thai	259	3.97	.562			
	Japanese	41	4.11	.275			
	American	28	4.13	.548			
	European	12	3.90	.280			
	Others	340	4.00	.529			
	Total	259	4.18	.728	1.613	3	.186
2) Product personality	Thai	41	4.48	.416			
	Japanese	28	4.36	.555			
	American	12	4.46	.097			
	European	340	4.24	.679			
	Others	259	3.77	.664			
	Total	41	3.66	.436	3.076	3	.028
3) Price Satisfaction	Thai	28	3.92	.723			
	Japanese	12	3.44	.339			
	American	340	3.76	.640			
	European	259	4.06	.728			
	Others	41	4.02	.339			
	Total	28	4.13	.629	1.991	3	.115
4) Place/Distribution	Thai	12	3.58	.677			
	Japanese	340	4.05	.687			
	American	259	3.33	.768			
	European	41	3.79	.335			
	Others	28	3.91	.749			
	Total	12	3.44	.217	2.050	3	.107
5) Promotion	Thai	340	3.44	.742			
	Japanese	259	4.31	.710			
	American	41	4.23	.410			
	European	28	4.31	.507			
	Others	12	4.54	.257			
	Total	340	4.31	.655	9.235	3	.000
6) People	Thai	259	4.07	.601			
	Japanese	41	4.27	.323			
	American	28	4.11	.762			
	European	12	3.96	.487			
	Others	340	4.09	.588			
	Total	259	4.06	.658	.724	3	.538
7) Process	Thai	41	4.33	.389			
	Japanese	28	4.20	.678			
	American	12	3.90	.405			
	European	340	4.10	.631			
	Others	259	3.97	.562			
	Total	41	4.11	.275	1.587	3	.192
8) Physical evidence	Thai	28	4.13	.548			
	Japanese	12	3.90	.280			
	American	340	4.00	.529			
	European	259	4.18	.728			
	Others	41	4.48	.416			
	Total	28	4.36	.555	2.766	3	.042

Table Appendix D-28: Comparative analysis of opinion on Marketing mix classified by Organization nationality with Scheff's Pair Wise Comparison of Means

Organization Nationality	Frequency	\bar{X}	S.D.	Organization Nationality				
				1	2	3	4	5
Thai (1)	259	3.97	.562		*	*		
Japanese (2)	41	4.11	.275	*				
American (3)	28	4.13	.548	*				
European (4)	12	3.90	.280					
Others(5)	340	4.00	.529					

* Statistical Significance at .05

Table Appendix D-29: Comparative analysis of opinion on Marketing mix classified by Type of business

Opinion on Marketing mix	Type of business	Quefren cy	\bar{X}	S.D.	f	df.	Sig. 2 - taile d
1) Opinion on Marketing Mix (Overall)	Trading	27	3.53	.860			
	Financial	14	4.11	.280			
	Industry	139	4.04	.539			
	Service	45	3.99	.510			
	Others	115	4.05	.380			
	Total	340	4.00	.529	6.303	4	.000
2) Product personality	Trading	27	3.72	.984			
	Financial	14	4.54	.518			
	Industry	139	4.32	.694			
	Service	45	4.02	.698			
	Others	115	4.32	.490			
	Total	340	4.24	.679	7.246	4	.000
3) Price satisfaction	Trading	27	3.28	.824			
	Financial	14	4.11	.254			
	Industry	139	3.81	.651			
	Service	45	3.79	.674			
	Others	115	3.76	.545			
	Total	340	3.76	.640	5.329	4	.000
4) Place/Distribution	Trading	27	3.55	.930			
	Financial	14	4.34	.534			
	Industry	139	4.03	.645			
	Service	45	4.13	.652			
	Others	115	4.12	.655			
	Total	340	4.05	.687	4.888	4	.001
5) Promotion	Trading	27	3.07	.992			
	Financial	14	3.43	.623			
	Industry	139	3.53	.692			
	Service	45	3.17	.783			
	Others	115	3.52	.689			
	Total	340	3.44	.742	4.144	4	.003
6) People	Trading	27	3.69	.950			
	Financial	14	4.13	.517			
	Industry	139	4.28	.656			

	Service	45	4.40	.582			
	Others	115	4.48	.508			
	Total	340	4.31	.655	9.546	4	.000
7) Process	Trading	27	3.73	.963			
	Financial	14	4.00	.367			
	Industry	139	4.11	.631			
	Service	45	4.28	.507			
	Others	115	4.09	.416			
	Total	340	4.09	.588	3.975	4	.004
8) Physical evidence	Trading	27	3.67	.978			
	Financial	14	4.23	.532			
	Industry	139	4.22	.633			
	Service	45	4.15	.636			
	Others	115	4.02	.472			
	Total	340	4.10	.631	5.323	4	.000

Table Appendix D-30: Comparative analysis of opinion on Marketing mix classified by Type of business with Scheff's Pair Wise Comparison of Means

Type of business	Quefreny	\bar{x}	S.D.	Type of business				
				1	2	3	4	5
Trading(1)	27	3.53	.860		*	*	*	*
Financial (2)	14	4.11	.280	*				
Industry(3)	139	4.04	.539	*				
Service (4)	45	3.99	.510	*				
Others (5)	115	4.05	.380	*				

* Statistical Significance at .05



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