

**TARGET CUSTOMER OF
CLEANING INTEGRATED SERVICE**



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Tamonwan Pornwittaya

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TAMONWAN PORNWITTAYA 5949108

M.M. (LEADERSHIP AND HUMAN RESOURCE MANAGEMENT)

THERMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. CHANIN YOOPETCH, Ph.D., ASST. PROF. WINAI WONGSURAWAT, Ph.D., PROF. BARBARA IGEL, Ph.D.

ABSTRACT

Nowadays, people lifestyle has changed and as a result, the demand for cleaning service increases. The objective of this research is to identify target customer and analyze insight of cleaning integrated service which is the new service “Maid Delivery” plans to offer customer in the third quarter of 2018. The scope of study is limited to residential household in Bangkok which is the area where Maid Delivery runs its business.

This research used quantitative approach and gather data through online questionnaire survey which has 2 parts. The first part has service information and 22 Likert scale questions which aim to find data for insight analysis. The second part has 11 questions which aim to find respondent general information and past behavior.

The finding of this research shows many useful information. Firstly, it illustrates top 3 perceived values and perceived risks of customer. Secondly, it also represents the willingness to pay of customer. Thirdly, it presents relationship of perceived value, perceived risk and willingness to pay on purchase intention. And lastly, it indicates the difference view between gender and age group.

KEY WORDS: Cleaning integrated service / Purchase intention / Willingness to pay / Perceived value / Perceived risk

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CHAPTER I

INTRODUCTION

There are many reasons why cleaning services is on demand now. As time passed, people's lifestyle has changed. In the past 5-8 years, people choose condo as a living place over other type of residences (Tiansri, S., 2017). This means they live in a smaller place and live-in maid is no longer suitable for their need. Still, doing the cleaning by themselves is not their choice either. People nowadays want convenient and will not spend time on things they think not necessary. They prefer to pay to get those things done so that they can spend time on working for more money instead (Nuttaputch, W., 2015).

Also, people's purchasing behavior in almost every generations has changed as well. Now people spend money for their wellness (Marketeer, 2017). People in generation Y care about their health so they pay attention to take care of it well. One of the things they are interested in is product or service for health (Chutipat, V., 2013). Cleaning service makes the house hygienically clean so it is one of services they are interested in. In the same time, people in older generation spend more money on improving their quality of living and on improving their house condition, compare to the past (Bangkokbiznews, 2017).

With this change in lifestyle, it makes cleaning business one of the most attractive businesses in Thailand. For supply side, the business itself needs low investment and not-so-advanced technology which attracts a lot of investors. This business sector grow fast and is quite big now. As a result, there are a lot of new cleaning service providers in each year. In the past, most of the cleaning service provider are foreign companies. However, the proportion changes to 50% foreign companies and 50% Thai companies now (Matichon, 2009). For customer side, it can be implied from the information above that the demand for cleaning service is increasing.

With better communication, customer can now easily access to cleaning service provider. And with constant technology improvement, there are many options

customer can choose in order to get their house clean such as cleaning by machine, washing fabric-made furniture by dry cleaning or even traditional cleaning by maid. Cleaning integrated service is one of those options. It is a cleaning service for carpet, curtain, bed mattress and sofa by special vacuum cleaner and special cleaning liquid to remove dust, dust mite and bacteria that are in the furniture and cannot be clean by normal equipment and supplies. The example of cleaning integrated service providers are Premiere healthy clean company, Vcleaner company, etc.

Maid Delivery is the cleaning service provider in Bangkok, found in 2010. As in 2017, it has 54 cleaning staffs with more than 500 regular customers. As implied from information above, there are opportunity from market trend as well as current customer demand. With advantage of existing knowledge, skill and staff, Maid Delivery wants to provide additional cleaning integrated service to customers.

This paper aims to identify and analyze the target customer of cleaning integrated service in Bangkok in order to improve the cleaning integrated service and its business management to match with target customer's demand.

1.1 Problem Statement

To be successful in do the business, good quality service isn't enough. The understanding of customer is also important. Using the knowledge of customer insight, service provider can efficiently run the business by reducing cost of management and increase a chance of customer using the service. Although there are many research about cleaning business, but there is none that focus on cleaning integrated service.

1.2 Research Question

This paper aims to identify and analyze the target customer of cleaning integrated service in Bangkok. The research questions are

1. Who are target customer of cleaning integrated service in Bangkok?
2. What are the values that customer want from using cleaning integrated service?

3. How much they are willing to pay?
4. What are their selection criteria?

1.3 Research Objectives

1. To identify target customer of cleaning integrated service in Bangkok
2. To find insight of cleaning integrated service's target customer in Bangkok

1.4 Research Scope

The scope of this study is limited to the residential household in Bangkok. They can either live in condo/apartment, detached house, townhouse, townhome or commercial building.

