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THESIS

**SME BUSINESS CUSTOMERS ATTITUDE TOWARDS
THE NEW BROADBAND SME ALL IN ONE SOLUTION**

TUEANJAI MITMANA

**A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
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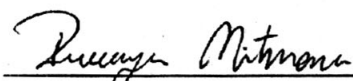
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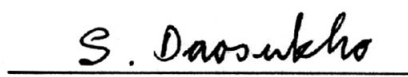
This research study examined the relationship between customer' demographic factors, and attitude of SME Business towards SME All In One Solution under the New Broadband. Questionnaires were distributed to collect data from 400 customers who tried the SME All In One Solution in three months from December 2004 to March 2005. The data were then analyzed using a computer program. Descriptive statistics were used to describe the customers' demographic while Chi-square test was employed to test the hypotheses at a significant level of 0.05.

The study results concerning demographic factors revealed that the customers were mostly at the age of 31 - 35 years who had an officer position and monthly income of 20,001-30,000 bath. The results also showed that the wholesale segment was the most to use the solution. And the One Stop Marketing application had significant relationship towards the respondents attitude to the service provider.

After the three months trial period, some customer had decided to stop using this service. They only applied in Communication Solution. For those 3 Solutions One Stop Marketing Solution, Business Process Solution and ICT & Office Assistant Solution All of three solution that offered by True, customers were not interested in continually using them.

The provider should improve the product in concerning to the customer need. The traditional product fixed line telephone and Internet are the service to customer requirement.


Student's signature


Thesis Advisor's signature

10 / 03 / 2006

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I greatly thank my friends in Batch 5, especially Miss Panrattana Chenaksara , Miss Siriwan Siritaweethai and Miss Premkamol Iamming for their supports.

Last but not least, I would like to dedicate this work to my beloved father and mother.

Tueanjai Mitmana

March 2006

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Chapter I

Introduction

Telecom Asia has changed its name to TRUE with immediate effect, as part of a strategy to become more relevant to customers lifestyle and business needs, and to drive the company's vision of transforming into a 'Total Communications Solutions Provider and Lifestyle Enabler'. TRUE logo would be used as an umbrella brand for all Telecom Asia group products, services and subsidiaries. This will secure a real competitive advantage for TRUE as it will be the only brand that can provide cellular, wireless, wire line, Internet, data and Broadband products and services in a single customized package.

True Corporation Public Company Limited is Thailand's only fully integrated telecommunications solutions provider and is a leader in the Bangkok metropolitan area. To provide consumers, small and medium enterprises and corporate with the full range of voice, data and multimedia solutions customized to meet their needs. The largest wire line service provider in the Bangkok metropolitan area the largest Broadband operator in the country and a major player in the wireless, cellular and Internet market. This rebranding is much more than just a name or logo change, it involves a fundamental shift in the way to approach serving our customers.

The largest wire line service provider in the Bangkok metropolitan area , the largest broadband operator in the country and a major player in the wireless, cellular and Internet markets.

But True is about more than just technology. TRUE is about passion, innovation and service. To bringing people together and providing fulfillment through communications. And exist to give people the freedom to live different lifestyles, by giving them the power to communicate how they like, whenever they like.

Everyday True works in partnership with customers to develop solutions that open windows of opportunity and add value to their lives at home, in the office and on the move.

As market competition has become fierce, it is, therefore, necessary for SME entrepreneurs to learn and adopt the IT system in their businesses so that they can compete with others. Apart from helping in the reduction of production costs, the system also assists in managing corporate efficiently. SME entrepreneurs can use the IT system in storing information on goods production, names of merchandise and backgrounds of customers. Differences can be seen when the conventional storing of information through document is compared with the IT system as the latter can function at a much faster speed, more efficiently and reduces space problems. It also assists the entrepreneurs to approach would be customers easily.

TRUE is about more than just technology. TRUE is about passion, innovation and service. We are about bringing people together and providing fulfillment through communications. We exist to give people the freedom to live different lifestyles, by giving them the power to communicate how they like, whenever they like. For consumers the new TRUE branding represents a transformation in the way we serve you. TRUE is about taking technology and using it not just for communication and data transfer, but to bring more fulfillments to peoples. It is about giving people the power to learn more, achieve more and live more, and most of all, achieve togetherness. This is our ultimate brand belief – ‘together. Everyday we work in partnership with our customers to develop solutions that open windows of opportunity and add value to their lives at home, in the office and on the move.

(<http://www.truecorp.co.th/index.php?op=modload&name=about>, September, 11st 2004)

Problem Statement

Referring to the estimated total use of SME All In One Solution, it's expected that after the clients have used the product, they would have continued to use it. However, it's found that after the three months trial period, some clients had decided to stop using this service. They only applied to use the fix line phone, Hi speed Internet, orange sim card orange in communication Solution. For those 3 Solutions One Stop Marketing Solution this solution will increase sales opportunity product and service and can post product images and trade through the website, Business Process Solution , reduce risk and waste in your IT process and hardware equipment Provides SMEs with outsourced program services and access to business applications through the Internet. Service application include customer order management, inventory management and accounting systems. And ICT & Office Assistant Solution for all problems from major IT problem to daily office problem such as electricity and air-condition etc. Technology is easier. This solution for office assistant that ready to solve all management problems from planning and designing IT system and purchasing equipment to daily office problem such as electrical and air-conditioning system problem. All of three solution that offered by True, clients were not interested in continually using them. Therefore, this is bringing a chance for product improvement to better serve clients' needs.

Objectives

To study the attitude of the customers business to trial the All In One Solution. It consists of four objectives as follow:

1. To define the demographic factor of the customers.
2. To determine the attitude of the customers to the trial of All In One Solution.

3. To determine relationship between demographic factors of customers and their attitude towards the All In One Solution.
4. To find out the customers' problems and suggestion to All In One Solution.

Expected Results

The expected outcomes of this study are as follows:

1. The results of this study would be beneficial to the customers of “All In One solution” in improving the solution to serve to the SME business customers.
2. The results of this study would be useful to the solution provider to support the current program solution.
3. The result could be utilized by other solution or relevant organizations to develop the solutions based on the attitude of the customers.

Hypothesis

1. There is a relationship between the customers demographic characteristics and attitude towards “SME All In One Solution” promotion under the New Broadband True .
2. There is a relationship between type of business and attitude towards “SME All In One Solution” promotion under the new Broadband True.
3. There is a relationship between type of application and attitude towards “SME All In One Solution” promotion under the new Broadband True.

Scope of the study

1. This study was about the customers' attitude of "All In One Solution" the solution from the New Broadband True.
2. The study covered a population 2,157 customers who tried the solution of "SME All In One Solution" for three months.

Definition of Terms

Attitude refers to direction and intensity. Attitudes are either favorable or unfavorable toward all of the product in SME All In One Solution after in three months trial of the solution.

SMEs Business customer refers to the new business customers or the true customers to trying the SME All In One Solution separated by segment as follows :

Trading	108	companies
Edutainment	124	companies
Service	100	companies
Commerce	75	companies
Production	80	companies
Finance & Property	148	companies
Industry	257	companies
Distribution	137	companies
Manufacturing	176	companies
Hospitality	228	companies

SME All In One Solution refers to the solution for the starter business or the business would like to have another branch and the solution to grow revenue, reduce expenses and enhance convenience. The All In One Solution consists of four kinds of solution such as: Communication Solution, One Stop Marketing Solution, Business Process Solution and ICT & Office Assistant Solution.

New Broadband refers to broadband services that can be delivered in different ways – over an ordinary telephone line or private network, via a cable connection or across mobile and wireless networks. It offers ADSL broadband services over a customer's existing telephone line, separating voice and data signals so can continue to make calls when online. Broadband transforms the way people and businesses live, work and play together.

Demographic factors refers to gender, age, education, position and income of customers.

Education level refers to the graduate degree of the customers such as Bachelor Degree, Master Degree or Doctoral Degree.

Income refers to the salary that the person earn from work, from investing money from their business.

Position refers to a job in the organization such as officer, manager, and managing director or owner.

Type of business refers to the business segment of the customers who trial the SME All In One Solution. Those are Wholesales and Retail, Service, Import-Export, Producer, Industry, Education, Entertainment, Warehouse, Professional Service, Commerce, Property, Bank and Assurance.

Types of application refers to the kind of solution in SME All In One Solution. Those were Communication Solution, One Stop Marketing Solution, Business Process Solution and ICT Office Assistant Solution.

Chapter II

Review of Literature

The review covered the following topics:

1. The Concept of Attitude
2. Principle of Mass Communication
3. The Concept of SME Business
4. Business Communication
5. Technology and Business Change
6. The Role of advertising in Marketing and Brand Promotion
7. The Role of advertising in Brand Development and Management
8. IT And SME Business
9. SME All In One Solution SME customers business promotion
10. Related Researches

The Concept of Attitude

Attitudes

Original by the term “Attitude” referred to a person’s bodily position or posture, and it is still sometimes used in this way.

In social science, however, the term has come to mean a “posture of the mind,” rather than of the body. The aspects stressed in the various definitions include attitude as a mental set or disposition, attitude as a readiness to respond, the physiological basis attitudes, their permanence, their learned nature/ and their evaluative character. (Rajecki 1990)

The central feature of all these definitions of attitude is the idea of readiness for response. That is, an attitude is no behavior, a predisposition to respond in a particular way to the attitude object. The term attitude object is use to include things, people, places, ideas, or situations, either singular or plural. Another point is the motivating or driving force of attitudes. That is, attitudes are not just a passive result of past experience; in stead they impel behavior and guide its form and manner. Motivating force by describing an attitude as “exerting a directive or dynamic influence.” The relatively enduring nature of attitude is also important. The evaluative aspect of attitudes has been increasingly stressed. That is, an attitude is now generally seen as a disposition to respond in a favorable or unfavorable manner to given objects.

