

CONSUMER BEHAVIOR OF DIGITAL PRINTING BUSINESS IN DUSIT, BANGKOK

Wat Ploysri¹, Krairop Charoensopa²& Montree Sairotrung³

¹*Department of Printing Industry, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand,*

²*Department of Printing Industry, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand,*

^{*}*Finance division the office of the president, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

E-Mail: ¹wat.pl@ssru.ac.th, ²krairop.ch@ssru.ac.th, ³montree.ch@ssru.ac.th

ABSTRACT

This study aimed to investigate and compare factors affecting receiving services in digital printing establishments of the target group including 80 consumers who received services in the digital printing establishments in Dusit district, Bangkok. The results elucidated that the highest factor affecting receiving services in digital printing establishments of the target group was the product and production and followed by the price which had a high level of decision on receiving services. In addition, the result of comparing behaviors of consumers towards receiving services in digital printing establishments by categorizing gender, age, career and income showed that there was no significant difference on behaviors of consumers towards receiving services in digital printing establishments.

Keywords: Behaviors of Receiving Services, Printing Establishments, Digital Printing

INTRODUCTION

Thai print media has been on a downward trend since 2014 due to (1) the continuous decrease of magazine advertising budget by an average of 14% during 2006 to 2016, (2) the lower number of print media readers and print media as a result of online media influence which consequently entails the reduction of printing media production volume as well as advertising budget, (3) the slower and less convenient accessibility of print media comparing to online media that can deliver information faster and easier, and (4) the increase of printing costs each year especially the paper cost which is the main cost of printing houses that resulted in their unaffordability of production cost [1].

The scholars indicate survival guidelines for printing houses nowadays [1], [2] that (1) the printing houses should simultaneously publicize online and offline, (2) their printing media should be changed into a free copy, (3) they should create new alternative business models to find new ways of incomes, (4) they should hire other printing establishments in producing to reduce the costs as well as to create higher flexibility in managing costs, (5) they should reduce the full-time staffs and hire freelance staffs due to the cheaper wage of freelancers, and (6) they should adjust themselves to new technologies as well as contents for media presentation.

Digital Printing is a printing system where the data files are directly transferred onto the sheet of paper. As there is no plate preparation process, the duration of printing media production is shorter. In addition, it can print onto various substrates, produce printed images that create sharp definitions and beautiful colors as well as also reduce the limitation of minimum amount of production [3].

Therefore, the researcher would like to investigate behaviors of receiving services in digital printing establishments of customers in Dusit district in Bangkok in order to find out the factors affecting receiving services in order to provide useful information as a guideline for entrepreneurs who are going to run printing-media business as well as effectively produce digital printing media that meet the consumers' demand.

OBJECTIVE

1. To investigate behaviors of receiving services in digital printing establishments of customers in Dusit district in Bangkok
2. To compare behaviors of receiving services in digital printing establishments of customers in Dusit district categorized by gender, age, career and income

METHODOLOGY

The research procedures could be explained as followed [4]:

1. Gather relevant information by reviewing documents and literature to develop research instruments and data analysis methods

2. Draft a questionnaire to investigate behaviors of receiving services in digital printing establishments of customers in Dusit district in Bangkok, and data interpretation was as followed [5]:

Level 5, an average of 4.51-5.00 refers to the highest level of decision in receiving services

Level 4, an average of 3.51-4.50 refers to a high level of decision in receiving services

Level 3, an average of 2.51-3.50 refers to a moderate level of decision in receiving services

Level 2, an average of 1.51-2.50 refers to a low level of decision in receiving services

Level 1, an average of 1.00-1.50 refers to the lowest level of decision in receiving services

3. After completing questionnaire draft, the draft was evaluated by the experts to examine whether there was any drawback. The draft would be adjusted in case of having drawbacks. After the adjustment, the second draft of questionnaire was evaluated by experts to measure its validity (Item Objective Congruence: IOC). If there are more suggestions, the second draft will be re-adjusted. The second draft was then used to develop a questionnaire and try out as a pilot study with participants who had the same characteristics to the target group. However, these participants were not included as samples in the current study.

4. Use 30 copies of developed questionnaire to survey digital printing establishments. The survey was conducted by the researcher. After receiving the data, the reliability of the questionnaire was assessed using Alpha-Coefficient, and the result showed the Alpha-Coefficient higher than 0.70 [6], [7].

5. Use the result of validity and reliability to adjust the questionnaire again in order to get the final version of the questionnaire.