1.5 Expected Benefit

1. To use the information in order to provide suitable service for customers.
2. To use the information in order to set suitable price.
3. To use the information in order to reach target customer.

CHAPTER II

LITERATURE REVIEW

2.1 Cleaning Integrated Service Business

The term cleaning service business has been defined many times before. International cleaning service association defines cleaning service business as the business that offers cleaning service to building, factory and other places or send cleaning staff to the place of service receiver both permanent and temporary or provide cleaning service for other cleaning service providers. World Trade Organization (WTO) categorizes cleaning service business into 4 types which are sewage, rat, termite, bug and germ elimination service, glass cleaning service, building cleaning service and other cleaning services (Matichon, 2009).

However, the term cleaning integrated service business has rarely been used. In one research, house cleaning and service integration is defined as business that offer cleaning service in residence and additional service to increase value to consumer (Kamtorn, L., 2015). From all given definitions, it can be summarized that one definition of cleaning integrated service business is the business that offers cleaning service for furniture and objects that needed special cleaning method.

2.2 Purchase Intention

To study about target customers, one of the topic many researchers focus on is purchase intention. One researcher defines purchase intention as the possibility of a consumer to make decision to buy a product or to visit a store that offers the services, taking account of value and benefits perceived by consumer (Mei-Fang, C., & Chia-Lin, L., 2015). Another researcher defines purchasing decision as willingness to buy from businesses which can be on both offline and online platform (Yan, P., & Dan, K., 2015). Purchase intention is also described as the possibility that an individual will buy from a

retailer through any channels as a result of a website visit (Naveen, G., Pelin, B., & Mike, E., 2016). In this paper, purchase intention is defined as the likelihood that individual will purchase service in exchange with his/her expected benefit from that service.

2.3 Willingness to pay

Many researchers in marketing field has defined willingness to pay before. One said that willingness to pay is the economic term for the maximum amount a customer is willing to pay for a range of goods (Elahe, F., Suhaiza, Z., Mohammed, I., & Kanagi, K., 2016). Another said that willingness to pay is the maximum price buyer is willing to pay for a product or service under given circumstances of time and place (Ashutosh, D., Kenneth, D. H., & Sujay, D., 2014). Willingness to pay can also be defined as individual's maximum willingness to pay for availing a particular service or for consumption of a particular product (Aindrila, B., 2016). In this paper, willingness to pay is the maximum price consumer willing to pay for the expected benefit from service.

2.4 Perceived Value

To study customer's insight, the concept of perceived value has been studied many times before. Perceived value is defined as the things customer thinks he/she will get for a certain amount of money, time and effort he/she spend. It is generally seen as a combination of two parts, the benefits received such as functional, economic and social and the cost paid by customer such as price, time, effort, risk and convenience (Jyoti, S. K., & Harsh, V. V., 2011). It can also be defined as the overall evaluation of product utility of customer based on perception of what he/she gets and what he/she has to pay. Value in this case composes of functional and non-functional utility (Nguyen-Hau, L., Hai-Minh, T. N., & Tuan, V. N., 2013). Some researcher explains perceived value as an extensive reflection of what is received and what is given during purchase decision (Chuan, S., Song, S., & Jinsong, H., 2013). In this paper, perceived value is defined as

the benefit customer think he/she would get from the service in exchange for the money he/she pay. Thus, the hypothesis is developed as follow,

1. Service receiver wants their house to be hygienically clean which would also help with his/her health condition.
2. Service receiver wants to extend carpet, curtain, bed mattress and sofa's lifespan and make them look new.
3. Service receiver wants to save his/her time so he/she hires others to do the work for them.
4. Service receiver wants the money he/she spend to be worth the result.

2.5 Perceived risk

Apart from perceived value, another concept that is sometime studied together is perceived risk. Perceived risk can be defined as a combination of the uncertainty and seriousness involved with outcome, and the expectation of losses from purchasing and acts as an inhibitor in purchase decision (Yacan, W., Vincent, W., Harold, K., & Hongdan, Z., 2013). They are categorized into 6 types as follow,

1. Performance risk – The chance that product will be malfunction and not perform as designed and advertised to which as a result, fail to delivery desired benefit.
2. Time risk – Because of bad decision making, customer may lose his/her time and has to replace the product it its performance doesn't reach his/her expectation.
3. Physical risk – The chance that product customer buy causes a threat in human life.
4. Financial risk – Possible financial expense related to initial purchase price and subsequent maintenance cost.
5. Social risk – The possibility of losing social status, becoming untrendy and looking foolish from buying the product.
6. Resource risk – Dishonest behavior of sellers or manufacturers lead to harm in personal interest.