Components of Attitudes

One common view of attitudes is that they have three components; (Rajecki 1990)

1. A cognitive component, consisting of the ideas and beliefs which the attitude-holder has about the attitude object.
2. An affective (emotional) component. This refer to the feeling and emotions one has towards the object.
3. A behavioral component, consisting of one’s action tendencies toward the object.

Function of attitudes

There are four major functions which attitudes perform, as defined below;(Richard, 1977)

1. Understanding. Many attitudes help us to understand our world and to make sense of occurrences around us. They provide consistency and clarity in our explanation and interpretation of event. This has also been called the knowledge function of attitudes, but that term does not imply that attitudes provide a factually truthful picture of the world- merely one that is meaningful and understandable to the particular individual who holds them.

2. Need Satisfaction. Many attitudes are formed as a result of our past rewards and punishments for saying or doing particular things. Once formed, these attitudes usually continue to be useful in helping us to satisfy our needs or to reach our goals. These attitudes have also been termed adductive in the sense of helping us to adjust to life situations, or utilitarian in the sense that they are useful in reaching our goals.

3. Ego Defense. Attitudes can also help to enhance our self-esteem and to defend us against the “thousand slings and arrows” of life. All people use defense mechanisms to some extent, but individuals who are insecure or feel inferior or who have deep internal conflicts use them much more. Prejudiced attitudes are often using as a crutch to bolster the self-esteem of the holder, a phenomenon that has been called the “scapegoat view of prejudice.”

4. Value Expression. A value-expressive attitude is one which helps to establish a person’s self-identity, which portrays the sort of person he is, which says in effect .

Attitudes are an important concept in marketing science and practice and an understanding of the influence of attitudes is necessary when organisations seek to develop effective marketing strategies. Attitudes may be described as a person's internal evaluation of an object such as an advertisement (Mitchell and Olson 1981). Attitude researchers initially developed the advertising hierarchy of effects model to explain how the three components of

attitude presented in Figure 1 interact and are related to advertising outcomes. Advertising researchers consider consumer attitudes to be relatively stable and indicative of enduring predisposition to behavior.

Thus, the advertising hierarchy of effects model is used to gauge consumers' attitude towards products, for consumers develop feelings towards products from the advertising they are exposed to—even though in many cases they may have no first-hand experience of the product or brand.

A learned predisposition, feeling, or conviction manifesting itself in a general state of readiness either to evaluate or to react toward an object or class of objects in either a favorable or unfavorable manner in a more or less consistent and characteristic way. Attitudes are relatively stable and have three components: a cognitive or belief component, an affective or feeling component, and a connotative or action-disposition component. Although behavior may be a function of attitude at times, attitudes are not necessarily predictors of behavior. Consequently, changes in attitudes do not always result in changes in behavior.

fwie.fw.vt.edu/rhgiles/appendices/glossa.htm

Mooney (2002), complained an attitude is a learned predisposition to respond to an objective or class of objects in a consistently favorable or unfavorable way. In our buying-decision process model, attitudes play a major role in the evaluation of alternatives. All attitudes have the following characteristics in common:

- Attitudes are learned. They are formed as a result of direct experiences with a product or an idea, indirect experiences, and interactions with social groups.
- Attitudes have an object. By definition, can hold attitudes only toward something. The object can be general or specific it can be abstract or concrete. In attempting to determine consumers' attitude, the object of attitude must be carefully defined. This is because a person might have a favorable attitude toward the general concept, but a negative attitude towards a specific dimension of the concept.

- Attitudes have direction and intensity. Our attitude are either favorable or unfavorable towards the object, they cannot be neutral.
- Attitudes tend to be stable and generalizable. Once formed, attitudes usually endure, and the longer they are held, the more resistant to change they become. People also have a tendency to generalize attitudes.

A consumer's attitudes do not always predict purchase behavior. A person may hold very favorable attitudes toward a product but not buy it because of some inhibiting factor. Typical inhibitors are not having enough money or discovering that your preferred brand is not available when you want to buy it. Under such circumstances, purchase behavior may even contradict attitudes. (Scholl, 2002)

Principle of Mass Communication

Meaning of communication

The word communication is derived from the Latin word *communes* which when translated means "common". Communication is a process of establishing a commonness or oneness of thought between a sender and receiver. There are two important ideas, first, communication is a process, which has elements and interrelationship that can be modeled and examined in a structured manner. Second, there must be a commonness of thought developed between sender and receiver.

Communication can have a variety of purposes, not only because it provides information, but also seeks to persuade, to modify attitudes, to alter opinions, to reinforce beliefs, and to move receivers to action.

Communication Model

A communication or interchange requires two people, a sender and receiver. The sender or the source, decides upon the nature of the message and to whom the message will be directed. Next the message is encoded or put into the language or meaning that would be most acceptable or useful to the receiver. (Figure 1) The channel is the means or method for delivering the message. It could be direct or face-to-face between sender and receiver, or one of many indirect channels such as advertising media. Decoding is performed by the receiver and is a selective process. A receiver decodes and accepts what is desired of the message and reject what is undesired. Feedback is the response to the message and may take many forms such as stimuli for another message, the following of an instruction, the request for sample or more information, a vote, the purchases of a good, etc. Noise or interference surrounding the steps of the process represents all physical and psychological conditions that could cause interference.

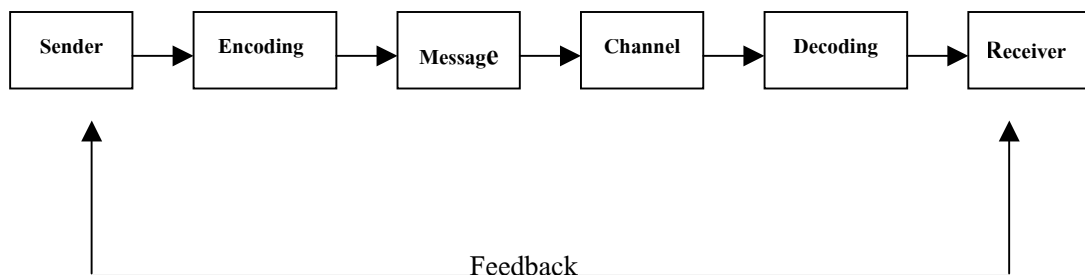


Figure1: Communication process

Source: Communication in business, Bernard et al,1992.

Thus communication is the process of sharing a meaning and creating a mutual understanding between individuals and organizations. The process of communication starts with sender – organization with a message through the channel of the receivers.

The Concept of SMEs Business

The Principle Concept

The Department of Industrial Promotion (DIP), Ministry of Industry is responsible for SMEs in Thailand. The two functions of DIP in assisting SMEs are as follows:

To assist existing SMEs, specifically those in the manufacturing sector to increase their growth and efficiency.

To promote the establishment of new industries, particularly in regional areas.

The two main functions of DIP's activities will be achieved by providing:

1) technical assistance 2) testing 3) technical information 4) training and consultancy in management, marketing, productivity, quality testing and production technology 5) financial assistance

The objective in assisting SMEs is to promote the modernization of the SME sector in various areas such as technology, management, information, financial marketing, and to develop industrial linkage between SMEs and large companies and increase their competitiveness in the world markets.

E-Commerce

Communication technology is nowadays considered essential in doing business as it is an important tool in reaching customers, aside from assisting with providing information and news that is happening in the world. It is important in the sense that distance is no longer an obstacle in doing business deals.

Any entrepreneur who possesses knowledge about technology will definitely have an edge over his competitor because dealings through E-commerce will assist him in conducting business, which has no boundary, and contacts can be made no matter where the customers are located. It is a kind of business that buyers and sellers can contact each other through the Internet.

Most importantly, the business requires a small investment as there is no need to rent an office, hire employees and no expenses are involved in the operation when compared to opening an office where expenses are high as the entrepreneur has to pay for various expenses including water, electricity, telephone and advertising fees.

In conducting business by E-commerce, some website operators either offer a free service on advertisements for shops or charge a small fee. The main expense is to make a Home Page and it is very small when compared to other forms of advertising, enabling entrepreneurs to save money. Also, entrepreneurs are able to change pictures or details on the Home Page.

As E-commerce requires a small investment, sellers can use a pricing strategy to capture market share by offering cheaper prices than products that are already available in the market as well as on an international trade. Several countries have not yet imposed a law to control such business, which would help traders conduct business through

E-commerce by not having to pay taxes and this would further assist them in keeping the costs low.

Advantages of the E-commerce mentioned above have helped entrepreneurs in opening a new channel in approaching would be customers for the purposes of boosting sales and enlarging the customer base. New entrepreneurs, in particular, may use this platform to capture markets overseas as many of them have already succeeded trading and dealings with foreigners on the Internet before.

For new entrepreneurs wishing to enter the E-commerce business, they must have equipment and computer experts besides the goods and services that they are ready to offer. The most important equipment which is required is a computer and a modem which would be connected to the telephone system. Entrepreneurs will then have to apply for the use of an Internet service to be followed by preparing items on products, pricing, conditions and offering sales through an electronic data. They are required to contact with commercial banks that offer

services on making payment for goods that are purchased either by credit cards or by transferring money. Registration of Domain names which are considered as the address of the shop and the location on the Internet will have to be made afterwards.

