

# ABSTRACT

**Title** : A Study of Karaoke Marketing in Bangkok  
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THE STUDY OF KARAOKE MARKETING IN BANGKOK IS A CASE STUDY OF THE NEW - BORN BUSINESS WHICH HAS QUITE HIGH GROWTH RATE. THE WRITER THOUGH THAT IT WOOD BE GOOD CHANGE TO STUDY ON ITS MARKETING ACTIVITIES IN THE SERVICES SECTER.

THE METHODOLOGY OF THIS RESEARCH THE WRITER HAS DIVIDED THE INTERVIEW INTO TWO GROUPS. THE FIRST GROUP THE ENTERPRENEURES OF KARAOKE WILL GIVE THE DETAIL INFORMATION OF THE ORIGINAL. THE SECOND GROUP ARE THOSE USERE SERVICES WHO PLAY IN DIFFERENT KAROAKE. WHICH WILL BE CONSIDERED AS THE TARGET GROUPS TO FIND OUT THE BEHAVIOUR AND KNOWLEDGE OF THE TARGET GROUPS TOWARDS THIS BUSINESS IT IS EXPECTED THAT THIS STUDY CAN PROVIDE THE

INFORMATION OF THE MARKETING ACTIVITIES OF THE FIRMS, THE IMPORTANT FACTORS THAT AFFECT THE DECISION MAKING ON THE KARAOKE THAT SHOULD BE APPLIED TO DEVELOP MARKETING STRATEGIES, AND LEARN THE CHARACTERISTICS OF THE BUSINESS.

THE RESULT OF THE STUDY INDICATED THAT FOR THE ENTREPRENEUR PART, IT IS BELIEVED THAT THIS BUSINESS WOULD BE ACCEPTED FROM THE TARGETS GROUP SINCE IT CAN FULLFILL THEIR PSYCHOLOGICAL NEED. HOWEVER THEY THINK THAT IT WILL NOT LAST LONG. THE MARKETING STRATEGIES ARE : TO CONCENTRATE AN GOOD SERVICES AND COMPLETE FACILITIES, PRICES, GOOD LOCATION AND TO CONDUCT MORE PROMOTION PROGRAM AND ADVERTISING. THE ASSESSMENT ARE THE POTENTIAL OF THIS BUSINESS IS LONGER THAN 5 YEARS. FOR THE TARGET GROUPS PART THE MOST INDUCTMENT FACTORS IS BETWEEN THE MEDIAS OF REFERENCE GROUP. MOSTLY THE OBJECTIVES IN TAKING THESE ACTIVITIES ARE FOR FUN AND PROVIDING A GOOD SERVICES. THE MOST IMPORTANT FACTORS THAT INFLUENCES THE DECISION MAKING ARE THE KARAOKE IS THE EXCELLENT SOUND SYSTEM, ANOTHER IS VARIETY OF MASTER TAPE. THE USAGE PATTERNS ARE MOSTLY KARAOKE ON SATURDAY AND SUNDAY. THE AVERAGE USAGE RATE IS KARAOKE ONCE A WEEK. MOST OF THE RESPONDENT BELIVIED THAT THE BUSINESS WILL GROWTH RATE IN THE FUTURE.

FROM THE FINDING PART, IT WAS SUGGESTED THAT THE KARAOKE MAY NOT LAST LOGN, THEREFORE THE ENTREPRENEUR SHOULD FIND SOME OTHER WAYS TO TAKE THE OPPERTUNITIES OF THE BUSINESS. THE SUGGESSTIONS ARE THE MARKETING MIX ARE AS FOLLOWED, FIRSTLY, HAVING THE EXCELLENT AND COMPLETE LIGHT

AND SOUND SYSTEM, MAKING A GOOD RELATIONSHIP WITH THE USER SERVICES, PROVIDING SYSTEM A GOOD SERVICES. SECONDLY, PRICE NO PROBLEM. THIRD, PROVIDING ENOUGH SPACE FOR PARKING AND CONVENIENT TRANSPORTATION. ESTABLISH, GIVE SOMETHING SPECIAL FOR MEMBERS. CONCENTRATE MORE ON SALES PROMOTION PROGRAMS TOGETHER WITH SUPPORTING OF ADVERTISING IN THE FOURTH SUGGESTION. APART FROM THAT SHOULD PAY MORE ATTENTION TO THE REFERENCE GROUP AND THE PUBLIC SO AS CREATE A POSITIVE ATTITUDE AND A GOOD IMAGE TOWARD THE BUSINESS. THE OWNER SHOULD TRY TO ORGANIZE AND RAISE THE STANDARD LEVEL OF THE KARAOKE TO BE MORE ATTRACTIVE AND UPDATED IN THE KARAOKE EYES IS ALSO ANOTHER FACTOR TO BE CONSIDERED.