Another researcher explains perceived risk as a key negative factor that influence purchasing intention of consumer (Min, Z., Mingxing, Z., Xiaotong, L., & Jun, Y., 2017). In previous study, perceived risk is also explained as an uncertainty about possible negative result of using product or service (Kavita, S., & Narendra, K. S., 2011). Some categorizes perceived risk into 5 types which are functional risk, financial risk, physical risk, psychological risk and social risk. (Ramulu, B., & Sapna, Si., 2015). In this study, perceived risk is a possible negative outcome that affects decision to use cleaning integrated service. Five types of perceived risk will be adopted to find the reason why customers may not decide to use the service and how to persuade them.

Table 2.1 Perceived risks of cleaning integrated service

Type of perceived risk	Interpretation in the context of using integrated cleaning service
Financial Risk	The possibility of paying to high price or not getting satisfying outcome and it will be a waste of money.
Functional Risk	The possibility of not getting the promising benefit from the service.
Physical Risk	The possibility of people in the house being harmed or things in the house being damaged.
Psychological Risk	The possibility of making a wrong choice in deciding to use the service.
Time Risk	The possibility of not getting satisfying outcome and it will be a waste of time.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In order to identify and analyze target customer of cleaning integrated service, quantitative research approach is used for information gathering and data analysis. The reason are its ability to gather data from large sample size in short period and its statistical result. In this case, researcher want to access information of individual and evaluate whether he/she is the target customer of cleaning integrated service or not so this research approach is suitable. In questionnaire survey, Likert scale question style is developed to find the insight of survey respondents in order to answer research question.

3.2 Sample and Data Collection

This paper use online questionnaire survey method to collect data for analysis. The target group of this survey is people who live in residential household in Bangkok. And the intended sample size is at least 200 respondents with age diversity.

3.3 Instrument

There are 2 parts in online questionnaire survey, 22 questions in the first part and 11 questions in the second part. The detail is listed below,

The first part of online questionnaire survey aims to find respondent's purchase intention, perceived value, perceived risk and willingness to pay. Information about cleaning integrated service including service fee and estimated service time will be provided for the respondents at the beginning of the survey. After reading all information, respondents have to answer Likert scale questions with the scale answer from 1

to 5 (1 as strongly disagree and 5 as strongly agree). The questions in this part are written below,

Table 3.1 Questions used in survey for insight analysis

No.	Type	Question
1.	Purchase Intention	After seeing all above information, I would consider using service in the near future.
2.		After seeing all above information, I am interested in using this service.
3.		I will try using this service in the near future.
4.		I will recommend others to use this service.
5.	Perceived Value	If I decide to use the service, I expect my house to be hygienically clean.
6.		If I decide to use the service, I expect that it will prolong my carpet, curtain, bed mattress and sofa's life.
7.		If I decide to use the service, I expect that it would help with the health's condition of people who live in the house.
8.		If I decide to use the service, I expect that it would make my carpet, curtain, bed mattress and sofa look new.
9.		If I decide to use the service, I expect it to save my time.
10.		If I decide to use the service, I expect will be worth my money.
11.	Perceived Risk	If I decide to use the service, I fear I may not get satisfying outcome (waste of money).
12.		If I decide to use the service, I fear I may pay at too high price.
13.		If I decide to use the service, I fear the service may not provide promising benefit.
14.		If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined.
15.		When there are people I don't know in my house, I feel discomfort and unsafe.
16.		If there are only male staffs on service, I feel discomfort and unsafe.

Table 3.1 Questions used in survey for insight analysis (cont.)

No.	Type	Question
17.	Perceived Risk	If I decide to use the service, I will be with the staff all the time to make sure that all my belongings are safe.
18.		I doubt whether I make a wrong choice for using the service.
19.		I doubt whether the decision to use the service will waste my time.
20.	Willingness to Pay	I will use the service at the price shown above.
21.		I will definitely use the service even if competitor offer lower price.
22.		I will definitely use the service even if the cost of replaced service is cheaper.

The second part of online questionnaire survey asks respondents about their past behavior regarding cleaning integrated service and requires them to fill their general information including gender, age, occupation and family's income.

3.4 Data Analysis

After data collection, this paper will use regression analysis, t-test and analysis of variance (Anova) to interpret the data. Regression analysis is used to study the relationship of variable. It can be used to find how independent variable affects dependent variable (Khonkaen University, 2011). So it can be used to find how each factors affect purchase intention of customer. For t-test, it is used to find the difference or compare means of 2 groups which has normal distribution. Similar to t-test, analysis of variance is used to compare means of 3 or more groups. It can be used to find the difference between groups of respondents.

CHAPTER IV

RESEARCH FINDINGS

4.1 Demographic Results

Data collection is done through online survey, targeting people who live in Bangkok area. This paper is able to get 219 respondents which have demographic information as follow,

Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	165	75.3	75.3	75.3
Male	54	24.7	24.7	100.0
Total	219	100.0	100.0	

In term of gender, out of 219 respondents, 75.3% of respondents are female while the rest 24.7% are male. It is clear that majority of respondents are woman.

