Title : A Study of Market Patterns and Trends of Private

Computer Institutes in Bangkok Metropolis

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The purpose of this thesis is to study about the characteristics of consumers who are taking courses in the private computer institution. In addition, the study also analyzes factors influencing the consumers' decision on whether to take the courses and where to take them. Furthermore, the marketing activities in this business are observed in order to know the market pattern and the future trends of business for the private computer institutes in Bangkok Metropolis.

The main source of data used in this study are collected from questionaires answered by 400 sample students randomly chosen from 10 private computer institutes by using the cluster sampling method. The data are processed by employing the SPSS/PC$^+$ program and analyzed by using simple statistics, such as percentage, means, Chi-square, etc.

From the research, the consumers who purchased educational services from the private computer institutes could be devided into two groups. The first group is students and the second one is those who are working. The first group appears to be larger than the

second one. The reasons for studying computer are that they had no knowledge about computers, or that they had studied computer but could not use it in their work. In present day, those with practical computer knowledge are needed in job market. As for where to study computer, the most important factors are the location of the institutes and the travelling convenience.

The courses being taught in private computer institutes can be classified into three categories, namely computer software packages, computer programming and special programs for specific purpose. The major market is computer software packages. Because the curricula offered by the private computer institutes are not different, the marketing strategies oftenly used among the large institutes are the variety of curricula and the expansion of distribution channels or branches. For the smaller institutes, other marketing strategies such as price reduction and sales promotion are adopted.

The market for private computer institutes in Bangkok is expected to expand in accordance with the national economic, social and technological development. Since this education service is in the growth stage of its product life cycle, it has been and expected to be expanding faster than the annual rate of national economic growth. As long as the formal national education systems both in public and private institutions are still less practical and less relevant to work, and are unable to assist students to study and use computers efficiently, there is still a market opportunity for private computer institutes.