LAW FIRM'S CLIENT BEHAVIOR AND QUANTITATIVE RESEARCH

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LAW FIRM'S CLIENT BEHAVIOR AND QUANTITATIVE RESEARCH

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ABSTRACT

Lawyers are considered as an essential factor that affects the winning or losing of a lawsuit. Thus, there are hardly any market research focusing on the client experience, satisfaction, pain point, and behavior that propose a business model for improving client experience. The objective of this research is to investigate and analyze the client's perspective, intention and criteria in selecting lawyer service to provide a suitable suggestions for a business model which improve client experience towards the legal service. Five-step frameworks are conducted, starting from questionnaire formation, data collection, descriptive statistic analysis, inferential statistic analysis and research finding discussion. The survey questionnaires are formed based on four criterion including lawyer's competency, service availability, credibility and service price then it is distributed to potential consumers of legal service through online channels.

The results suggest that lawyers and legal firms must consider improving and maintaining their competency through the specific training that helps to improve legal skill and analytical skill to provisions the legal subjects. According to the result of the intention survey, most of the respondents value lawyer's competency the most, with a ratio of 68.6%

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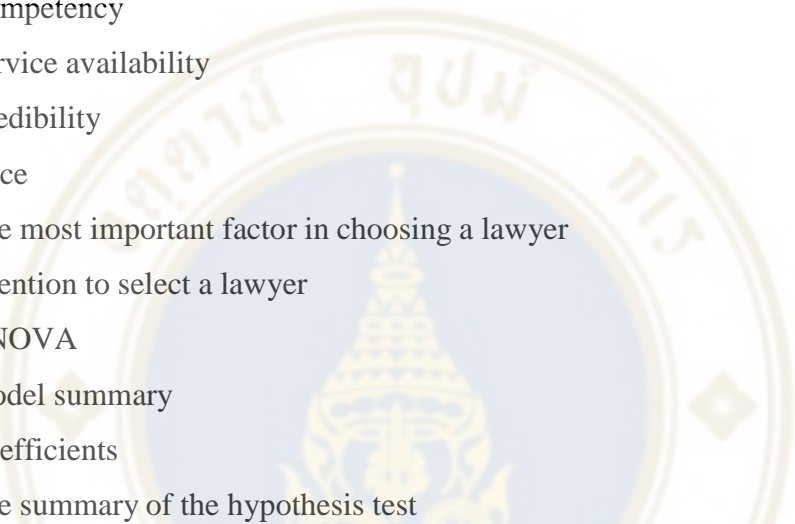
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CHAPTER I
INTRODUCTION

1.1 Background

It is common for an ordinary person to pursue a law firm when in need of legislative advice and discussion. At the same time, there are significant types of laws, including admiralty, business, criminal, and environmental law. Lawyers have expertise in different law type, which leads to common difficulty when clients pursue a lawyer and a law company to match their need and circumstances. In addition, a complex workflow of the court is another difficulty that the client must face. To clarify, suppose clients want to track the workflow and the current process of their case to understand and comprehend their situation. In that case, they need to go through a redundant data entry that occurs with some enormous paperwork (Everett & Gaser, 2022). Moreover, trust issues occur between client and lawyer when there is not enough transparency between them. However, digitalization has the ability to interrupt and disrupt this complex workflow structure with the Management Information System (MIS). The MIS facilitates the client and the lawyer to become more transparent through the digitalization process. Nevertheless, only few qualitative and quantitative market research focuses on the client experience, satisfaction, pain point, and behavior to suggest a business model for improving the information system based on the client's perspective.

MIS is the information system or software that facilitates the data collection, process, accessibility, and distribution to achieve digital transformation. The information system collects and stores digitized data. (May Business School, 2020). The system stores the data in the form of a computer-based system, which is kept in the hardware called a server. While collecting the data, the system processes data by manipulating the data to provide helpful information for the user to gain insight into the system and the business (Indeed Editorial Team, 2021). The system provides access to the user by digitalizing the paper-based system so that the information is available in an

electronic file that can be accessed everywhere. The distribution property allows the stakeholder of the system to share and distribute data within the system, which enhances the transparency concept. In addition, there are several benefits of the MIS, including enhancing the decision-making process, improving the service and user experience, and achieving business goals.

This research studies and investigates buyer intention, client experience, and opportunity to improve and facilitate clients' legal service by conducting quantitative market research. This chapter discusses on (1) background (2) the statement of the research problem, (3) the objective of the research, (4) conceptual framework (5) research hypothesis (6) the summarization of methodology, and (7) the expected result.

1.2 Statement of research problem

1. There are only few qualitative and quantitative data gathering for improving the law firm client experience.

2. No business model reflects and improves a client-centric legal management system.

1.3 Objective of research

1. To conduct the quantitative market research to exploit the legal client's perspective and attitude in purchasing legal service.

