

ABSTRACT

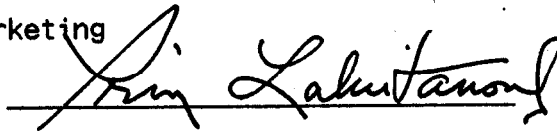
Title : The Consumer Attitude Towards Satellite Dish in Bangkok Metropolitan Area

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Major Field : Marketing

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The purpose of this study was to investigate the attitudes of the consumers living in the area of Bangkok Metropolis towards satellite dishes. Hopefully, this study will be beneficial to those who are interested in satellite dishes, which are newly introduced to Thailand. It is likely that they will be very popular in the future. This trend will be clearly reflected especially when the first satellite dish entitled "THAI-COM" is initiated on December 5, 1993. This will result in another active move after the decline due to the price competition. The price was lowered gradually and eventually to the minimum. Some small business firms could not copy with such low price and finally quit. Some turned to be representatives of a new business firms.

It is found that most consumers agreed with the price and felt that satellite dishes were necessary to enable the

Bangkokians to cope up with any advancement taking place. The consumers regarded the price the most important factor in making decisions of the purchase. The next most important factors were the brand and after sale services. It was found that education level and income had nothing to do with this decision. It was felt by the consumers that advertisement and sales promotion were very essential. The mass media that the consumers were pleased with were television, and newspaper. A free gift was not considered when making the decision.

After a tough competition, traders switched to please the customers with after sale services instead. Due to free competition, the consumers received benefits most. It could be said that the market for satellite dishes is still at the initial stage. The consumer's demand is still high only minority of the consumers have the satellite dishes installed, so there are many more who are thinking and hesitating. They hope that the price will even go down again. Moreover, they feel that in the near future, there will be a newer product available in the market so the idea of having a satellite dishes installed can be postponed for a while.

As for suggestions to those who like to produce satellite dishes, it is found that this kind of product is interesting and it tends to occupy more of the market. The government should support those who want to create foreign markets and at the same time should protect the rights of domestic consumers to make sure that they receive maximum benefits.