Table 4.2 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
20 - 29 years old	61	27.9	27.9	27.9
30 - 39 years old	64	29.2	29.2	57.1
40 - 49 years old	45	20.5	20.5	77.6
50 - 59 years old	44	20.1	20.1	97.7
More than 60 years old	5	2.3	2.3	100.0
Total	219	100.0	100.0	

In term of age, the respondents' age are quite various. This paper divides people into 5 groups, the twenties, the thirties, the forties, the fifties and people who are older than 60 year old. The percentage of respondent in each groups are 27.9%, 29.2%, 20.5%, 20.1% and 2.3% respectively. The majority of respondents are people whose age is between 30 – 39 years old. On the other hand, the smallest group of respondents are people whose age is more than 60 years old.

Table 4.3 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Business Owner	32	14.6	14.6	14.6
Freelancer	17	7.8	7.8	22.4
Full-time Student	9	4.1	4.1	26.5
Private Employee	97	44.3	44.3	70.8
Public Employee	64	29.2	29.2	100.0
Total	219	100.0	100.0	

In term of occupation, 14.6% of respondents are business owner, 7.8% of respondents are freelancer and 29.2% of respondents are public employee. The majority of respondents are private employee, 44.3%. Full-time student is the smallest group of respondents which accounts for 4.1% only.

Table 4.4 Household's income

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 50,000 Baht/month	42	19.2	19.2	19.2
50,000 - 100,000 Baht/month	71	32.4	32.4	51.6
100,000 - 300,000 Baht/month	71	32.4	32.4	84.0

Table 4.4 Household's income (cont.)

	Frequency	Percent	Valid Percent	Cumulative Percent
300,000 - 500,000 Baht/month	21	9.6	9.6	93.6
More Than 500,000 Baht/month	14	6.4	6.4	100.0
Total	219	100.0	100.0	

In term of household's income, this paper divides people into 5 groups as shown in the table above. Respondents whose household's income is 50,000-100,000 Bath/month and 100,000 – 300,000 Baht/month are account for 64.8%, 32.4% each. For the rest, 19.2% of respondents has household's income less than 50,000 Baht/month, 9.6% of respondents has household's income between 300,000 – 500,000 Baht/month and the smallest group of respondents are people whose household income is more than 500,000 Baht/month, accounts for 6.4%.

Table 4.5 Place of living

	Frequency	Percent	Valid Percent	Cumulative Percent
Condo/Apartment	56	25.6	25.6	25.6
Detached House	114	52.1	52.1	77.6
Townhouse	40	18.3	18.3	95.9
Other	9	4.1	4.1	100
Total	219	100.0	100.0	

In term of place of living, this paper categorize place of living into 4 types which are condo/apartment, detached house, townhouse and others. The percentage of respondents in each groups are 25.6%, 52.1%, 18.3% and 4.1% respectively. The majority of respondents live in detached house, following by condo/apartment and townhouse.

To collect data for insight analysis, respondents are asked to state their level of agreement to each statements (Likert scale question) which has the choice from 1 (strongly disagree) to 5 (strongly agree).

Statement 1 – 4 represents purchase intention of respondents. Statement 5 – 10 represents perceived value of respondents. Statement 11 – 19 represents perceived risk of respondents. And statement 20 – 22 represents willingness to purchase of respondents. The following table shows minimum, maximum, standard deviation and mean of respondents for each statements.

Table 4.6 Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation
1. After seeing all above information, I would consider using service in the near future.	1.0	5.0	3.037	.9947
2. After seeing all above information, I am interested in using this service.	1.0	5.0	3.151	1.0272
3. I will try using this service in the near future.	1.0	5.0	3.023	.9789
4. I will recommend others to use this service.	1.0	5.0	3.233	.9605
5. If I decide to use the service, I expect my house to be hygienically clean.	1.0	5.0	4.164	.9484
6. If I decide to use the service, I expect that it will prolong my carpet, curtain, bed mattress and sofa's life.	1.0	5.0	4.014	1.0022
7. If I decide to use the service, I expect that it would help with the health's condition of people who live in the house.	1.0	5.0	4.247	.8692

Table 4.6 Descriptive statistics (cont.)