2. To provide the business model that improves the law firm's client experience.

1.4 Conceptual framework

The research conceptual framework is illustrated in Figure 1.1. This research frames the concept of intention to buy legal service that benefits lawyer and law firm service. The review of the relevant literature, the conceptual framework for the research is seen as following:
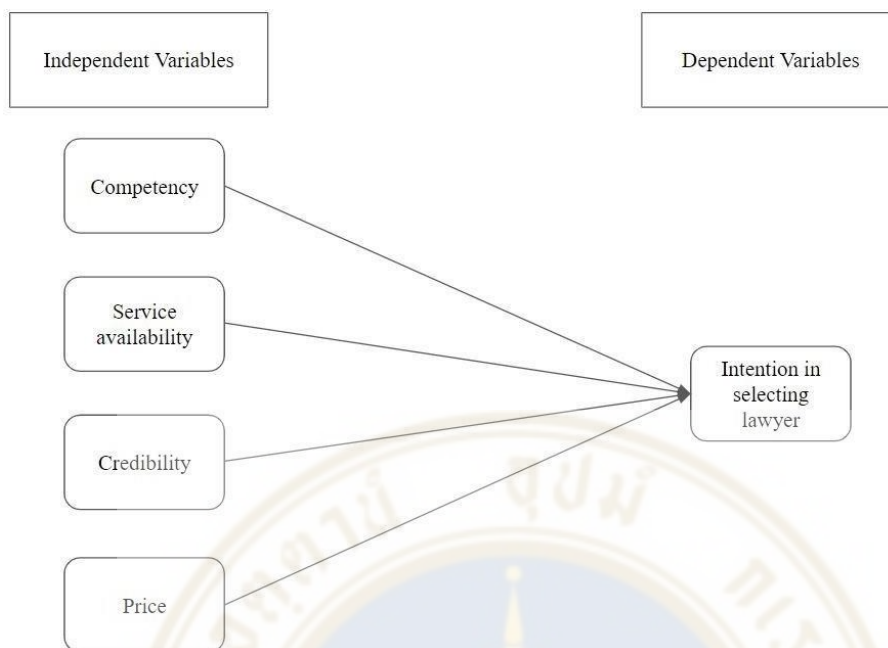
Figure 1.1 Research conceptual framework

1.5 Research hypothesis

1. Competency has a positive and significant effect on intention in selecting a lawyer.

2. Service availability has a positive and significant effect on intention in selecting a lawyer.

3. Credibility has a positive and significant effect on intention in selecting a lawyer.

4. Reasonable price has a positive and significant effect on intention in selecting a lawyer.

1.6 Summarization of methodology

1. The quantitative client market research is conducted to develop the cognitive knowledge

2. Statistical and empirical analysis is performed to obtain a business model

1.7 Expected result

       1. Data analysis of client attitude and suggestions for contributing to the legal service business model.

       2. Developing quantitative research, improving, and facilitating the client-centric approach to improving the law firm's client experience of the legal profession.

CHAPTER II
LITERATURE REVIEW

This chapter briefly discusses (1) the perception of consumer toward attorney, (2) criteria and cue usage in lawyer selections

2.1 The perceptions of consumers towards attorneys

Discusses the client decision process of attorney selection while identifying differences in perspectives between client and attorney selection criteria evaluation. For a highly competitive market, it is mandatory to evaluate the crucial characteristic and carefully select an attorney that suits the consumer's demand. This benefits the law firm and attorney for better understanding critical factors to keep relationship and obtain new consumer (Cutler, Javalgi, & Schimmel, 2003)

2.1.1 Data gathering process

The quantitative research questionnaires are developed based on the small focus group in order to gain the basic insight. The sample involves 900 consumers and 250 attorneys. There are 26 different selection criteria within 4 categories such as search, credence, experience, and source characteristics. Search characteristics identify consumer freedom of choice to select the most appropriate attorney choice to match their needs. In addition, qualities of the service offered is determined by the credence characteristic. Moreover, the experience characteristic is determined by the experience of the prior purchase. Lastly, source characteristic is identified by the utilization of the promotional tools and media. The respondents are asked to indicate the importance of all 26 criteria. The seven-point scale ((1) not at all important and (7) very important questionnaire) is used to indicate the importance of each criterion (Cutler, Javalgi, & Schimmel, 2003).

2.1.2 Research result and finding

After data collection, Multiple Analysis of Variance (MANOVA) is applied to identify the different of criteria characteristics in each of the 4 categories with 26 selection criteria between attorneys and consumers. The MANOVA result demonstrates that there are significant differences of 19 criteria of 26 criteria. This indicates that the attorney has difficulty to understand and comprehend the consumer's perspective in selecting attorneys /law firms. The common criteria that is commonly selected are dependability, firm experience, firm's reputation, firm's track record, and firm's availability (Cutler, Javalgi, & Schimmel, 2003). In addition, the result indicates that the marketing source or media is not a major factor for consideration for the experienced consumer. Thus, the attorney contact information is more important for experience consumers. On the other hand, the media tools play necessary factor for inexperience consumer. The common characteristic that are selected are experience, credence characteristic. In addition, the most selected criteria are dependability, firm's experience, firm's reputation, firm's track record and firm availability.

2.1.3 Managerial suggestion

The finding of the research shows that the attorneys and law firms do not understand, and especially underrate the significant factors of consumer when choosing a law service. Experience and credence characteristic are essential factors during the attorney selection process. It is suggested that law firm must closely monitor and provide consumer with information including information, public relation, referral and maintain a good appearance of the firm. Furthermore, attorney and law firm should present that they are rich of prior experience, good reputation, availability, and dependability (Cutler, Javalgi, & Schimmel, 2003).

