

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Cooperative Economics

**THE STUDY ON EXPECTATION AND FACTORS AFFECTING BOOK RENTAL
BUSINESSES IN AMPHUR MUANG, CHIANG MAI**

By

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The objectives of this study were (1) to find out general characteristics of book rental businesses in Amphur Muang, Chiang Mai ; (2) to analyze SWOT of book rental businesses in Amphur Muang, Chiang Mai ; (3) to study the clients' characteristics in association with their expectation for marketing and services of book rental businesses ; and (4) to investigate factors affecting the clients' rental decisions.

The data were collected from a total of 420 clients of 46 book rental businesses in Amphur Muang, Chiang Mai by means of interview schedules. The data analysis was conducted with the use of the SPSS/PC+ and by using descriptive statistics in form of frequency, percentage and mean as well as the Chi- Square to examine the relationships between variables, at the 95 % confidence interval and p-value < 0.05.

The results showed that most of the book rental businesses were in residential areas and especially located near schools or educational institutions. An average area of the buildings for book rental businesses was 16-30 square meters. Most of the owners have carried out these businesses to gain supplementary incomes as the businesses needed low investments and low maintenance cost. New books were bought in everyday, usually by cash. On average, incomes were 10,000-15,000 baht/month. Business competition was not a big problem. The major problems, which were the disadvantages of these businesses, included higher prices of books, lost books and unreturned books.

With today's advanced technology, varieties of books have been increasingly published, leading to a greater chance to improve the services to meet the clients' needs. However, the book rental businesses had limitations i.e. lack of newly written novels and high prices of books, except cartoons.

The findings indicated that the clients had high expectation for both marketing and services but their expectation for services was higher than expectation for marketing. Differences in most personal characteristics did not affect their expectation, except for the difference in gender which affected their expectation at a very low level.

For factors affecting the clients' rental decisions, the study showed that the most rented books were comic books, followed by novels, translated novels (Chinese or English), pocket-books, magazines, and textbooks, respectively. The reasons for renting books were individual preferences, such as for relaxing, except for textbooks, for which the usual reason was the contents. The factors affecting the clients' decision were found to be significantly correlated, at the level of .05.