	Minimum	Maximum	Mean	Std. Deviation
8. If I decide to use the service, I expect that it would make my carpet, curtain, bed mattress and sofa look new.	1.0	5.0	4.137	.8723
9. If I decide to use the service, I expect it to save my time.	1.0	5.0	4.151	.9238
10. If I decide to use the service, I expect will be worth my money.	1.0	5.0	3.913	1.0865
11. If I decide to use the service, I fear I may not get satisfying outcome (waste of money).	1.0	5.0	3.347	.9617
12. If I decide to use the service, I fear I may pay at too high price.	1.0	5.0	3.945	.9466
13. If I decide to use the service, I fear the service may not provide promising benefit.	1.0	5.0	3.717	.9589
14. If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined.	1.0	5.0	2.813	.9892
15. When there are people I don't know in my house, I feel discomfort and unsafe.	1.0	5.0	3.347	1.1326
16. If there are only male staffs on service, I feel discomfort and unsafe.	1.0	5.0	3.530	1.1584
17. If I decide to use the service, I will be with the staff all the time to make sure that all my belongings are safe.	1.0	5.0	4.201	.9364
18. I doubt whether I make a wrong choice for using the service.	1.0	5.0	2.863	.8347

Table 4.6 Descriptive statistics (cont.)

	Minimum	Maximum	Mean	Std. Deviation
19. I doubt whether the decision to use the service will waste my time.	1.0	5.0	2.680	.8664
20. I will use the service at the price shown above.	1.0	5.0	2.447	.9911
21. I will definitely use the service even if competitor offer lower price.	1.0	5.0	2.553	1.1497
22. I will definitely use the service even if the cost of replaced service is cheaper.	1.0	5.0	2.475	1.0374

4.2 Main Findings

From the information in table 4.6, the top 3 perceived value and the top 3 perceived risk are listed below,

4.2.1 Perceived Value

1. Customers expect that the cleanliness of the house will help with the health's condition of people in the house. (means = 4.247)
2. Customers expect the house to be hygienically clean. (means = 4.164)
3. Customers expect the service to help them save time. (means = 4.151)

It can be concluded that the value that the benefit customer think he/she will get from the service are better health condition as a result from the cleanliness from the service, hygienically clean house and time saving from having other do the cleaning.

4.2.2 Perceived Risk

1. Physical risk: Customers see the risk of their belonging being unsafe. (means = 4.201)
2. Financial risk: Customers see the risk of paying to high price for the service. (means = 3.945)

3. Functional risk: Customers see the risk of not getting promising benefit. (means = 3.717)

It can be concluded that belonging being damage or lost, paying to high price for the service and not getting promising benefit are 3 possible negative outcomes in customer's opinion. These perceived risks affect the decision to use the service.

4.2.3 Willingness to pay

For willingness to pay, it seems like the price set by service provider isn't very suitable. The average agreement level of 3 statements is around 2.5 out of 5 which is only half. This implies too high price as the maximum price customer is willing to pay in exchange for the expected benefit is lower than that.

4.2.4 Regression Analysis

In order to find purchase intention, we use regression analysis and get the result as shown in the table below,

Table 4.7 Coefficients of perceived valued, perceived risk and willingness to pay

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.016	.363		2.796	.006
	Means of Perceived Value	.454	.064	.396	7.047	.000
	Means of Perceived Risk	-.193	.073	-.145	-2.661	.008
	Means of Willingness to Pay	.356	.059	.341	6.029	.000
a. Dependent Variable: Means of Purchase Intention						

According to the regression analysis of data from survey, perceived value, perceived risk and willingness to pay affects customer's purchase intention and its relationship is represented in the equation below,

$$\text{Purchase intention} = 0.396 (\text{PV}) - 0.145 (\text{PR}) + 0.341 (\text{WTP})$$

It can be seen that both perceived value and willingness to pay have positive effect toward purchase intention. Perceived value has a little more impact than willingness to pay which implies that customers may still be use the service even if they think it is too expensive if the benefit they think they will get suit their demand. On the other hands, perceived risk has negative effect toward purchase intention.

In this part, T-test and Anova will be used to find the difference of means of agreement level of each statements of each respondents' group. The detail is shown below,

4.2.5 T-Test

These two table below shows group statistics and independent sample test of the statements that their means have significant difference between different groups of respondents. In this case, gender affects perceived value and perceived risk.

Table 4.8 Group statistics of gender

32. What is your gender?		N	Mean
5. If I decide to use the service, I expect my house to be hygienically clean.	1.0	54	3.815
	2.0	165	4.279
7. If I decide to use the service, I expect that it would help with the health's condition of people who live in the house.	1.0	54	3.944
	2.0	165	4.345
8. If I decide to use the service, I expect that it would make my carpet, curtain, bed mattress and sofa look new.	1.0	54	3.926
	2.0	165	4.206
10. If I decide to use the service, I expect will be worth my money.	1.0	54	3.574
	2.0	165	4.024
11. If I decide to use the service, I fear I may not get satisfying outcome (waste of money).	1.0	54	3.074
	2.0	165	3.436
12. If I decide to use the service, I fear I may pay at too high price.	1.0	54	3.648
	2.0	165	4.042

Table 4.8 Group statistics of gender (cont.)