2.2 Criteria and cue usage in lawyer selections

This research investigates the consumer "criteria" which are used to evaluate a consumer perception on process of choosing law firm service. Consumer perception is defined as the way that the consumer feels when selecting and exercising a law firm that matches with the consumer constraints (Crane, 1989).

In addition, "Cues" are investigated to determine the law perception which will influence the consumer with "choosing criteria" in choosing a law firm or lawyer.

2.2.1 Research technique

Two quantitative research questionaries are conducted namely "top of mind consumer's choices criteria in lawyer and firm selection", and "significant criteria mentioned by consumers". The scale type questionnaires are used by rating from 1 as very unimportant to 7 as very important. In addition, the important "criteria" in law service selection includes competency, courtesy, availability, credibility, reliability, and price. Competency is referred to skills, knowledge training, and capability. Courtesy includes friendliness, politeness, consideration, and empathy. Access/availability includes location, hours of operation, contact and, approachability. Credibility refers to reputation, honesty and trustworthiness. Reliability is defined as timely completion with jobs, accurate billing and fast respond. Prices is referred to amount of money expected or required (Crane, 1989).

The research sample size is 178 adult consumers, in which open ended questionnaires are conducted via telephone for obtaining the freedom of interviewees. The research assume that the responders are in unescorted situation. The responder is asked to indicate the top mind choice criteria that play the essential choice for selecting a lawyer. Moreover, percentage mentioning and mean score computing method are used to evaluate the significant criteria.

2.2.2 Important criteria indicated by respondent

After applied percentage mentioning method on "top of mind consumer's choice criteria in lawyer and firm selection" the summation of percentage on competency, courtesy, and credibility is equal to 62% among all 6 significant criteria. In contrast, mean score computing method is use to evaluate "significant criteria mentioned by consumers" that are mentioned by respondents and the significant result shows that competency, competency and, courtesy has mean score of 6.51 , 5.98 , 5.78 accordingly. In experience using law firm, 64% of responder has experience with using law firm, on the other hand, 36% does not have experience. 23% among who has experience claim

that they currently have a lawyer who are available when needed. 41% among 64% claims that they have used once in the past (Crane, 1989).

2.2.3 Recommendation

The strong interpersonal skill is mandatory for the lawyer and law firm to accomplish significant courtesy, and competency. In addition, personal contact should be provided for the consumer for accessibility purpose. Moreover, physical location and appearance of facilities are essential cue in legal service selection (Crane, 1989).

2.3   Criteria and cues used in service selection

The objective of is to examine the concerning aspects of cues used in service selection criteria using to selection product and service. It is essential for the marketer to understand the controllable and uncontrollable factors in the environment and consumer's criteria that are used to evaluate and influence the product for better perception and managing the product and service they offered.

2.3.1 Evaluative criteria

The qualitative interview is conducted with 100 consumers in which the number of male and female interviewees are equally distributed. The research samples have different occupational background, with a different economic region. In addition, there are a number of 7 criteria and cues for selecting a service including courtesy, competence, reputation, interpersonal skills, access/ availability, responsive service, and price. Moreover, the interview question is conducted through 4 types of occupational areas which include doctors, banks, dentists, and hair stylists. To study whether product and service are distinct as a current debate, the research categorizes interview question into 2 aspects, first is about consumer's perception in buying product and service. Second, consumers were asked to to classify 15 product/service categories including goods, services and goods/services mix (Crane & Clarke, 1988).

2.3.2 Managerial implication

The top-of-mind mentions has access and responsive services accounted over 80 percent for bank. Courtesy, and competence is the essential component and cues for doctor, hairstylists, and dentist due their nature of work which is interactive working with the consumers (Crane & Clarke, 1988). On the other hand, bank rely on the physical location of workplace.

There are many cues available for the product that are classified as good. For instance, automobile is a good example. When the consumer is looking for automobile, the size, shape, color, and weight are the important cues which are normally taken in for the consideration. In contrast, some service has the fewer cues comparing to the product and may surrounded by the service as opposed and being intrinsic part. For example, demographic of suppliers, personnel appearance, physical facilities, and social and physical setting are important that should be taken into consideration as well.

2.3.3 Customer service area

The important cues vary according to the service in which customer service area. The doctor, dentist, and hairstylist require the courtesy and competence. In contrast, the bank significant criteria are accessing and responsive. Moreover, personal referral is significant cue for all respondent in all services.

For doctors, dentists, and hairstylists it was courtesy and competence. For banks it It was accessibility and responsiveness for banks. Importantly, they were able to identify the cues they utilized to evaluate such criteria. Respondents placed a high value on personal referrals, the manner of service providers, and the physical facilities housing the services.