6. Gather data from 80 samples out of the population including customers who received services in digital printing establishments of customers in Dusit district in Bangkok by using sending – receiving the questionnaire via internet [8].

7. Analyze data through statistical software by employing the statistics of frequency, percentage, standard deviation and F-test.

8. Summarize data and report the results.

RESULTS

The results of the study could be classified into 2 sections as followed:

1. The result of analyzing general background and behaviors of receiving services in digital printing establishments of the target group

The result of analyzing general background and behaviors of receiving services in digital printing establishments of the target group according to the data collection showed that most samples were female aged lower than 30 years old, and most of them were students and government officers having the average income not higher than 20,000 Baht. Furthermore, their behaviors of receiving services in digital printing establishments in Dusit District in Bangkok could be presented as in the Table 1.

Table 1
The analysis of behaviors of receiving services in digital printing establishments of the target group

Factors affecting receiving services in digital printing establishments in Dusit district	\bar{x}	S.D.	Data Interpretation
Product and production	3.94	0.88	High
Price	3.86	1.59	High
Location	3.81	1.39	High
Promotion	3.68	1.91	High
Personnel and services	3.74	2.04	High
Total	3.80	1.56	High

It was presented that there was a high level of the overall factors affecting receiving services in digital printing establishment in Dusit district. The highest factor affecting receiving services in digital printing establishments of the target group was the product and production, following by the price and the lowest factor was promotion.

2. The result of comparing behaviors of receiving services in digital printing establishments of the target group in Dusit, Bangkok, categorizing by personal background could be presented as in the Table 2 to 5

Table 2
The comparison of behaviors of receiving services in digital printing establishments of the consumers in Dusit district categorizing by gender

Behavior of Consumers	Source of variance	SS	df	MS	F	P
Product and production	Between Groups	1.228	1	1.228	2.985	0.088
	Within Groups	32.092	78			
	Total	33.320	79			
Price	Between Groups	1.865	1	1.865	1.431	0.235
	Within Groups	101.632	78			
	Total	103.497	79			

Behavior of Consumers	Source of variance	SS	df	MS	F	P
Location	Between Groups	0.001	1	0.001	0.001	0.972
	Within Groups	67.154	78	0.861		
	Total	67.156	79			
Promotion	Between Groups	0.836	1	0.836	0.385	0.537
	Within Groups	169.463	78	2.173		
	Total	170.299	79			
Personnel and services	Between Groups	1.391	1	1.391	0.653	0.422
	Within Groups	166.268	78	2.132		
	Total	167.659	79			

p<.05*

According to the table 2, there was no significant difference on the overall behaviors and each behavior of receiving services in digital printing establishments of the consumers in Dusit district categorizing by gender.

Table 3
The comparison of behaviors of receiving services in digital printing establishments of the consumers in Dusit district categorizing by age

Behavior of Consumers	Source of variance	SS	df	MS	F	P
Product and production	Between Groups	0.052	2	0.026	0.060	0.941
	Within Groups	33.268	77			
	Total	33.320	79			
Price	Between Groups	1.179	2	0.590	0.444	0.643
	Within Groups	102.318	77			
	Total	103.497	79			
Location	Between Groups	809	2	0.404	0.469	0.672
	Within Groups	66.347	77	0.861		
	Total	67.156	79			
Promotion	Between Groups	1.536	2	0.836	0.385	0.537
	Within Groups	169.762	77	2.173		
	Total	170.299	79			
Personnel and services	Between Groups	1.738	2	0.869	0.403	0.669
	Within Groups	165.921	78	2.155		
	Total	167.659	79			

p<.05*

It was elucidated in the table 3 that there was no significant difference on the overall behaviors and each behavior of receiving services in digital printing establishments of the consumers in Dusit district categorizing by age.

Table 4
The comparison of behaviors of receiving services in digital printing establishments of the consumers in Dusit district categorizing by career

Behavior of Consumers	Source of variance	SS	df	MS	F	P
Product and production	Between Groups	1.166	3	0.389	0.919	0.436
	Within Groups	32.154	76			
	Total	33.320	79			
Price	Between Groups	2.117	3	0.706	0.529	0.664
	Within Groups	101.380	76			
	Total	103.497	79			
Location	Between Groups	3.098	3	1.033	0.843	0.843
	Within Groups	64.057	76	0.843		
	Total	67.156	79			
Promotion	Between Groups	3.868	3	1.289	0.389	0.624
	Within Groups	166.431	76	2.190		
	Total	170.299	79			
Personnel and services	Between Groups	6.594	3	2.198	1.037	0.381
	Within Groups	161.066	76	2.119		
	Total	167.659	79			

p<.05*

According to the table 4, there was no significant difference on the overall behaviors and each behavior of receiving services in digital printing establishments of the consumers in Dusit district categorizing by career.