32. What is your gender?		N	Mean
15. When there are people I don't know in my house, I feel discomfort and unsafe.	1.0	54	3.074
	2.0	165	3.436
16. If there are only male staffs on service, I feel discomfort and unsafe.	1.0	54	3.093
	2.0	165	3.673
17. If I decide to use the service, I will be with the staff all the time to make sure that all my belongings are safe.	1.0	54	3.963
	2.0	165	4.279

Table 4.9 Independent samples test of gender group

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference
5. If I decide to use the service, I expect my house to be hygienically clean.	Equal variances assumed	17.943	.000	.002	-.4640	.1457
	Equal variances not assumed			.012	-.4640	.1788
7. If I decide to use the service, I expect that it would help with the health's condition of people who live in the house.	Equal variances assumed	10.908	.001	.003	-.4010	.1338
	Equal variances not assumed			.018	-.4010	.1654

Table 4.9 Independent samples test of gender group (cont.)

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference
8. If I decide to use the service, I expect that it would make my carpet, curtain, bed mattress and sofa look new.	Equal variances assumed	3.666	.057	.040	-.2801	.1358
	Equal variances not assumed			.075	-.2801	.1551
10. If I decide to use the service, I expect will be worth my money.	Equal variances assumed	5.335	.022	.008	-.4502	.1680
	Equal variances not assumed			.018	-.4502	.1860
11. If I decide to use the service, I fear I may not get satisfying outcome (waste of money).	Equal variances assumed	.020	.888	.016	-.3623	.1491
	Equal variances not assumed			.024	-.3623	.1570
12. If I decide to use the service, I fear I may pay at too high price.	Equal variances assumed	4.322	.039	.008	-.3943	.1463
	Equal variances not assumed			.016	-.3943	.1607
15. When there are people I don't know in my house, I feel discomfort and unsafe.	Equal variances assumed	.027	.870	.041	-.3623	.1763
	Equal variances not assumed			.052	-.3623	.1838

Table 4.9 Independent samples test of gender group (cont.)

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference
16. If there are only male staffs on service, I feel discomfort and unsafe.	Equal variances assumed	.450	.503	.001	-.5801	.1777
	Equal variances not assumed			.003	-.5801	.1900
17. If I decide to use the service, I will be with the staff all the time to make sure that all my belongings are safe.	Equal variances assumed	2.958	.087	.031	-.3158	.1456
	Equal variances not assumed			.061	-.3158	.1659

According to the result in the table above, it can be concluded that

4.2.5.1 Female expects the house to be hygienically clean more than male. The reason is for the statement “If I decide to use the service, I expect my house to be hygienically clean”, means of male agreement level is 3.815 while means of female agreement level is 4.279.

4.2.5.2 Female expects the service to improve health condition of people in the house more than male does. The reason is for the statement “If I decide to use the service, I expect that it would help with the health’s condition of people who live in the house”, means of male agreement level is 3.944 while means of female agreement level is 4.345.

4.2.5.3 Female expects the service to make carpet, curtain, bed mattress and sofa look new than male does. The reason is for the statement “If I decide to use the service, I expect that it would make my carpet, curtain, bed mattress and sofa look new”, means of male agreement level is 3.926 while means of female agreement level is 4.206.

4.2.5.4 Female expects the service to be worth the money more than male does. The reason is for the statement “If I decide to use the service, I expect it will be worth my money”, means of male agreement level is 3.574 while means of female agreement level is 4.024.

4.2.5.5 Female fears that she may not get satisfying outcome more than male does. The reason is for the statement “If I decide to use the service, I may not get satisfying outcome (waste of money)”, means of male agreement level is 3.074 while means of female agreement level is 3.436.

4.2.5.6 Female fears that she would pay too much for the service more than male does. The reason is for the statement “If I decide to use the service, I fear I may pay to high price”, means of male agreement level is 3.648 while means of female agreement level is 4.042.

4.2.5.7 Female feel discomfort and unsafe more than male does when there are people they don't know in the house. The reason is for the statement “When there are people I don't know in my house, I feel discomfort and unsafe”, means of male agreement level is 3.074 while means of female agreement level is 3.436.

4.2.5.8 Female feel discomfort and unsafe more than male does when there are male staffs in the house. The reason is for the statement “If there are only male staffs on service, I feel discomfort and unsafe”, means of male agreement level is 3.093 while means of female agreement level is 3.673.

4.2.5.9 Female wants to be with the staff all the time to make sure that all belongings are safe more than male does. The reason is for the statement “If I decide to use the service, I will be with the staff all the time to make sure that all my belongings are safe”, means of male agreement level is 3.963 while means of female agreement level is 4.279.

4.2.6 Analysis of Variance (Anova)

These three table below show detail of means comparison of respondents in different age groups.