Since respondents relied heavily on personal recommendations when picking services, marketers must prioritize service quality and customer happiness in order to capitalize on favorable word of mouth.
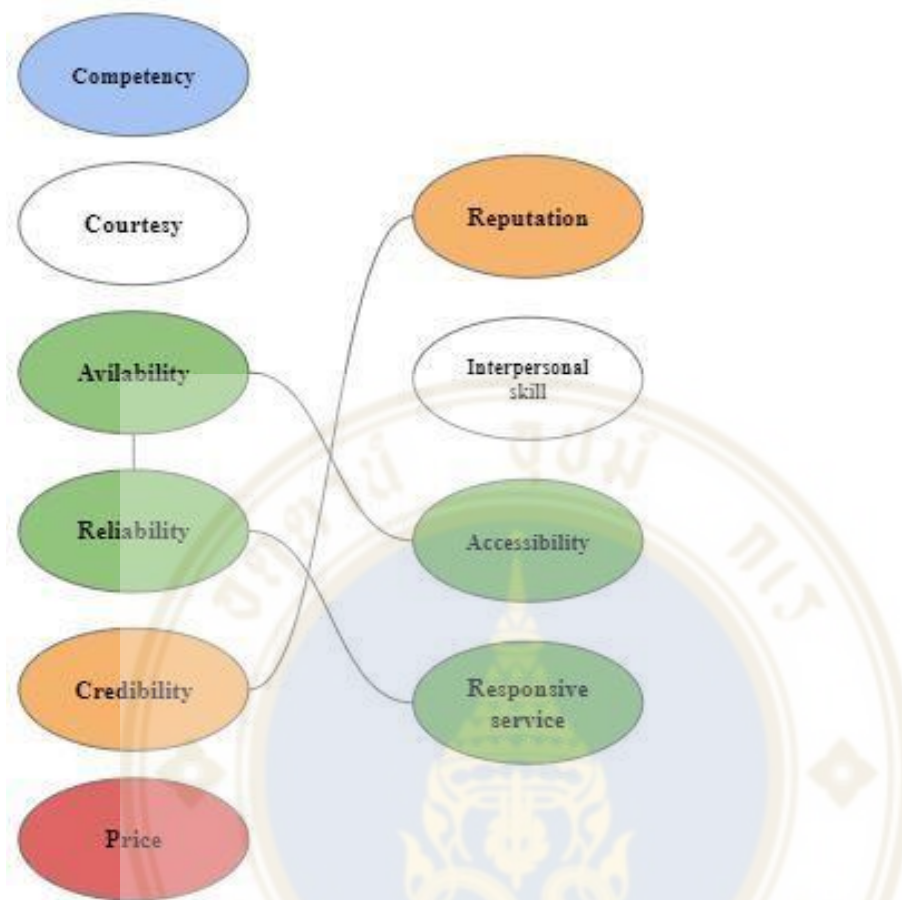
Figure 2.1 Formation of construct

Figure 2.1 represents all choice criteria in lawyer and firm selection, however four criteria have been taken into consideration to reduce redundant factors which include lawyer's competency, service availability credibility and service price. The four criteria are selected from existing constructs that are overlapping.

CHAPTER III
RESEARCH METHODOLOGY

This chapter summarizes overview of methodology, questionnaire formation, data collection techniques, descriptive statistic and inferential statistic. The overview of methodology is illustrated in figure 3.1 To begin with, the questionnaire is formed by four constructs including competency, service availability, credibility and price. Then, the data is collected via online survey, and distributed in volunteer lawyer group via Facebook and Line application channel.

Whereas, descriptive and inferential statistic methods are applied to summarize the survey data set and analyze the data to find significant relationships among the hypotheses.

3.1   Overview of the methodology

The research methodology was divided into following procedures:

1.   The research questionnaires are formed by reviewing the relevant constructs from the literature review.

2.   The data is collected via the online questionnaire which was formed fromthe questionnaire formation step.

3.   Descriptive statistic process receives the online questionnaires feedbackfrom previous stage. This stage is conducted to describe overall characteristics of the survey dataset.

4.   Inferential statistic receive dataset from stage 2. This technique is appliedto testing the hypotheses along with analyzing patterns and trends within the construct.