Although business dealings through an E-commerce system is very convenient, fast, and operates around the clock it also offers low operational costs. SME entrepreneurs must also bear in mind maintaining the quality of their goods as specified in the catalogue. Customers making purchases through the E-commerce system will know the features of the goods from pictures that appear on the computer. If the products are of inferior quality or have irregular standards of quality, customers will not be impressed at all although the purchase and services offered on the E-commerce system is convenient and fast. This will have a negative impact later on the business. What entrepreneurs should not overlook is to display clearly the logo of the goods which will be easy to remember for buyers so that they could become permanent buyers in future.

Business communication

Business communications are purposive interchanges of ideas opinions, information, and the like, presented personally by symbol or signal as to attain the goals of the organization. Purposive means it must have a predetermined objective in line with attaining the goals of the organization; interchanges always involve at least two or more people including the sender and the receiver. The content of the message will vary depending on purpose and circumstance. The channel may be direct or via mass media. Symbols may be positive or abstract; a signal may be verbal or nonverbal, the key point is how well the intended message is understood. As the success of a business firm is measured by profits, productivity goals established levels of operation, and maintenance goals are set for the continuity of these levels.

Technology and business change

New technologies drive business change for SMEs and businesses of all sizes; thereby, ICT brings opportunities and threats. It can allow SMEs to enter new markets and compete on a more equal basis with larger companies, bringing efficiency gains through the integration of business processes, and add value to the businesses' product. However, the fast pace of technological change (driven by customer expectations and competition)

The availability of technology is only one of the factors that influence SME take-up. Other factors, such as awareness, attitude, capabilities and investment are often important issues.

In acquiring and applying new technology, SME are at a relative disadvantage when compared with larger companies as they cannot take advantage of economies of scale.

Advertising as a Business Process

Advertising as a communication process and as a way companies reach diverse audiences with persuasive brand information. But we need to appreciate another aspect of advertising. Advertising is very much a business process as well as a communication process.

The Role of advertising in Marketing and Brand Promotion

To truly appreciate advertising as a business process, we have to understand the role advertising plays in a firm's marketing and brand promotion effort. As the introductory scenario so clearly demonstrated, effective advertising as part of an overall integrated brand promotion can be a key factor in the success of a brand. Every organization must make marketing decisions. These decisions involve identifying market opportunities and then developing, pricing, promoting, and distributing products and services for some target audience. The role of advertising in marketing and brand promotion relates to four important aspects of the marketing process: 1.the marketing mix; 2.brand development and management: 3.achieving effective

market segmentation, differentiation, and positioning: and 4.contributing to revenue and profit generation.(Michael J.Erzel, Bruce J. Walker, William J. Stanton 2001)

The Role of Advertising in Brand Development and Management

(Shimp, 2003) explained perhaps the most obvious effect of advertising in the marketing mix has to do with brand development and management. We have been referring to the brand throughout our discussion of the process of advertising. All of us have our own understanding of what a brand is. A formal definition of a brand is a name, term, sign, symbol, or any other sellers. Advertising plays a significant role in brand development and management. A brand is in many ways the most precious business asset owned by a firm. It allows a firm to communicate consistently and efficiently with the market.

A brand would be at a serious competitive disadvantage without effective communication provided by advertising. For all kinds of companies, advertising effects brand development and management in five important ways:

1. Information and persuasion: Target audiences learn about a brand's features and benefits through the communications transmitted by advertising and, to a lesser extent, other promotional tools being used in the integrate brand promotion effort. But advertising has the best capability to inform or persuade target audiences about the values a brand has to offer.
2. Introduction of new brand or brand extensions: Advertising is essential when firms introduce a new brand or extensions of existing brands. A brand extension is an adaptation of an existing brand to a new product area.

3. Building and maintaining brand loyalty among consumers: Loyalty to a brand is one of the most important assets a firm can have. Brand loyalty occurs when a consumer repeatedly purchases the same brand to the exclusion of competitors' brands. This loyalty can result from habit, brand names that are prominent in the consumer's memory, barely conscious associations with brand images, or some fairly deep meanings consumers have attached to the brands they buy.
4. Creating an image and meaning for a brand: As we have determined, advertising can communicate how a brand addresses certain needs and desires and therefore plays an important role in attracting customers to brands they feel will be useful and satisfying.
5. Building and maintaining brand loyalty within the trade: It might not seem as if wholesalers and retailers can be brand loyal. But they will favor one brand over others given the proper support from a manufacturer.

The Importance of Brands

Companies which invent new brands are able generally to defend them from blatant copying in a variety of ways, though not normally from broad imitation. If a brand is a good one then consumers will purchase it and it becomes a valuable asset. But its asset value derives from more than just its ability to attract sales. The very fact that consumers perceive a brand as embracing a set of values which they can specify means that they will reject, or tend to reject, alternatives which are presented to them that perhaps may not possess all these values. Brands are therefore enduring assets as long as they are kept in good shape and continue to offer consumers the values they require. (Shimp, 2003)

Developing New Brands

Perhaps the most appropriate and successful approach to the development of new brands is the pragmatic one-try to identify new brands with some measure of distinctiveness and

consumer appeal, which are not simply me-too products, use appropriate research techniques to measure the brand's likely market success, recognize that branding does have a strong creative element and encourage creativity and flair. But recognize too that successful new brands, due to their very intangibility, can never be guaranteed to be successes. The chances of success can however be significantly increased. (O'Guinn, Allen, and Semenik, 2003)

Develop New Products at All

With so many products available it is tempting to ask why there is a need for more. Part of the answer is to do with lack of differentiation, which means that there can often be a lot to choose from, but very little choice; more of that later.

There are however very important reasons for developing new products. In the market economy within which we live and work, for both the country and companies to grow and prosper we need new products to fuel growth, as many of the products currently available are in mature markets or growth stages.

A high level of successful new product development can also help a business to attract executives of the best quality. Such success usually means that the organization is dynamic and growing, and this provides the setting within which the individual can develop. (O'Guinn, Allen and Semenik, 2003)

IT And SMEs Business

An advancement in communication technology at present, called globalization in communications, has changed the, what used to be limited, picture in the trading business. And with the prevailing situation that enables people to communicate with each other without limitations no matter where they are staying in any part of the world, Information Technology (IT) system is now playing a prominent role in the trading business, especially when almost every business gives a lot of importance to reducing production costs.

The IT system has now become essential for almost every entrepreneur and it provides many advantages, for example, using the IT system in assisting to manage factories, in the production process and in storing information. It is also noticeable that many major corporate have attached importance to developing their IT and software systems because the IT system is now considered a key part in conducting business.

As market competition has become fierce, it is, therefore, necessary for SME entrepreneurs to learn and adopt the IT system in their businesses so that they can compete with others. Apart from helping in the reduction of production costs, the system also assists in managing corporate efficiently. SME entrepreneurs can use the IT system in storing information on goods production, names of merchandise and backgrounds of customers. Differences can be seen when the conventional storing of information through documents is compared with the IT system as the latter can function at a much faster speed, more efficiently and reduces space problems. It also assists the entrepreneurs to approach would be customers easily.

Trading through an IT system or E-commerce is now divided into three categories. They are Consumer to Consumer (C to C) which is retailing among those using the Internet. For example, Mr. A offers to sell a painting on a website and those interested can place a purchase order. The second category is called Business to Consumer (B to C) and it involves retailing dealings between entrepreneurs and customers. It is like selling from a trading shop except that dealings would be conducted through the Internet and buyers would pay through credit cards or transfer payment through banks. The last category is called the Business to Business (B to B) which involves trading between businesses.

The advantages of E-commerce are that they offer no limitation on doing business, buyers can meet sellers through the Internet and there is no limitation on the distance as buyers can visit shops that are displayed on the website no matter which country they are located. Because of this lack of limitation, customers can be anywhere and the market is huge and customers will be of various grades and occupations. Customers can inspect goods round-the-clock and can make purchases or communicate with sellers immediately. On the part of

entrepreneurs, their production costs will be lower which would enable them to compete with others.

Because of the many advantages offered by the IT system, more software has been developed to facilitate SME entrepreneurs. Orachorn Chantrasuth, managing director of Answer Service Co. which is the operator of software for salary and accounting systems, said technology had at present plays many roles in businesses as it allows easier management. The company has developed the system in administering salary payments to cater to the needs of SME entrepreneurs. The developed programmes include compiling information on biography of employees, calculation of workers' salaries and wages, overtime payment, and other benefits. More than 20 items can be stored while the programme could also analyse revenue and expense of a company which will benefit in managing the corporate efficiently. This system can also help in contacting several government organisations, for example, the Social Welfare, Revenue Department, financial institutions, etc. and this would assist entrepreneurs in saving time and operational costs.

Although the IT system is significant in conducting business to date, what entrepreneurs should not overlook is to develop products to meet with market demands and to maintain the quality of the products.

SME All In One Solution

Communication Solution refers to A total communications solution for businesses which includes a fixed line phone service, an orange sim card, hi-speed Internet and a Wireless Group Call package through the PCT network with unlimited calls within group members. This solution will increase communication efficiency and effectiveness in your business

One Stop Marketing Solution refers to More marketing opportunity and more sales channel for your business This solution will increase sales opportunity product and service. And can post product images and trade through the website. Our call center will provide product and service information and transfer calls from prospective customers direct to SMEs With this

website million of customers will recognize your product and service, finally, it will increase sales opportunity.

Business process Solution refers to decrease expense, reduce risk and waste in your IT process and hardware equipment Provides SMEs with outsourced program services and access to business applications through the Internet. Service application include customer order management, inventory management and accounting systems.

