

search Title The Market of Chemical Laundry Products in
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Abstract

The research on "The Market of Chemical Laundry Products in
Amphoe Muang Changwat Chiang Mai" has three objectives:

1. To study the market of Chemical Laundry Products in
Amphoe Muang Changwat Chiang Mai
2. To study the factors influence in determination of
buying the chemical laundry products in each group of
consumer.
3. To study the problems of consumer about chemical laundry
products.

In this independent study, the market is studied from
consumer of chemical laundry products. Multistage stratified sampling
method is used for sampling and consumer are classified into 3
groups: hotels, hospitals and laundry shops. Sample is drawn by

simple random method and the size of sample is proportional to the size of population. From this method sample size of 65 is studied: hotels, 9 hospitals and 46 laundry shops. Questionnaires are used to collect data and then computed by the microcomputer program SPSS/PC+. Methods in statistics used are percentage, mode, frequency, Chi-square test for independence and Contingency Coefficient.

Result from this research found that the market of chemical laundry products for the three groups of consumer has the behavior, the factors used in determination of buying and the problems of consumer as follows:

Most of the chemical products bought by consumer in the hotel group are fabric bleaching powder, fabric softener liquid and fabric ironing liquid. Usually, these products are bought monthly. Purchasing department could make decision by their own judgement and payment is done by credit. This group needs more information than the other two groups in buying process. Consumer in hotel group bought chemical laundry products from distributors because the distributors provide convenience and other services. Most of the consumer in this group has more brand loyalty than laundry shop group, they feel that quality of chemical laundry products is moderate but the price is rather high. This group needs high performance products and more information about chemical laundry products from distributors.

In hospital group, most of chemical products bought are machine-used detergent, fabric bleaching powder and fabric softener. Usually, these products are bought by this group every 1 to 3 month. Purchasing department could make decision in buying but the higher level manager has more power in buying process. Payment is done by credit and consumer need information rather high. Hospital group has less brand loyalty than consumer in laundry shop group, they feel that the quality of chemical laundry products is below the standard and the price is high. The need of consumer in this group is the same as the need of consumer in the hotel group: they need high performance products and more information about chemical laundry products from distributors.

Most of chemical laundry products bought by laundry shop group are hand-used detergent, machine-used detergent and fabric softener. Normally, they buy these products every month. Owner of laundry shop could make decision and has more power in buying process. Payment is done by credit like the other two groups. Consumer in this group need less information in buying process and has less brand loyalty than consumer in the other two groups. They feel that the quality of chemical laundry products is moderate and the price is high. They need economizing-used products and transportation services from distributors.

Marketing mix factors that influence in determination of buying for consumer in hotel and hospital group are quality of products and for consumer in laundry shop group are price. Environment factors that influence in buying process of consumers from the three groups are economic factors.

Problems of consumer about chemical laundry products are not different in marketing mix factors. Most of the problems found in product, price, place and promotion are inconveniently used of product, high price, lack of visiting from salesman of distributors, lack of problem solving from distributors respectively.