5.   The expected result is to test identify the acceptant of the hypotheses among constructs and sample size as well as gain specific details on the relationship on different group of respondents.
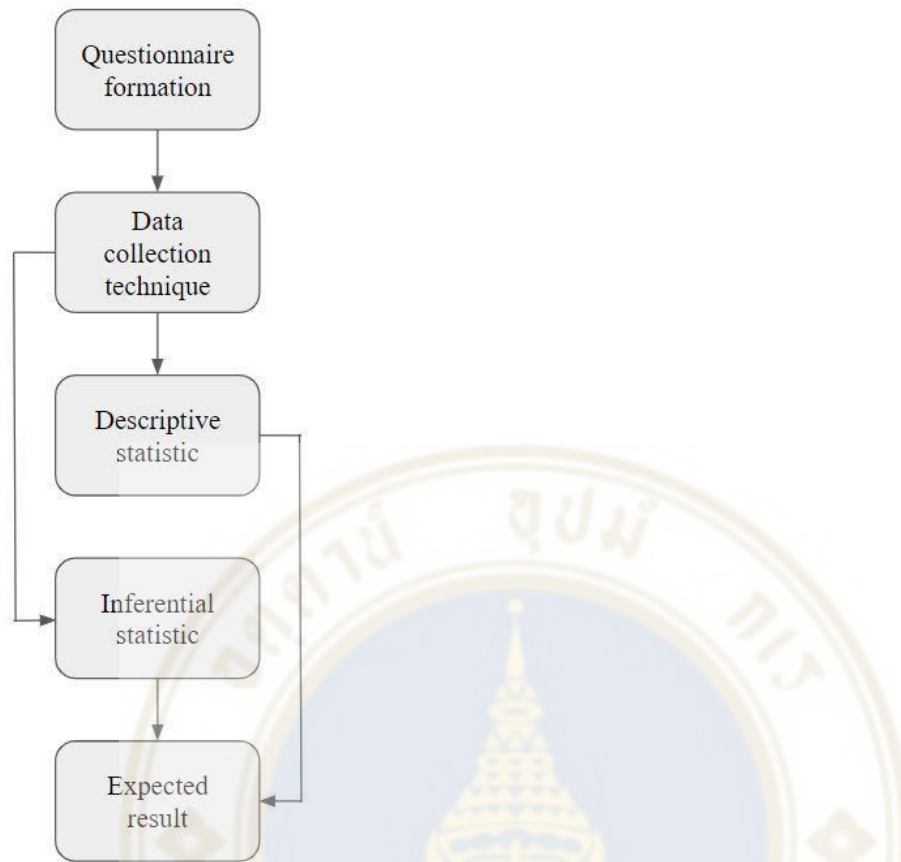
Figure 3.1 Overview of the methodology

3.2 Questionnaires formation

The questionnaires consist of three parts which are screening questions, general questions, and specific questions. First, screening questions classify whether the respondents are interested or have experience related with legal service or not. Second, general questions collect the demographic background information of the respondents. For instance, the gender, age, and income level are inquired for the analysis process. Third, specific questions determine the significant criteria from the respondent in choosing the legal service. The four main constructs are the competency, service availability, credibility, and service price. Competency refers to the capability of individual lawyers to apply knowledge, skill and experience required to successfully perform a specific task. Service availability measures the legal service being available and reliable in the sense of approachable location, hours of operation, contact, fast consumer response time and timely completion with tasks. Credibility indicates good

reputation and trustworthiness of individual lawyers. Service price refers to legal service fee expected or required.

The survey questionnaire inquires respondents to indicate the level of significance of four criteria for selecting a legal service. In each criteria, it is measured through the five points scale technique (Likert scale) anchored by (1) Strongly disagree to (5) Strongly agree. In addition, the questionnaire includes the most crucial criteria (top-of-mind criteria) that respondents use to select legal service.

3.3 Data collection technique

For data collection method starts from a random online quantitative survey technique for gaining the understanding of customer opinion and pattern of using legal service. The survey is conducted by using a Google form as a tool for data collection. The volunteer lawyer group in Facebook and Line application channel are used to distribute the questionnaires. The volunteer lawyer group provides the significant opportunity to gain the insight of customer perspective in legal service selection from people who are looking forward to applying for legal service.

3.4 Descriptive statistic

Descriptive statistic uses frequency percentage, means and standard deviation method (Hayes, 2022) to provide a summary of general questions including demographic information (gender, age and income) of all respondents. As well as, analyzing the perspective and attitudes of respondents towards independent variables and dependent variable.

3.5 Inferential statistic

Inferential statistic analyzes questionnaire samples from respondents and tries to simulate sample size in a larger population scale through a the method of multiple linear regression that is used to analyze the corresponding relationship between all four

independent variables (Chappelow, 2022) including competency, service availability, credibility and service price with single dependent variable that consisted of intention in selecting lawyer.

3.6 Expected result

The desired outcome is to verify and identify the acceptability of hypotheses regarding to independent variables and dependent variable which include four constructs and one intention to use legal service, as well as to obtain particular information regarding the relationship between various groups of respondents.

CHAPTER IV
RESEARCH FINDINGS

This chapter aims to analyze the factors influencing the intention to use the service of a certain law firm in order to improve the client's experience. In this chapter, the data gathered from an online survey will be analyze through the use of a statistical program called SPSS, also known as Statistical Program for Social and Sciences. The findings can be divided into two main parts, which includes the descriptive statistical findings and the inferential statistical findings.

For the descriptive statistical findings, the result can be discussed as follows :

4.1 Descriptive statistical findings

Descriptive statistical findings, the results can be summarized and, explained as follows :

Table 4.1 Screening question

Screening Question			Frequency	Percentage
Are you interested in using legal services?	Yes		137	100.0
	No		0	0.0
		Total	137	100.0

In order to ensure that the respondents answering this survey are qualified, the researcher include the screening question in the questionnaire allowing only those who are interested in using legal services to answer the questions. According to the above finding, all of the respondents, 100.0 percent are interested in using the legal services. Therefore, 137 respondents are qualified for this research study.