ICT &Office Assistant Solution refers to Provide solution for all problems from major IT problem to daily office problem such as electricity and air-condition etc. Technology is easier. This solution for office assistant that ready to solve all management problems from planning and designing IT system and purchasing equipment to daily office problem such as electrical and air-conditioning system problem.

Related Researches

Raktham (2000) conducted a research on “The Investigation of Consumers Perception, Attitudes and Buying Behavior toward the Campaign of TAC and AIS” . The purposes of this research study aims to compare perception and attitudes of consumers on the comparative advertising strategy of the companies, and mobile phone buying behavior of TAC and AISs customers in Bangkok area after viewing the ads, according to their demographic data, Relationships between the variables were also discussed. Four hundred and eighty participants were selected by accidental sampling method. One-way Anova and Chi-square were employed to analyze the data with the level of significance at 0.05 Results revealed that significant difference existed between the perception of participants from each demographic specific group, except age and occupation of the participants. Furthermore, the results revealed that significant differences existed between the attitudes of participants from each demographic specific group while significant differences existed between the buying behaviors of participants from each demographic specific group, except sex of the participants. Furthermore, the results also indicate that the demographic data presented the significant difference between the participants’ attitudes of buying behavior

Ratchapon (1999) did a study on “An Empirical study of product attributes and consumer attitude towards automobile purchase” This is empirical study was conducted to develop a better understanding on Thai consumer attitude toward automobile purchases, sport utility vehicle. The focus of the study, includes (1) study the consumer attitude of Thai people concerning the domestic assembled sport utility vehicles purchasing by the product characteristics, and (2) identify the relationship of attitude and behavior intention of Thai consumers on domestic assembled .The study model suggests that these groups of product characteristics is affected directly to Thai consumers attitude when evaluated high involvement product. Four selected groups of explanatory variables are employed to identify the relationship including product cost, value, styling and size. Each group contains several sub-variables and is used in verifying an individual impact to consumers attitude. The set of explanatory variables was chosen on the basis of past research on durable goods. Through set of variables, six hypotheses were formed. First five hypotheses were used in determining the relationship among Thai consumers attitude and each group of product characteristics. In turn, the last hypothesis involved in verifying the association of attitude and behavioral intention. Multiple regression and bivariate regression analysis employs the most appropriate statistical tool for interpreting and analyzing the significant relationship. Multiple regression analysis is used in predicting values for a dependent variable from the values for several predictor variables (independent variables). Meanwhile, bivariate linear regression is a technique for measuring the linear association between a dependent and independent variable. In order to determine the existence of statistical relationships among the groups, a significant level of 0.05 will be used as the criterion for significant in all analysis. A survey of 384 potential consumers identifies relevant product characteristics on attitude formation. The fact that the basic hypotheses of the model are supported all the relationship. Results based on multiple regression analysis of Thai consumer attitudes toward automobile purchase indicated that product characteristics affect Thai consumers attitude. More important, the results suggest that consumers attitudes are based mainly through group of product styling and value. Therefore, bivariate linear regression results also indicated that attitude and purchase intention significantly related. Major recommendations regarding to studys finding suggest that firms should build product from consumer preferences, improve

quality of the product and increase consumer involvement. In addition, future study should test the generalizability of these findings for other durable products because the perceived important of consumers are differed across the product. Cross-examination can also be tested with household products that they owned, business to business consumer attitudes and demographic data of consumer attitude and potential purchasers.

Siriwan (2000) did a study on “Thai consumers attitude towards nutrition drinking yogurt: A case study in Bangkok metropolitan area” The purpose were to drinking yogurt is a nutriment. because of its ingredient milk vitamin, and protein which is necessary for health. The government realizes the importance of 11711k consumption to the healthy of the citizen. thus tries t() adjust and cope with it by providing the bilk campaign in order to increase the awareness of the usefulness of milk and induce Thai people to consume milk. The study is focused on the investigation of the relationship between key factors and Thai consumers attitude towards drinking yogurt. The research objective encompass: - To identify a demographic profile of present and potential consumers on the drinking yogurt in Bangkok - To study the factors that associated with attitude towards low-involvement product. - To suggest suitable strategies for the marketers in order to be effectiveness in marketing drinking yogurt. There are six chapters in this research. Chapter oft researcher deals with tile industrial feature about drinking yogurt products. Chapter two explains the reference of all relevant variables being formed in the conceptual model. Chapter three elaborates the conceptual framework. Research methodology is discussed in chapter tour which encompasses; the simple random sampling (SRS) is one of probability designs I used in this research for sampling design. Data collection tools involve structured interview, 111 which 400 sets of closed-form questionnaire were used. Probability sampling technique is chosen. The target population is the person between 15-65 years who know drinking yogurt in Bangkok areas. The characteristics of population consist of female more than male . For the respondents characteristics, it can summarize that most respondents are between 18-45 years old, obtained at least Bachelor Degree, they have high purchase power which measured by the average monthly household income. There are totally 18 hypotheses conjectured for testing Results from the testing of- 18 hypotheses confirm that 14 out of 18 are said to bear relationship between pairs of independent and dependent variables. Only 4 of 18 hypotheses do not show the

statistical significance. Which means there is no relationship between pair of independent and dependent variables, they are favorite brand, the on consumption person. drinking time and Money on hand. An composite measures. an index measure technique is used. Reliability test of such Concepts by "Cronbachs alpha" value indicate the certain acceptance of whether such particular concepts are statistically applicable for further test of association with the dependent variables. In chapter six, researcher conclude with general discussion and managerial implications for further study. The research is done to help the businessmen to study the buying behavior and the attitude of the consumer toward drinking yogurt for developing the successful marketing plane of drinking yogurt market.

Wanlaya (2002) studied the “Consumer Attitude And Consumers Purchase Decision Toward Happy Meal Set Of Mc Donalds In Bangkok Area” The purpose of this research were to At present, there are more than 30 kinds of fast food restaurant in Bangkok. This leads to more competition. Moreover, fast food operators have been going down because of the recession. However, in this situation, McDonalds continues to ride high with timely promotions of Happy Meal Set. Therefore, it is interesting to study the factors influencing consumer attitude and consumers purchase decision toward Happy Meal Set. In this research, the researcher has mainly focused on: "Factors influencing consumer attitude and consumers purchase decision toward Happy Meal Set of McDonalds in Bangkok area". The research objectives encompass the relationship between the marketing stimuli and consumer attitude, the relationship between the marketing stimuli and consumer behavior, the differences of the demographic characteristics affecting consumer attitude, and the differences of the demographic characteristics affecting consumers purchase decision toward Happy Meal Set. The research instrument was 400 questionnaires which were completed by the target population who have purchased Happy Meal Set of McDonalds within the past 3 months in Bangkok area, both male and female. After gathering information from respondents, the data were processed by SPSS program. Descriptive analysis was used to describe general information by using percentage and frequency analysis. Pearson Correlation Coefficient, Spearmans Rho, Independent T-test, ANOVA (F-test), Mann-Whitney U Test and Kruskal-Wallis Test were used to examine the eighteen hypotheses. The results of this research are as following: The results of the demographic characteristics showed

that most of respondents gender is female. Most of respondents age range is between 16-30 years, and holding Bachelors degree. The majority of respondents occupation is student. Most of the respondents are within the income range of 5,001 to 10,000 Baht a month. Results from the eighteen hypotheses show that all element of marketing stimuli, age levels, education levels, and income levels are important determinants of the consumer attitude. While product, place, promotion factors and age levels are the important determinants of the consumers purchase decision (purchase frequency). The results of this research, the marketers can know the characteristic of their consumers who are their target group. Moreover, the results can conclude that toys factor in Happy Meal Set is the most influencing to consumer attitude and purchase frequency. Using these results, the marketers should plan to launch premiums (toys) to reach these target consumers.

Nongluk (1990) studied the “Customers Behavior and Attitudes Toward Time Deposits in Thai Commercial Banks: The Case of Siam City Bank Branches in the Bangkok Metropolis” The purpose of this research aims to collect information regarding their behavior and attitudes toward time deposits and factors influencing choice of services and levels of satisfaction of time deposit services. The study involves only customers who have more than 100,000 baht in time deposits with Siam City Bank Branches in the Bangkok Metropolis. The methodology used quantitative of field survey research. The tool for collecting data is questionnaire which is designed so that the sample can correspond along with the research objectives. The subjects are selected through multi-stage sampling. The sample size in this survey is 255 customers. The findings of the survey can be shown as follows. The demographic profile of the sample shows that the male and female groups are almost equal. Their ages fall between 31-40 yeras old. Their educational backgrounds are considered to be medium/high since they have studied beyond secondary level up to graduate level. The occupations are employees in companies and entreprenents. Their monthly incomes range between 10,000-25,000 baht. The customers main objectives of time deposit are (1) to gain interest (2) to save up for their old age (3) to spend in case of illness. The two main factors that influence their decision to have time deposit with a certain Thai commercial bank are the interest rate and the image and reputation of the bank. In terms of bank location, the sample chooses the bank which is located near their residences,

convenient to visit, and has convenient parking space. As far as the employees of the bank are concerned the sampling group chooses the bank with those who are friendly and serve quickly. The important factors that cause the customers to transfer their time deposits to other banks are low interest rates when compared to other banks, and inconvenience to visit. Among the sampling group who are customers of Siam City Bank, 47.1% choose the 12 month time deposit because they consider that they gain the best interest rate and there is no need to spend the money during such time. Most of the deposit amount range between 100,000-500,000 baht. They prefer to contact the bank by themselves, rather than having other people do it. Some major customers ask the bank to visit them at home. The factor that make the customers to increase their time deposit amount is the higher amount of their savings. As for their attitudes toward Siam City Bank, it is found that the sample is quite satisfied with the banks interest rate and employee services with the factor of bank image and reputation is rated to be the lowest satisfied factor. In addition, the sample also has time deposits of more than 100,000 baht with other commercial banks. Most of them are Bangkok Bank, Siam Commercial Bank, and Thai Farmers Bank. The reasons for having time deposits at more than one bank are better interest rate offers and risk distribution. Since the educational level of the sample is quite high, the majority of them know of the announcement by the Bank of Thailand concerning a floating interest rate for more - than - one - year time deposit. They are very interested in such kinds of news and agree that a change of interest rate can cause them to change the account size or transfer the deposit to other bank. For new services offered by commercial banks in the past year, it is found that the numbers of those who use and never use new services are quite equal. Among the services they use, credit card service is the most popular. The media that effectively make the sample aware of information about new bank services are print advertising and word of mouth channel. The implications of the research findings indicate that apart from interest rate offer, bank image / reputation is equally important. The suggested solutions are to promote the bank image and sell the ideas of modern management team and professionally operated. Moreover, the bank branch location is another critical point together with branch number expansion. The point of increasing new services which can attract new clients should be considered last but not least, the employee factor which is essential in bank operation should be regarded as key strategy in long term development.