Table 5
The comparison of behaviors of receiving services in digital printing establishments of the consumers in Dusit district categorizing by income

Behavior of Consumers	Source of variance	SS	df	MS	F	P
Product and production	Between Groups	0.558	3	0.186	0.431	0.731
	Within Groups	32.762	76			
	Total	33.320	79			
Price	Between Groups	3.639	3	1.213	0.923	0.434
	Within Groups	99.858	76			
	Total	103.497	79			
Location	Between Groups	3.241	3	1.080	1.285	0.286
	Within Groups	63.915	76	0.841		
	Total	67.156	79			
Promotion	Between Groups	6.918	3	2.306	1.073	0.366
	Within Groups	163.381	76	2.150		
	Total	170.299	79			
Personnel and services	Between Groups	8.911	3	2.970	1.422	0.243
	Within Groups	158.748	76	2.089		
	Total	167.659	79			

p<.05*

It is shown in the table 5 that there was no significant difference on the overall behaviors and each behavior of receiving services in digital printing establishments of the consumers in Dusit district categorizing by income.

CONCLUSION AND FUTURE WORK

The results of investigating behaviors of receiving services in digital printing establishments of customers in Dusit district illustrated that

1. There was a high level of the overall decision in receiving services on product and production. According to the result, the consumers selected on the material quality and various printing material choices, following by the punctual and errorless production, the use of up-to-date printing machine as well as the precise color production to the needs respectively.

2. There was a high level of the overall decision in receiving services on price. The result showed that the consumers selected on the reasonable price compared to the printing quality, the stable price, the clear product identification label as well as the cheaper price compared to other printing establishments.

3. There was a high level of the overall decision in receiving services on location. The result showed that the consumers selected on the interior decorative atmosphere, the suitable site, the ample and sufficient parking space, the suitable opening and closing time as well as the cleanse of the printing establishment.

4. There was a high level of the overall decision in receiving services on promotion. According to the result, the consumers selected on the premium reward for customers, the public relations through various media as well as the discount.

5. There was a high level of the overall decision in receiving services on personnel and services. The result showed that the consumers selected on the equality of personnel's services, the sufficient number of personnel for services, the attentive and enthusiastic characteristics and service readiness of the personnel, the politeness and good personality and appropriate dressing of the personnel as well as the working skill and efficiency of the personnel.

After comparing, there was no statistically significant differences on gender, age, career and income of behaviors of receiving services in digital printing establishments of customers in Dusit district.

The suggestion for the future studies was that the qualitative method, such as the in-depth interview should be employed in order to get the further information which the quantitative data cannot explain.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- [1] Sam Ponsan. (2016), Summary of Thai Print Media Situations in 2016, URL: <https://www.mangozero.com/thai-print-in-2016/>
- [2] Phikunthip Yurapan. (2018), Mission Possible? The Survival of Local Newspapers in the Digital Age, URL: <https://www.tcijthai.com/news/2018/9/scoop/8325>
- [3] SCG Packaging. (n.d.), Digital printing, URL: https://www.scgpackaging.com/services-solution/packaging-printing-solutions/5/TH?fbclid=IwAR20descp6izPVkxvmQhfgY4Fm_1IHVYfICPjr9UPPisRi6q3iAm7oDbyns

- [4] Wannee Kaemkate (2012). Behavioral-Science Methods. The 3rd edition. Bangkok, Chulalongkorn University Press. Pp. 205-235
- [5] Best, J.W. (1970). Research in Education. 2nd ed. New Jersey, Prentice-Hall.Pp.175
- [6] Bavornluck, K. (2015), Market Factors Influencing the Decision to Patronage Low Cost Carriers, *Procedia - Social and Behavioral Sciences, 7th World Conference on Educational Sciences*, Vol.197, Pp. 2097-2102
- [7] Luan Saiyod and Aungkana Saiyod. (1995). Educational Research Techniques. Bangkok, Suviriyasan. Pp.192-219
- [8] Suppawan, P. (2017), Development Competency-Based Training Course In Paper Packaging Design For Designer In Bangkok, Thailand, *Proceedings of 64th The IRES International Conference*, Pp. 82-84