Demographic information of the respondents, the findings can be summarise and explained as follows :

Table 4.2 Demographic information

Demographic Information			Frequency	Percentage
Gender	Male		56	40.9
	Female		81	59.1
		Total	137	100.0
Age	20 – 30 years old		24	17.5
	31 – 40 years old		18	13.1
	41 – 50 years old		26	19.0
	51 – 60 years old		51	37.2
	Above 60 years old		18	13.1
		Total	137	100.0
Income	10,000 – 50,000 Baht		71	51.8
	50,001 – 100,000 Baht		59	43.1
	Above 100,000 Baht		7	5.1
		Total	137	100.0

According to table 4.2, in terms of gender, most of the respondents, 59.1 percent, are female while 40.9 percent are male. Age of the respondents, most of the respondents, 37.2 percent, age between 51 and 60 years old, followed by those who age between 41 and 50 years old, between 20 and 30 years old, between 31 and 40 years old and above 60 years old, accounting for 19.0 percent, 17.5 percent, 13.1 percent and 13.1 percent, respectively. Meanwhile in terms of income, more than half of the respondents, 51.8 percent generate between 10,000 and 50,000 Baht a month, followed by those who generate between 50,001 and 100,000 Baht per month and above 100,000 Baht per month, accounting for 43.1 percent and 5.1 percent.

The attitudes towards the competency, service availability, credibility and service price of the companies that the respondents are considering. The results can be concluded and discussed as follows :

Table 4.3 Competency

Competency	x̄	S.D.	Interpretation
1. The lawyer has a high winning rate of lawsuits.	4.55	0.73	Strongly Agree
2. The lawyer has high experience in legal service.	4.26	0.80	Strongly Agree
3. The lawyer has experienced in doing a variety of litigation.	3.60	1.03	Agree
4. The lawyer has long experience in litigation.	4.34	0.78	Strongly Agree
Overall	4.19	0.53	

The competency, most of the respondents strongly agree that the lawyer has a high winning rate of lawsuits, that the lawyer has high experience in legal service and that the lawyer has long experience in litigation, having the means of 4.55, 4.26 and 4.34, respectively. They agree that the lawyer has experienced in doing a variety of litigation, having the mean of 3.60.

Table 4.4 Service availability

Service Availability	x̄	S.D.	Interpretation
1. Lawyer's office location is easy to access.	3.26	1.08	Neither agree nor disagree
2. The Lawyer has punctuality when having an appointment.	4.62	0.58	Strongly Agree
3. The Lawyer has business hours that are convenient to contact.	3.80	0.99	Agree
4. The Lawyer has convenient contact channel.	4.40	0.78	Strongly Agree
Overall	4.02	0.61	

Service availability, the respondents strongly agree that the lawyer has punctuality when having an appointment and that the lawyer who has a convenient contact channel, having the mean scores of 4.62 and 4.40. They agree that the lawyer has business hours that are convenient to contact, having the mean of 3.80. However, the respondents neither agree nor disagree that the lawyer's office location is easy to access, having the mean score of 3.26.

Table 4.5 Credibility

Credibility	$\bar{x}$	S.D.	Interpretation
1. The lawyer is well-known in the legal community.	4.15	0.80	Agree
2. The Lawyer always hired to do big legal cases.	3.99	0.90	Agree
3. The Lawyer has a good personal image.	4.14	0.98	Agree
4. The Lawyer is appropriate to inquire about legal subject.	4.45	0.63	Strongly Agree
Overall	4.18	0.59	

For credibility, the respondents strongly agree that the lawyer is appropriate to inquire about the legal subject, having the mean score of 4.45. They agree that the lawyer is well-known in the legal community, that the lawyer is always hired to do big legal cases and that the lawyer has a good personal image, having the mean scores of 4.15, 3.99 and 4.14, respectively.

Table 4.6 Price

Price	$\bar{x}$	S.D.	Interpretation
1. The lawyer has reasonable service rate.	4.24	0.74	Strongly Agree
2. Lawyer's fees are not too high, when compared to market price.	3.26	0.97	Neither agree nor disagree
3. The Lawyer offer acceptable service rate.	4.04	0.96	Agree
Overall	3.85	0.60	

For service price the respondents strongly agree that lawyer has reasonable service rate, having a mean score of 4.24. They agree that the lawyer offers an acceptable service rate, having the mean of 4.04. However, they neither agree nor disagree that the lawyer's fees are not too high when compared to the market price, having the mean score of 3.26.

The most important factor in choosing a lawyer, the result can be shown and discussed as follows :

Table 4.7 The most important factor in choosing a lawyer

			Frequency	**Percentage**
The most important factor in choosing a lawyer.	Competency		94	68.6
	Service Availability		13	9.5
	Credibility		25	18.2
	Service price		5	3.6
		Total	137	100.0

According to the result shown in Table 4.7, most of the respondents, 68.6, think that competency is the most important factor in choosing a lawyer, followed by, credibility, service availability and service price, accounting for 18.2 percent, 9.5 percent and 3.6 percent, respectively.