Conceptual Framework

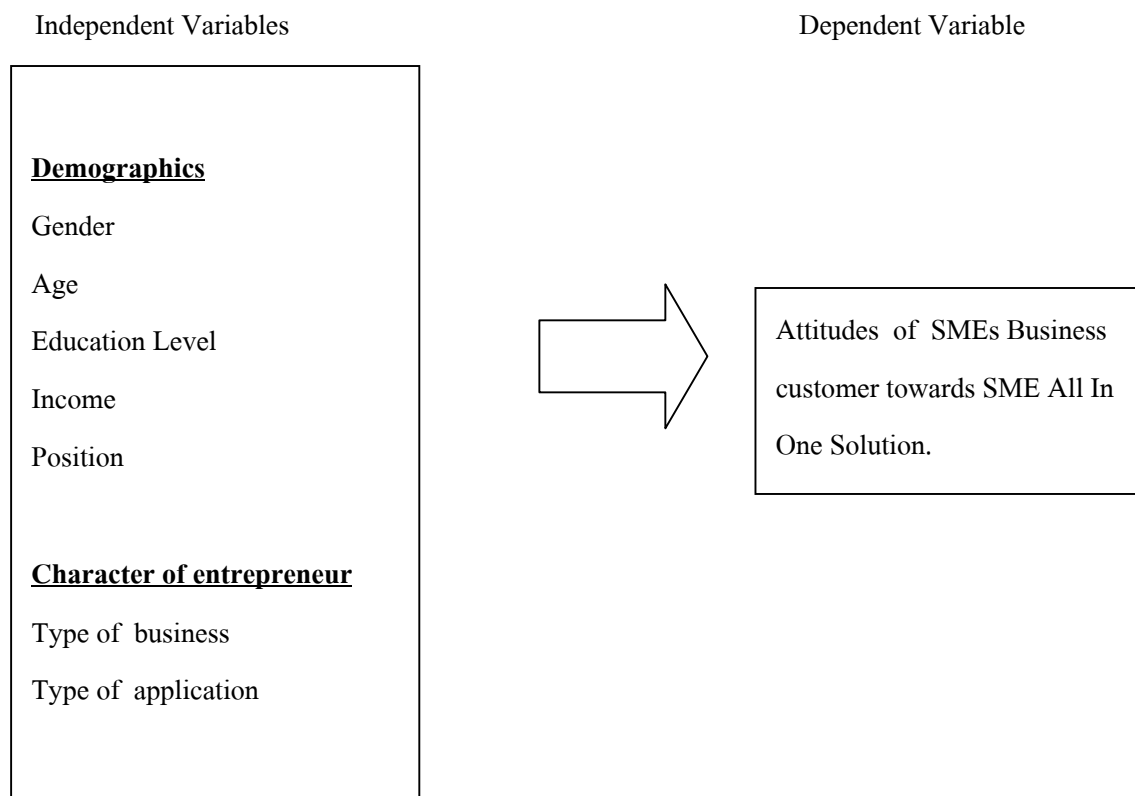


Figure 2: Conceptual Framework showing variables under this study

Chapter III

Methodology

Research Design and Methods

The research design of customers' attitude of "SME All In One Solution" promotion was conducted as a survey research. Questionnaire was the main instrument used to collect data for the study.

Population and sampling Technique

Population were the customers who tried in the "SME all in One Solution" the solution since June 2003. The total population included 2,157 customers.

The samples were the individual members of "SME all in One Solution", since 2003 from one segment of all of the business. Yamane formula (1973) was employed to calculate the sample size which was 400.

Formula

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

When

n	=	Sample size	
N	=	Population size	= 2,157
e	=	Sample size for error of 5%	= 0.05

Calculation

$$\begin{aligned}
 N &= \frac{2,157}{1+2,157 (0.05)^2} \\
 &= 399.81 \\
 &= 400
 \end{aligned}$$

Sampling

The population of 2,157 people were separated based on the kind of service they offers to their customers. There were ten segmental groups of the following.

Trading	108	companies
Edutainment	124	companies
Service	100	companies
Commerce	75	companies
Production	80	companies
Finance & Property	148	companies
Industry	257	companies
Distribution	137	companies
Manufacturing	176	companies
Hospitality	228	companies
Telesales	724	companies

Then, the sample size were calculated from 11 segments by proportional stratified sampling method as below.

$$\text{Regional sample group} = \frac{\text{Sample size} \times \text{the number of customers in region}}{\text{Population size}}$$

The sample sizes of the students per segment were as follows:

No.	Segment	Population size	Sample size
1	Trading	108	20
2	Edutainment	124	23
3	Service	100	19
4	Commerce	75	14
5	Production	80	15
6	Finance & Property	148	27
7	Industry	257	48
8	Distribution	137	25
9	Manufacturing	176	33
10	Hospitality	228	42
11	Telesales	724	134
Total		2,157	400

Research Instrument

Questionnaires was instrument used to collect the need data. It was consisted of closed-ended questions which were grouped into three parts:

Part I : Demographic characteristic of customers: background information: age, gender, educational level, field of occupation.

This part included five closed questions were gender, age, education level position and Income.

Part II : Characteristic of customer : type of business and type of application.

This part comprised of type of type of business and type of application.

Part III : Attitude of SME customers towards service provider.

This part comprised of customer attitude. The types of questions were consisted of eleven closed questions. On questions regarding customer attitude were classified into 5 levels as follows:

Strongly suitable	means	Highly positive	5
Suitable	means	Positive	4
Average	means	Neutral	3
Not suitable	means	Negative	2
Strongly not suitable	means	Highly negative	1

Data Collection

Data were be collected from respondents by mail questionnaires and by E-mail. Questions include open-ended as well as close-ended items. Data were collected from December 1, 2004 to January 30,2005.

Data Analysis

The data were analyzed using statistical program in the computer. Descriptive statistics such as percentage was employed to describe the customer' demographic factors and media factors. Chi-square test was employed to test hypotheses. This research used the significant level at 0.05.

CHAPTER IV

RESEARCH FINDINGS

This chapter discusses the data analysis generated from the SPSS program (Statistical Package for Social Science). The results of this study are presented in four parts as follows:

Part I : General demographic background of respondents presented by descriptive statistics; frequency and percentage.

Part II : Type of solution of respondents presented by the descriptive statistical techniques; frequency and percentage.

Part III : Attitude of SME customers towards service provider.

Part IV : The hypotheses testing presented by chi-square test between the characteristics and attitude of customer towards the services provider.

Part I: General Demographic Background of respondents

Table 1 presents the results of the general demographic data of respondents as follows:

Table 1 General Demographic Background of Respondents

(n=400)		
Items	Frequency	Percent
Gender		
Male	201	50.25
Female	199	49.75

Table 1 (Continued)

(n=400)		
Items	Frequency	Percent
Age (years)		
20-25	56	14.00
26-30	87	21.75
31-35	153	38.25
36-40	85	21.25
> 40	19	4.75
Education Level		
High School	5	1.25
Bachelor Degree	334	83.50
Master Degree	61	15.25
Position		
Officer	174	43.50
Manager	142	35.50
Managing Director , Owner	84	21.00
Income		
≤10,000 Bath	35	8.75
10,001-20,000 Bath	85	20.75
20,001- 30,000 Bath	83	21.25
30,001-40,000 Bath	91	20.75
40,001- 50,000 Bath	59	14.75
>50,000 Bath	47	11.75
Type of Business		
Wholesales and Retail	43	10.75
Service	39	9.75
Import - Export	83	20.75
Producer	53	13.25
Industry	39	9.75

Table 1 (Continued)

(n=400)		
Items	Frequency	Percent
Education , Entertainment	11	2.75
Warehouse	32	8.00
Professional Service	12	3.00
Commerce	55	13.75
Property / Bank / Insurance	33	8.25

Table 1 illustrates that the majority of the respondents at 50.25% were male which most of them at 38.25% were between 31-35 years old followed by 26-30 years old at 21.75% and 36-40 years old at 21.25%. A great majority at 83.56% of them hold bachelor degree, 15.25% with Master Degree. Only a few at 1.25% had high school degree. The majority at 43.50% were officers followed by manager at 35.50% and Managing Director-Owner at 21.00%. Most of them at 22.75% earns income between 30,001-40,000 Baht per month followed by 21.25% with income of 10,001-20,000 Baht per month and which 20.75% with income of 20,001-30,000 Baht per month. The type of business which majority of the respondents 20.75% were engaged in was the Import-Export followed by producer at 13.25% .