Table 4.10 Descriptive of age group

		N	Mean
14. If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined.	2.0	61	2.902
	3.0	64	2.688
	4.0	45	2.689
	5.0	44	3.114
	6.0	5	1.800
	Total	219	2.813
18. I doubt whether I make a wrong choice for using the service.	2.0	61	2.869
	3.0	64	2.859
	4.0	45	2.800
	5.0	44	3.045
	6.0	5	1.800
	Total	219	2.863
20. I will use the service at the price shown above.	2.0	61	2.443
	3.0	64	2.344
	4.0	45	2.511
	5.0	44	2.386
	6.0	5	3.800
	Total	219	2.447

Table 4.11 Analysis of variance of age group

	Sig.
14. If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined.	.020
18. I doubt whether I make a wrong choice for using the service.	.032
20. I will use the service at the price shown above.	.033

Table 4.12 Multiple comparisons of age group

Dependent Variable	33. How old are you?	33. How old are you?	Sig.
14. If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined.	2.0 20-29	3.0	1.000
		4.0	1.000
		5.0	1.000
		6.0	.156
	3.0 30-39	2.0	1.000
		4.0	1.000
		5.0	.262
		6.0	.505
	4.0 40-49	2.0	1.000
		3.0	1.000
		5.0	.404
		6.0	.536
	5.0 50-59	2.0	1.000
		3.0	.262
		4.0	.404
		6.0	.046
	6.0 60+	2.0	.156
		3.0	.505
		4.0	.536
		5.0	.046
18. I doubt whether I make a wrong choice for using the service.	3.0 30-39	2.0	1.000
		4.0	1.000
		5.0	1.000
		6.0	.060

Table 4.12 Multiple comparisons of age group (cont.)

Dependent Variable	33. How old are you?	33. How old are you?	Sig.
18. I doubt whether I make a wrong choice for using the service.	4.0 40-49	2.0	1.000
		3.0	1.000
		5.0	1.000
		6.0	.105
	5.0 50-59	2.0	1.000
		3.0	1.000
		4.0	1.000
		6.0	.015
	6.0 60+	2.0	.057
		3.0	.060
		4.0	.105
		5.0	.015
20. I will use the service at the price shown above.	2.0 20-29	3.0	1.000
		4.0	1.000
		5.0	1.000
		6.0	.031
	3.0 30-39	2.0	1.000
		4.0	1.000
		5.0	1.000
		6.0	.015
	4.0 40-49	2.0	1.000
		3.0	1.000
		5.0	1.000
		6.0	.056

Table 4.12 Multiple comparisons of age group (cont.)

Dependent Variable	33. How old are you?	33. How old are you?	Sig.
20. I will use the service at the price shown above.	5.0 50-59	2.0	1.000
		3.0	1.000
		4.0	1.000
		6.0	.024
	6.0 60-69	2.0	.031
		3.0	.015
		4.0	.056
		5.0	.024

According to the result in the table above, it shows that people in different group of age has significant different view of possible negative outcome or perceived risk of the cleaning integrated service. The detail is explained below,

4.2.6.1 People in the fifties fear that their carpet, curtain, bed mattress and sofa may be damaged from the service more than people whose age is higher than 60 years old do. The reasons is for the statement “If I decide to use the service, I fear my carpet, curtain, bed mattress and sofa may be ruined”, means of people whose age is 50 – 59 years old is 3.114 while means of people whose age is more than 60 years old is 1.8.

4.2.6.2 People in the fifties are more uncertain about decision making to use the service, comparing with people whose age is more than 60 years old. They fear that they make a wrong decision by using the service. The reason is for the statement “I doubt whether I make a wrong choice for using the service”, means of people whose age is 50 – 59 years old is 3.045 while means of people whose age is more than 60 years old is 1.8.

4.2.6.3 People in different age groups have different maximum price they are willing to pay in exchange for the expected benefit. In order word, they have different willingness to pay. People in the twenties has higher willingness to pay than people whose age is more than 60 years old. The reason is means of people whose age is 20 – 29 years old is 2.869 while means of people whose age is more than 60 years

old is 1.8. Similarly, people in the thirties has higher willingness to pay than people whose age is more than 60 years old. The reason is means of people whose age is 30 – 39 years old is 2.859 while means of people whose age is more than 60 years old is 1.8. And people in the fifties has higher willingness to pay than people whose age is more than 60 years old. The reason is means of people whose age is 50 – 59 years old is 3.045 while means of people whose age is more than 60 years old is 1.8.



CHAPTER 5

CONCLUSIONS

5.1 Conclusion

From chapter 4, there are many findings that are useful for the cleaning integrated service business. The research is able to find insight of customer which can be used in designing and promoting service to customer. The following is the conclusion from the research result,

In term of value that customer want from the service, the result shows that the top 3 values that customer expects from the service are health condition improvement of residents in the house, hygienically clean house and time saving. So these are 3 benefits that service provider has to provide and use as promising benefit to advertise to customers.