Table 4.8 Intention to select a lawyer

Intention to Select a Lawyer	**$\bar{x}$**	**S.D.**	**Interpretation**
1. I am interested in using legal services with this lawyer in the future.	4.50	0.65	Strongly Agree
2. If I tend to use legal service, this lawyer will be my primary choice.	4.20	0.75	Agree
3. I will recommend this lawyer, if people around me facing legal issues.	3.98	0.94	Agree
4. I would apply for legal services of this lawyer, if I had a legal problem.	4.45	0.70	Strongly Agree
Overall	4.28	0.47	

Conforming to the intention and criteria to select a lawyer, the respondents strongly agree that they are interested in using legal services with the current lawyer in the future and they would apply for legal services of this lawyer if they have a legal problem, having the mean scores of 4.50 and 4.45, respectively. They agree that if they tend to use legal service, this lawyer will be the primary choice and that they will recommend this lawyer, if people close to them are facing legal issues, having the mean scores of 4.20 and 3.98, respectively.

4.2 Inferential statistical findings

Inferential statistics analysis are conducted according to the following research hypotheses.

H1 : Competency has a positive and significant effect on intention in selecting a lawyer.

H2 : Service availability has a positive and significant effect on intention in selecting a lawyer.

H3 : Credibility has a positive and significant effect on intention in selecting a lawyer.

H4 : Reasonable price has a positive and significant effect on intention in selecting a lawyer.

In order to test all hypotheses, the researcher decided to use Multiple Linear Regression and the results can be concluded and discussed as follows :

Table 4.9 ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.562	4	5.140	75.446	.000
	Residual	8.994	132	.068		
	Total	29.556	136			

According to the result of the ANOVA table, the independent variables, including competency, service availability, credibility and service price, altogether significantly influence the intention to select a lawyer at 95 percent confidence level as the P-value is equal to .000 which is less than 0.05.

Table 4.10 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834	.696	.686	.26103

Table 4.10 shows the result in the Model Summary table, the R-Square is equal to .696 indicates that the independent variables altogether can be used to explain the variation in the intention to select a lawyer by 69.6 percent.

Table 4.11 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.393	.234		5.946	.000
	Competency	.776	.052	.878	14.954	.000
	Service Availability	.002	.040	.002	.043	.966
	Credibility	-.071	.045	-.089	-1.589	.114
	Service Price	-.019	.038	-.024	-.493	.623

However, by considering the independent variables separately, the result shows that competency is the only independent variable that significantly influences the intention to select a lawyer at 95 percent confidence level as the P-value is equal to .000, which is less than 0.05. On the other hand, the P-values of service availability, credibility and service price, which are equal to .966, .114 and .623, are all greater than 0.05. This suggests that service availability, credibility and service price insignificantly influence the intention to select a certain lawyer at 95 percent confidence level. Therefore, the second, the third and the fourth hypotheses are rejected. Considering only the significant factor, the multiple linear regression equation can be written using the unstandardised coefficient as follows :

Intention to select the lawyer = 1.393 + 0.776 (Competency)

According to the above equation, if the average value of the competency increases by one unit, the average value of intention to select a lawyer will increase by .776 unit. This means that the factor, competency, significantly and positively influences the intention to select a lawyer. As a result, the first hypothesis (Competency) is

accepted. which makes the acceptant result of the hypothesis test can be concluded as table below :

Table 4.12 The summary of the hypothesis test

	Research Hypotheses	**P-value**	**Unstandardized Coefficient**	**Result**
H1:	Competency has a positive and significant effect on intention in selecting a lawyer.	.000	.776	Accepted
H2:	Service availability has a positive and significant effect on intention in selecting a lawyer.	.966	.002	Rejected
H3:	Credibility has a positive and significant effect on intention in selecting a lawyer.	.114	-.071	Rejected
H4:	Reasonable price has a positive and significant effect on intention in selecting a lawyer.	.623	-.019	Rejected

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1   Conclusion

This thematic research aims to investigate consumer perspectives and intention to purchase the legal service from lawyers and legal firms to provide appropriate suggestions to improve the client's experience towards the legal profession and legal firms.

This research is designed for gathering the purchasing intention of potential consumers of legal service through the survey questionnaire which consist of four significant criteria including lawyer's competency, service availability, credibility, and service price. There are 137 respondents who are interested in legal service, which is classified into 81 female and 56 male respondents.

Regarding the statistical result, a lawyer's competency is the only factor that has the significant impact in legal service selection from a lawyers or legal firms. This implies that the legal profession should concern developing legal knowledge and skill by having a special training that helps to improve legal skill, such as precedent analysis, legal drafting and evaluation of evidence which are all crucial to legal processes. (Americanbar Association, 2019) Meanwhile, analytical skill, research skill, organizational skill, persuasive skill and interpersonal skill is essential to determine legal provisions that involve solving legal cases. Meanwhile, maintaining the requisite skill and knowledge is important for the legal profession by educating, reviewing and compiling with the update of petitions that are subjected by the Supreme Court, plus apply for the complex case with the support from superior or more experienced professional will enhance lawyer's skill sets and capabilities (Indeed Editorial Team, 2020).

5.2   Research limitations

Although this research is carefully exploring the purchase intention by potential consumers participation in legal service, however there are some inevitable limitations that can be concluded as below :

1. The research was conducted and analyzed perspectives and intentions only within the scope of Thai respondents.

2. The survey population is limited in a small group of Thai people who areinterested in using legal services in the near future.

3. The research was not conducted in a variety of survey groups that includeequally distributed of male and female gender, occupation, level of education, income and geographical location.