Part II Type of solution

Communication Solution

Table 2 Number of respondents using communication solution.

(n= 400)		
Items	Number	Percent
User	395	98.75
Non user	5	1.25

A great, majority of the respondents at 98.75% used the communication solution (Table2).

Table 3 The type of communication solution used by the respondents.

(n= 395)		
Type of Communication Solution	Number	Percent
Fixed Line	268	67.84
Mobile Orange	153	38.73
Hi Speed Internet	278	70.37
Wireless Group Call (PCT)	21	5.31

*Multiple answers

Table 3 shows that majority of respondents (70.37%) used Hi Speed Internet which was followed by Fixed Line (67.84%) and Mobile Orange (38.73%).

Table 4 Number of respondents who continued using the Communication Solution Service after the three months trial.

(n= 395)		
Continue using Communication Solution service	Number	Percent
Yes	387	97.97
No	8	2.03

A great majority of respondents at 97.97% continued using Communication Solution service after the 3 months trial (Table 4).

Table 5 Respondents' reasons of continuously using Communication Solution service.
(Multiple choice)

(n=387)		
Reason of continue using solution	Number	Percent
Necessary to use	330	85.27
Trust in system	9	2.32
Benefit to company	62	16.02
Reasonable price	7	1.80
Other	0	0

As shown in Table 5 most of the respondents (85.27%) indicated that necessity was the main reason why they continued using the communication solution service, while 16.02% need the service because of the benefit it gives to the company.

Table 6 Respondents' reason of not continuing using Communication Solution service.

(n= 8)

Reasons of not continue using solution	Number	Percent
Not necessary to use the system	3	37.50
Don't trust in system	4	50.00
No benefit for the company	1	12.50
Unreasonable price	1	12.50

*Multiple answers

Table 6 shows lack of trust in the system was main reason of those at 50% who did not continue using the service. Other at 37.50% discontinued because the service was not necessary.

One Stop Marketing Solution

Table 7 Number of respondents using One Stop Marketing Solution.

(n=400)

Item	Number	Percent
User	317	79.25
Non user	83	20.75

It was assumed that 80% of the respondent used the One Stop Marketing Solution service (Table7)

Table 8 The type of One Stop Marketing Solution use by the respondents.

(n= 317)

Type of One Stop Marketing Solution	Number	Percent
Auction online service	6	1.89
Purchasing sale service	20	6.30
Shop searching service	303	95.58

*Multiple answers

Of the respondents who use one stop marketing solution usage 95.58% use the shop searching service while 6.30% use the purchasing service (Table 8).

Table 9 Number of respondents who continued using the One Stop Marketing solution after three months trial.

(n= 317)

Continue using One Stop Marketing Solution	Number	Percent
Yes	20	6.30
NO	297	93.69

Table 9 shows that majority of respondents (93.69%) discontinued using the one stop marketing solution service after 3 months trial.

Table 10 Respondents' reason for continuing using One Stop Marketing Solution.

(n= 20)

Reason of continue using solution	Number	Percent
Necessary to use	5	25.00
Trust in system	5	25.00
Benefit to company	17	85.00
Reasonable price	1	5.00

*Multiple answers

The main reason of those at (85.00%) who continued using the One Stop Marketing Solution service was the benefit it gave to the company followed by its necessity (25.00%) as trust in the system. (Table 10).

Table 11 Respondents' reason of not continuing to use One Stop Marketing Solution.

(n= 297)

Reasons of not continue using solution	Number	Percent
Not necessary to use the system	161	40.25
Don't trust in system	7	1.75
No benefit for the company	124	31.00
Reasonable price	1	0.25

*Multiple answers

Table 11 shows that the main reason for not continuing the use of One Stop Marketing Solution service by the majority of respondents (40.25%) was the system being unnecessary followed by (1.75%) its not being beneficial for the company and the respondents lack of trust in the system.

Business Process Solution

Table 12 Number of respondents using the Business Process Solution service.

(n=400)		
Do you use Business Process Solution service	Frequency	Percent
User	214	53.50
Non user	186	46.50

As presented in Table 12 53.50% of the respondents used Business Process Solution.

Table 13 The type of Business Process Solution Service used by the respondents.

(n= 214)		
Type of Business Process Solution	Number	Percent
Accounting system software	212	53.00
Manufacturing and planning	0	0.00
Purchasing and inventory service	3	1.40
Sales service	2	0.93
CRM service	1	0.46
Human resource service	1	0.46

*Multiple answers

Table 13 illustrates that majority of respondents at (53.00%) used Accounting system software which was followed by Purchasing and inventory service and Sales service at (0.75%) and Human resource service at (0.25%).

Table 14 Number of respondents who continued using the Business Process Solution Service using after three month trial.

(n= 214)

Continue using Business Process Solution	Frequency	Percent
Yes	2	0.50
NO	212	53.00

Only two respondents (0.50%) continued to use the Business Process Solution Service after the three month trial service.

Table 15 Respondents' reason of continued use of Business Process Solution Service.

(n= 2)

Reason of continue using solution	Number	Percent
Necessary to use	2	100.00
Trust in system	1	50.00
Benefit to company	2	100.00
Reasonable price	2	100.00

*Multiple answers

Table 15 illustrates that the main reasons for continued use Business Process Solution service was the necessity benefit it gave to the company.

Table 16 Respondents reason in not continuing using the Business Process Solution service.

(n= 212)

Reason of not continue using solution	Number	Percent
Not necessary to use the system	111	52.35
Don't trust the system	7	3.30
No benefit for the company	60	29.70
Reasonable price	2	0.94

*Multiple answers

Majority of the respondents (52.35%) indicated that it was not necessary to use the system as the reason in not continuing the use of Business Process Solution Service followed by no benefit for the company and lack of trust in the system (29.70%).

ICT & Office Assistant Solution

Table 17 Number of respondents using ICT & Office Assistant Solution.

(n= 400)

Items	Frequency	Percent
User	110	27.50
Nonuser	290	72.50

Only a third (27.50%) of the respondents used the ICT and Office Assistant solution service (Table 17)

Table 18 The type of ICT and Office Assistant Solution service use by the respondents.

(n= 110)

Type of ICT and Office Assistant Solution	Answer	No answer
Consulting service	104	94.54
IT equipment service and installation	4	3.96
Enquiry and solving service	5	4.54
Emergency service	2	1.81
Detect and service on site	0	0.00
Solving on site	1	1.81

*Multiple answers

Table 18 shows most of the respondents at (94.54%) used Consulting service followed by IT Equipment service and Installation at (1.00%) and Enquiry and solving service at (1.25%).

Table 19 Number of respondents who continued using by ICT & Office Assistant Solution after three month trial.

(n= 110)

Continue using ICT & Office Assistant Solution	Frequency	Percent
Yes	2	0.75
NO	108	27.34

Table 19 shows only 2 or 0.50% of the respondents who used ICT and Office Assistant Solution service continued using it after the three month trial period.

Table 20 Respondents reason for continuous use of ICT and Office Assistant Solution.

(n= 2)

Reason of continue using solution	Number	Percent
Necessary to use	2	100.00
Trust in system	1	0.50
Benefit to company	1	0'50
Reasonable price	1	(0.50

*Multiple answers

The respondents' reason for continued use of the ICT and Office Assistant Solution service was it being a necessity (Table 20).

Table 21 Respondents' reason for not continuous the use ICT and Office Assistant Solution service.

(n= 108)

Reason not continue using solution	Number	Percent
Not necessary to use the system	80	20.00
Don't trust in system	2	0.50
No benefit for the company	24	6.00
Reasonable price	1	0.25

*Multiple answers

As presented in Table21 20% of the respondents who discontinued using the ICT and Office Assistant Solution service found it not necessary to use as the main reason for shipping using the service.

Part III Attitude of SME customers towards service provider.**Table 22** Attitude of SME customers towards service provider.

(n= 400)

Items	least	Less	neutral	more	most	Mean	S.D.	Level
1.You trust in the brand of service provider	-	4	72	297	27	3.87	0.52	More
2.You trust in the network of the service provider	-	3	79	288	30	3.86	0.53	More
3.You trust in the salesperson	1	7	210	175	7	3.45	0.58	More
4.You rust in the product and service product and service	-	2	172	211	15	3.60	0.57	More
5.It is proper to accept the service	1	21	278	84	16	3.23	0.62	Neutral
6.Commercial advertising influenced service acceptance	-	7	131	241	21	3.69	0.60	More

Table 22 (Continued)

(n= 400)								
Items	least	Less	neutral	more	most	Mean	S.D.	Level
7.Suggestions of salesperson is right and clear	3	61	261	62	13	3.05	0.68	Neutral
8.It is convenient to ask for the service	1	7	118	257	17	3.71	0.59	More
9.Service ability of salesperson	2	62	276	48	12	3.02	0.64	Neutral
10.Free trial is concerning to the decision making	-	3	65	305	27	3.89	0.50	More
11.You like the new technology	-	3	191	186	20	3.56	0.60	More
12.After - sale service of salesperson	4	77	272	35	12	2.94	0.66	Neutral
13.It help reducing company expenses	1	33	334	17	15	3.03	0.53	Neutral

Table 22 (Continued)

(n= 400)

Items	least	Less	neutral	more	most	Mean	S.D.	Level
14.It help increasing the convenient of using	-	15	164	203	18	3.56	0.64	More
15.It help increasing the company income	6	53	317	11	13	2.93	0.59	Neutral
16.Solving the primary problem of call center	7	120	254	13	6	2.73	0.62	Neutral
17.Ability to solve the technical problem of support unit	3	95	280	16	6	2.82	0.58	Neutral
18.Ability to solve the primary problem of salesperson	3	79	287	24	7	2.88	0.59	Neutral
19.You satisfy with the problem follow - up of salesperson	4	83	281	24	8	2.87	0.61	Neutral
20.After the trial, you are willing to continue using the service	7	126	245	16	6	2.72	0.64	Neutral
Total						3.27		Neutral

Table 22 shown attitude of SME customers towards service provider they more trust in the brand, trust in the network, trust in the salesperson and trust in the product. The commercial advertising influenced service acceptance to use the solution. And the attitude neutrally to the salesperson suggestion to ask for the service, service ability and after sale service. The last attitude of SME customer towards the solution is to more help increasing the convenient of using. Neutrally to help increasing the company income, ability to solve the technical problem of support and after the trial to continue using the service.