In term of perceived risk, the result shows that people is concerned about belonging being stolen or damaged during the service, paying too high for the service and not getting promising benefit. Apart from these, they also feel unsafe and uncomfortable when there are only male staff or people they don't know in their house. As perceived risk has negative affect on purchase intention, service provider should find ways to reduce these risks and communicate those ways to customer.

Top 3 perceived value and perceived risk of customer also imply customer's selection criteria in using service. Service provider can use this knowledge in designing service that can best response to customer demand. We can conclude that the following are selection criteria of customer in using the service.

1. The cleanliness as result of the service: the area that will be cleaned, how it will be cleaned, etc.
2. Health benefit received from service: reduce allergy symptom, reduce chance of small kids being ill, etc.

3. The reliability of the service in term of safety: insurance on customer's belonging, female staffs for female customers, etc.
4. The reliability of the service in term of service: get service and its promising benefit in exchange for the money paid.

In term of willingness to pay, for the current price, it can be concluded that the price is still a little bit too high as the means of the statement related to willingness to pay is 2.5 on average. That means the set price is higher than the maximum price that customer willing to pay in exchange for the promising benefits. Thus, if considering only willingness to pay, service provider should reconsider about the price setting again. But in reality, willingness to pay is only one of the factors affecting purchase intention of customer. So we will have to look at the relationship of factors that affect customer purchase intention as well.

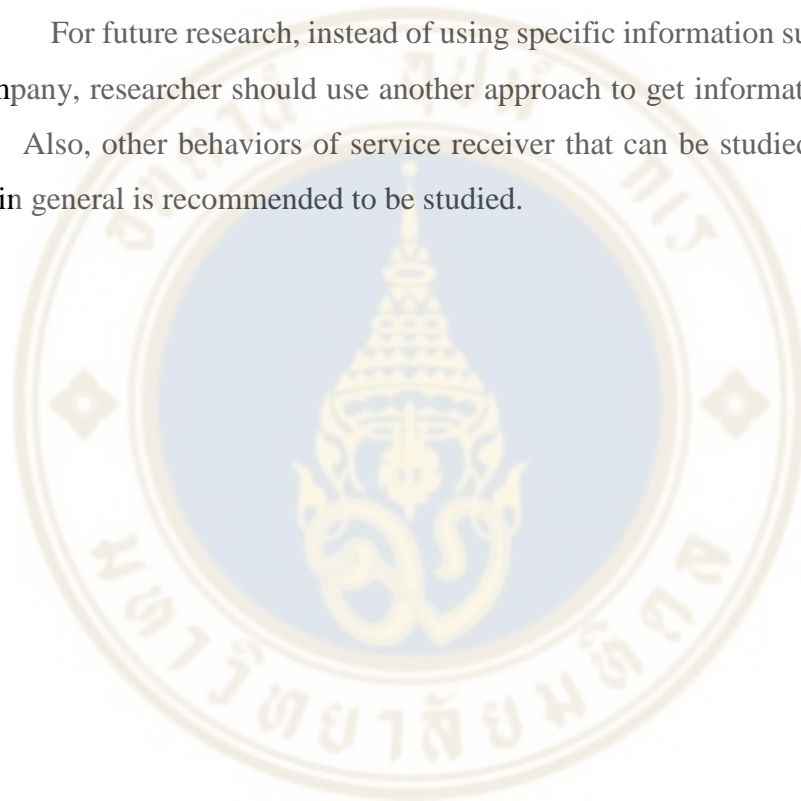
In term of purchase intention, the result of the analysis shows that it is influenced by perceived value, perceived risk and willingness to pay of customer. Both perceived value and willingness to pay has positive effect on purchase intention while perceived risk has negative effect. Despite having positive influence, from the regression analysis, perceived value affect purchase intention more than willingness to pay. If service provider able to offer benefits that suit customer's need and wants and emphasize on those benefit, the price may not need to be adjusted. However, if service provider lowers the price a little bit, the result is increase in number of customer. Service provider should choose the strategy that maximize the profit. Since the company just begin the service, there is no economy of scale to help saving cost yet. Company should focus on delivering promising benefit through good quality service rather than trying to lower the cost for price reduction.

This paper cannot find the characteristic of people who has significant high purchase intention in term of gender, age, occupation and household's income. The result shows no significant different of purchasing intention between each groups. However, the top perceived value implies that we should target people who concern about health. So people who concern about health are our target customers.

5.2 Limitations and suggestions for future research

This research is conducted for one company, Maid Delivery, thus, some information used during the process such as price of cleaning integrated service is specific to one company only. So the result of the research may not be 100% accurate for other companies. Also, despite getting response from survey as planned, the higher the number of respondents, the higher the reliability of the result. If there are more response, the result may shows other characteristics of target customer of cleaning integrated service.

For future research, instead of using specific information such as price from one company, researcher should use another approach to get information of market in general. Also, other behaviors of service receiver that can be studied to improve the service in general is recommended to be studied.



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