4. The survey was only conducted through the volunteer lawyer groups which might cause insufficient information.

5.3   Future work

Despite, the statistical results demonstrate the significance level of each constant towards the potential consumer's intention, however this research could be further developed by the following element:

1. As refers to statistical results, this research explores only some of the factors that are significant, however there are some undiscovered factors that also havethe critical impact on the intention to purchase of potential consumers that required further study.

2. This research has illustrated the pattern in measuring consumer's perspective in choosing legal service. Therefore, the future study can use this advantage by incorporating with digitalized MIS to enhance the decision-making process, improving the service and client experience and achieving business goals.

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APPENDICES

Appendix A: Questionnaire

Questionnaire - Criteria for choosing a legal service

This data collection project was made to support the dissertation on the study of factors for choosing to use lawyer services, which the expected benefits may not directly benefit the survey respondents. However, it will be useful as a preliminary information for planning the development of proactive services to facilitate and respond to the people who need the services of lawyers in the future.

The questionnaire takes approximately 3-5 minutes to answer, Meanwhile, the respondents are required to imagine one individual lawyer or legal firm characteristic that you want to approach for a service and answer the question based on your score.

Screening question
1. Are you interested in using legal services?
 a. Yes
 b. No
   General questions
1. Please specify your gender
 a. Male
 b. Female
2. Please specify your age
 a. 20 - 30 years old
 b. 31 - 40 years old
 c. 41 - 50 years old
 d. 51 - 60 years old
 e. Above 60 years old
3. Please specify your income range
   a. 10,000 - 50,000 Baht
   b. 50,001 - 100,000 Baht
 c. Above - 100,000 Baht

Specific questions

Competency	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
From 1 to 5, how much do you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree	5	4	3	2	1
The lawyer has a high winning rate of lawsuits					
The Lawyer has high experience in legal service					
The Lawyer has experienced in doing a variety of litigation					
The Lawyer has long experience in litigation					

Service avilability	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
From 1 to 5, how much do you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree	5	4	3	2	1
Lawyer's office location is easy to access					
The Lawyer has punctuality when having an appointment					
The Lawyer has business hours that are convenient to contact.					
The Lawyer has convenient contact channel					

Credibility	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
From 1 to 5, how much do you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree	5	4	3	2	1
The lawyer is well-known in the legal community					
The Lawyer always hired to do big legal cases					
The Lawyer has a good personal image					
The Lawyer is appropriate to inquire about legal subject					

Service price	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
From 1 to 5, how much do you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree	5	4	3	2	1
The lawyer has reasonable service rate					
Lawyer's fees are not too high, when compared to market price.					
The Lawyer offers an acceptable service rate					

Intention to purchase	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
From 1 to 5, how much do you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree	5	4	3	2	1
I am interested in using legal services with this lawyer in the future.					
If I tend to use legal service, this lawyer will be my primary choice.					
I will recommend This lawyer, if people around me are facing legal issues					
I would apply for legal services of this lawyer, if I had a legal problem.					

Please indicate the most important criteria in choosing lawyer

a. Competency
b. Service avilability
c. Credibility
d. Service price

Appendix B: Information from SPSS

Statistical analysis

Correlation coefficients

The correlation coefficients show the relationship and relative movement of five viable constructs which range between -1.0 to 1.0.

		Intention	Competency	Service Availability	Credibility	Price
Pearson	Intention	1.000	.830	.327	.354	.100
	Competency	.830	1.000	.405	.508	.153
	Service Availability	.327	.405	1.000	.297	.178
	Credibility	.354	.508	.297	1.000	.119
	Price	.100	.153	.178	.119	1.000
Sig. (1-tailed)	Intention		.000	.000	.000	.123
	Competency	.000		.000	.000	.037
	Service Availability	.000	.000		.000	.019
	Credibility	.000	.000	.000		.084
	Price	.123	.037	.019	.084	
N	Intention	137	137	137	137	137
	Competency	137	137	137	137	137
	Service Availability	137	137	137	137	137
	Credibility	137	137	137	137	137
	Price	137	137	137	137	137

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Competency	Service Availability	Credibility	Price
1	1	4.948	1.000	.00	.00	.00	.00	.00
	2	.022	15.100	.00	.03	.06	.08	.77
	3	.015	18.053	.01	.02	.81	.27	.00
	4	.008	24.480	.16	.49	.12	.65	.07
	5	.007	26.607	.83	.45	.00	.00	.17

Casewise Diagnostics[a]

Case Number	Std. Residual	AVR_Intention	Predicted Value	Residual
78	3.497	3.75	2.8372	.91277

Residuals Statistics[a]					
	Minimum	**Maximum**	**Mean**	**Std. Deviation**	**N**
Predicted Value	2.8372	4.9092	4.2810	.38883	137
Residual	-.50661	.91277	.00000	.25716	137
Std. Predicted Value	-3.713	1.616	.000	1.000	137
Std. Residual	-1.941	3.497	.000	.985	137

Scatterplots of the variables used in the study

The scatter plots describe the trend of all variables in a dataset, by independent variables will be plot on X-axis and dependent variables will be plot on Y-axis.