Part IV The hypotheses testing is presented by descriptive between the characteristics and attitude of customer towards the services provider

Hypotheses testing

The following hypothesis was formulated to test the relationship between independent and dependent variables:

1. There is a relationship between the demographic factors of SME business customers and their attitude on “SME All In One Solution” promotion under the new Broadband True .
2. There is a relationship between character of entrepreneur and their attitude on “SME All In One Solution” promotion under the new Broadband True.

According to the first hypothesis testing by Chi-Square test as presented in Table 23, the four demographic factors (gender, age, education level and education field had statistical significant relationships at both 0.05 and 0.01 significant level with customer attitude on “SME All In One Solution” promotion under the new Broadband True.

Part IV: The relationship between the demographic and attitude of customer towards the services provider.

Table 23 The comparison of the relationships between the demographic and attitude of SME Business Customers towards SME All In One Solution under the New Broadband.

(n = 400)

	Demographic				
	Gender	Age	Education level	Position	Income
Attitude of customer	30.904	9.653*	0.530	4.730*	16.817**

Note: *refers to level of significant at 0.05

**refers to level of significant at 0.01

As shown in table 23, the result of t-test indicated that there were no significant differences among the mean values to the different gender , education level and Income of customers. This means that the gender , education level and income of respondents had no relationship or influence over their attitudes towards service provider. But there were relationship between characteristic age, education level, income, position and the attitude of customers towards services provider.

Table 24 The relationship between age and attitude of SME business customer towards SME All In One Solution under the new Broadband.

(n=400)					
Age	Attitude towards service provider		Total	χ^2	p - value
	(\bar{X} = <3.40)	(\bar{X} >3.40)			
	Moderate favorable	More favorable			
20-25	52 (92.9)	4 (7.1)	56	9.653	0.022*
26-30	59 (67.8)	28 (32.2)	87		
31-35	107 (69.9)	46 (30.1)	153		
≥36	75 (72.1)	29 (27.9)	104		
Total	293	107	400		

Note: number in () refer to percentage values

*refers to level of significant at 0.05

The age of the customer as shown in Table 24 was highly significantly related ($p < 0.05$) to the attitude of SME business customer towards SME All In One Solution under the new Broadband.

Table 25 The relationship between position and attitude of SME business customer towards SME All In One Solution under the new Broadband.

(n=400)

Position	Attitude towards service provider		Total	χ^2	p - value
	($\bar{X} = <3.40$)	($\bar{X} >3.40$)			
	Moderate favorable	More favorable			
Officer	137 (33.9)	37 (66.1)	174	4.730	0.030*
Managing director	156 (16.1)	70 (83.9)	226		
Total	293	107	400		

Note: number in () refer to percentage values

*refers to level of significant at 0.05

The position of the customer as shown in Table 25 was significantly related ($p < 0.05$) to the attitude of SME business customer towards SME All In One Solution under the new Broadband.

Table 26 The relationship between income and attitude of SME business customer towards SME All In One Solution under the new Broadband.

(n=400)

Income	Attitude towards service provider		Total	χ^2	p - value
	($\bar{X} = <3.40$)	($\bar{X} >3.40$)			
	Moderate favorable	More favorable			
<10,000	33 (94.3)	2 (5.7)	35		
10,001-20,000	65 (76.5)	20 (23.5)	85		
20,001-30000	68 (74.7)	23 (25.3)	91		
30,001-40,000	54 (65.1)	29 (34.9)	83	16.817	0.005**
40,001-50,000	40 (67.8)	19 (32.2)	59		
>50,000	33 (70.2)	14 (29.8)	47		
Total	293	107	400		

Note: number in () refer to percentage values

** refers to level of significant at 0.01

The income of the customer as shown in Table 25 was significantly related ($p < 0.01$) to the attitude of SME business customer towards SME All In One Solution under the new Broadband.

Table 27 The comparison of the relationship between the character of entrepreneur and attitude of SME Business Customers towards SME All In One Solution under the New Broadband.

(n =400)

	Character of entrepreneur				
	Type of business	Type of application			
		Communication Solution	One Stop Marketing	Business process	ICT&
Attitude of customer	30.904***	0.454	4.025*	0.003	1.989

Note: *refers to level of significant at 0.05

**refers to level of significant at 0.01

***refers to level of significant 0.001

As shown in table 27, the result of Chi- Square test indicated that there were significant differences among the values type of the business character of entrepreneur. This means that the type of the business respondents had relationship or influence over their attitudes towards service provider. And type of application is one stop marketing were significant of respondents had relationship over their attitudes towards service provider.

Table 28 The relationship between type of business and attitude of SME business customer towards SME All In One Solution under the new Broadband

(n = 400)

Type of business	Attitude towards service provider		Total	χ^2	p - value
	($\bar{X} = <3.40$)	($\bar{X} >3.40$)			
	Moderate favorable	More favorable			
Wholesale & Commerce	72 (73.5)	26 (26.5)	98	30.904	0.000***
Import / Export	62 (74.7)	21 (25.3)	83		
Industry	33 (84.6)	6 (15.4)	39		
Producer & Warehouse	64 (75.3)	21 (24.7)	85		
Property / Bank	29 (87.9)	4 (12.1)	33		
/Insurance	27 (52.9)	24 (47.1)	51		
Service / Professional service	6 (54.5)	5 (45.5)	11		
Education / Edutainment					
Total	293	107	400		

Note: number in () refer to percentage values

***refers to level of significant at 0.001

The type of the business as shown in Table 28 was highly significantly related ($p < 0.001$) to the attitude of SME business customer towards SME All In One Solution under the new Broadband.

Table 29 The relationship between type of application is one stop marketing and attitude of SME business customer towards SME All In One Solution under the new Broadband.

n =400)

One stop marketing solution	Attitude towards service provider		Total	χ^2	p - value
	($\bar{X} = <3.40$)	($\bar{X} >3.40$)			
	Moderate favorable	More favorable			
Use	225 (71.0)	92 (29.0)	317	4.025	0.028*
Not Use	68 (81.9)	15 (18.1)	83		
Total	293	107	400		

Note: number in () refer to percentage values

* refers to level of significant at 0.05

The type of application is one stop marketing as shown in Table 29 was significantly related ($p < 0.05$) to the attitude of SME business customer towards SME All In One Solution under the new Broadband.

DISCUSSION

After the clients have used the product, they would have continued to use it. However, it's found that after the three months trial period, some clients had decided to stop using this service. They only applied to use the fix line phone , Hi speed Internet, an orange Sim card orange in communication Solution. For those 3 Solutions One Stop Marketing Solution this solution will increase sales opportunity product and service and can post product images and trade through the website, Business Process Solution , reduce risk and waste in your IT process and hardware equipment Provides SMEs with outsourced program services and access to business applications through the Internet. Service application include customer order management, inventory management and accounting systems. And ICT & Office Assistant Solution for all problems from major IT problem to daily office problem such as electricity and air-condition etc. This solution for office assistant that ready to solve all management problems from planning and designing IT system and purchasing equipment to daily office problem such as electrical and air-conditioning system problem. All of three solution that offered by True, clients were not interested in continually using them. Therefore, this is bringing a chance for product improvement to better serve clients' needs.

The results of continued using One Stop Marketing Solution, Business Process Solution, and ICT & Office Assistant Solution were less than the continued using of Communication Solution. This is because it is not necessary to use it now. It did not mean that the attitude of consumer were low. As Scholl mentioned that a consumer's attitude do not always predict purchase behavior. A person may hold very favorable attitudes toward a product but not buy it because of some inhibiting factor. Typical inhibitors are not having enough money or discovering that your preferred brand is not available when you want to buy it. Under such circumstances, purchase behavior may even contradict attitudes.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Research results show that the majority of respondents have age from 31-35 years old (38.3%) the most moreover most of them hold Bachelor degree (84.8%). Officers (43.5%) were the most position that used SME All in One Solution. Import-Export was the most of type of business that used it. This indicates that most of the users were adult and had a good education on Bachelor degree.

The majority of respondents (98.75%) used Communication Solution with Hi Speed Internet the most (69.5%). After trial 3 months free most of respondents (96.75%) continued to use with the reason of necessary to use the most (82.50%). This indicates that most of the user was favorable towards the product and service after trial.

The majority of respondents (79.25%) used One Stop Marketing Solution with Shop searching service the most (75.75%). Most of the respondents (74.25%) did not continue using One Stop Marketing Solution because of unnecessary to use the system (40.25%).

The majority of respondents (53.50%) used Business Process Solution with Accounting system Software the most (53%). Most of respondents (53%) did not continue using Business Process Solution because of unnecessary to use the system (27.75%)

The majority respondents (72.5%) was not use ICT & Office Assistant Solution with Consulting service (26%). Most of respondents (27%) did not continue using ICT & Office Assistant Solution because of unnecessary to use the system (20%).

1. Demographic factors of the consumer

Data from the finding indicated that the majority of respondents were male with age between 31-35 years old the most. Most of them hold the Bachelor degree and had the position as officer the most of the respondent earned income between 20,001-30,000 Baht per month the most. The majority the segment of business of respondents was Import-Export.

2. The attitude of consumers to trail All In One Solution

The results illustrated that most of respondents continued to use High Speed Internet of Communication Solution the trial in the reason that it was necessary for them to use. But, for One Stop Marketing Solution, Business Process Solution, ICT & Office Assistant Solution, most of the respondent did not continue using it after the trial since they found that the service were of no necessary.

3. Relationship between characteristics and attitude

Hypothesis I: There is a relationship between the demographic factors of solution provider and attitude on “SME All In One Solution” promotion under the new broadband True

From the analysis, the gender and education level of respondents had no relationship with attitude, but the age, position, and income were found to be highest significant related towards the attitude.

Hypothesis II: There is a relationship between characteristic of entrepreneur and customers attitude on “SME All In One Solution” promotion under the new Broadband True.

From the analysis the type of business had relationship with attitude and were found to be highest significant related towards the attitude. And type of application is the one stop marketing

were found to be significant related towards the attitude.

4. Customers' problems and suggestions

The result of the study attitude of the customer towards service provider as the followings items

1.The problems that most the customer do not continue using the new solution (One Stop marketing solution, Business process solution and ICT & Office assistant) after trial in three months .Because the business of customer are not to necessary to use and no benefit for their company. The type of application is not suitable for the type of business.

2.The solution provider present the new solution to support customer need. The customers SME business in Bangkok who are need in their business grow revenue, reduce expense and enhance convenience.

Recommendations

Based in the finding of this study, the majority of customers to use the traditional product (Communication solution). And the new solution the customers not continue using after trial in three months. the following issues are recommended:

- 1.The solution provider to develop the solution to suitable for the type of business.
2. The solution provider to create the solution support the business of customer to grow revenue, reduce expense and enhance convenience. And get benefit to their company.
3. Additional information on how to use the product.

4. Improving customer service involves making a commitment to learning what our customers' needs and wants are, and developing action plans that implement customer friendly processes.
5. Providing excellent customer service is one way a small business can distinguish itself from the competition.
6. Offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Recommendation for the Further Study

This research study was conducted with the customers who not continue using the new solution (One stop marketing solution, Business process solution and ICT & Office assistant solution). After trial in three months. The study would be more complete if the researcher should to closed interview the user because the data to receive are clear and know the real need of user. Customers and recognize their individual needs. Offering really is something that your customer can value; that's the key to good customer service. List of customer service ideas that you might use to provide customer service that outshines the customer service your competitors provide, it's time to look at implementing shiny customer service. Providing customer Service that shines will involve expanding your operations Provide your services in customer's homes to outdo the services the competition provides.

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Appendix

Please answer the entire questionnaire by yourself

Part I Demographic of customer

1. Gender

☐ Male

☐ Female

2. Age

☐ > 20

☐ 20-25

☐ 26-30

☐ 31-35

☐ 36-40

☐ < 40

3. Education Level

☐ High School

☐ Bachelor Degree

☐ Master Degree

☐ Doctoral Degree

4. Position

☐ Officer

☐ Manager

☐ Managing Director , Owner

☐ Other

5. Income

☐ >10,000 Baht

☐ 10,001-20,000 Baht

☐ 20,001- 30,000 Baht

☐ 30,001-40,000 Baht

☐ 40,001- 50,000 Baht

☐ < 50,000 Baht

Part II Type of SME

Consumer

1.Type of Business

- | | |
|--|--|
| <input type="checkbox"/> Wholesales and Reseller | <input type="checkbox"/> Service |
| <input type="checkbox"/> Export | <input type="checkbox"/> Producer |
| <input type="checkbox"/> Industry | <input type="checkbox"/> Education , Entertainment |
| <input type="checkbox"/> Warehouse | <input type="checkbox"/> Professional Service |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Other |
| <input type="checkbox"/> Property / Bank / Insurance | |

Type of Solution

1.Communication Solution

1.1 Do you use Communication Solution

- ☐ Yes ☐ No (If you answer no , please skip to question 2)

1.2 Which one are you request of Communication Solution service do you use ? (You can answer more than one)

- ☐ Fixed Line
- ☐ Mobile Orange
- ☐ Hi Speed Internet
- ☐ Wireless Group Call (PCT)

1.3 Do you continue using Communication Solution service after three-month trial?

- ☐ Yes (Please answer question 1.4) ☐ No (Please answer question 1.5)

1.4 The reason you continue using Communication Solution service is that :

- ☐ Necessary to use
- ☐ Trust in system
- ☐ Benefit that company get
- ☐ Price is reasonable
- ☐ Other.....

1.5 The reason you stop using Communication Solution service is that :

- ☐ Not necessary to use the system ☐ Don't trust in system
- ☐ No benefit for the company
- ☐ The price is too high. The reasonable price is
- ☐ Other.....

2. One Stop Marketing

2.1 Do you use 1 Stop Marketing Solution service

- ☐ Yes
- ☐ No (If you answer no , please skip to question 3)

2.2 Which one are you request of 1 Stop Marketing Solution service do you use ? (You can answer more than one)

- ☐ Auction service
- ☐ Purchasing and sale service
- ☐ Shop searching service

2.3 Do you continue using 1 Stop Marketing Solution service after three-month trial?

- ☐ Yes (Please answer question 1.4)
- ☐ No (Please answer question 1.5)

2.4 The reason you continue using 1 Stop Marketing Solution service is that:

- ☐ Necessary to use
- ☐ Trust in system
- ☐ Benefit to company
- ☐ Price is reasonable
- ☐ Other

2.5 The reason you stop using 1 Stop Marketing Solution service is that :

- ☐ Not necessary to use the system
- ☐ Don't trust in system
- ☐ No benefit for the company
- ☐ The price is too high. The reasonable price is
- ☐ Other.....

3. Business Process Solution

3.1 Do you use Business Process Solution service

- ☐ Yes
- ☐ No (If you answer no , please skip to question 4)

3.2 Which one are you request of Business Process Solution service do you use ? (You can answer more than one)

- ☐ Accounting system software
- ☐ Manufacturing and planning
- ☐ Purchasing and inventory service
- ☐ Sales service
- ☐ CRM service
- ☐ Human resource service

3.3 Do you continue using Business Process Solution service after three-month trial?

- ☐ Yes (Please answer question 1.4) ☐ No (Please answer question 1.5)

3.4 The reason you continue using Business Process Solution service is that :

- ☐ Necessary to use
☐ Trust in system
☐ Benefit to company
☐ Price is reasonable
☐ Other

3.5 The reason you stop using Business Process Solution service is that :

- ☐ Not necessary to use the system
☐ Don't trust in system
☐ No benefit for the company
☐ The price is too high. The reasonable price is
☐ Other.....

4 ICT& Office Assistant Solution

4.1 Do you use ICT & Office Assistant Solution

- ☐ Yes ☐ No (If you answer no , please skip to Part 3)

4.2 Which one are you of ICT & Office Assistant Solution service do you use ? (You can answer more than one)

- ☐ Consulting service
☐ IT Equipment service and Installation
☐ Enquiry and solving service
☐ Emergency service
☐ Detect and service on site
☐ Solving on site

4.3 Do you continue using ICT & Office Assistant Solution service after three month trial?

- ☐ Yes (Please answer question 1.4) ☐ No (Please answer question 1.5)

4.4 The reason you continue using ICT & Office Assistant Solution service is that :

- ☐ Necessary to use
☐ Trust in system
☐ Benefit to company
☐ Price is reasonable
☐ Other

4.5 The reason you stop using ICT & Office Assistant Solution service is that :

- ☐ Not necessary to use the system
- ☐ Don't trust in system
- ☐ No benefit for the company
- ☐ The price is too high. The reasonable price is
- ☐ Other.....

Part 3 Customer attitude towards SME All In One Solution Under the New Broadband True.

You decided to use the service is because:

Phrase	More important <- -> less				
	5	4	3	2	1
You trust in the brand of service provider					
You trust in the network of the service provider					
You trust in the salesperson					
You trust in the product and service					
It is proper to accept the service					
Commercial advertising influenced service acceptance					
Suggestions of salesperson is right and clear					
It is convenient to ask for the service					
Service ability of salesperson					
Free trial is concerning to the decision making					
You like the new technology					
After – sale service of salesperson					
It help reducing company expenses					
It help increasing the convenient of using					
It help increasing the company income					
Solving the primary problem of call center					
Ability to solve the technical problem of support unit					
Ability to solve the primary problem of salesperson					
You satisfy with the problem follow - up of salesperson					
After the trial, you are willing to continue using the service					

BIOGRAPHICAL DATA

Name : Ms. Tueanjai Mitmana

Date of birth : 24 October, 1970

Place of birth : Bangkok

Education background : Bachelor Degree from Ramkamhaeng University (B.A.)

Occupation : Senior Account Executive

Office : True Corporation Public Company Limited