THE WEDDING COUPLE DECISION MAKING
TO INCLUDE THE DIGITAL SERVICES
IN THEIR WEDDING CEREMONY

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THE WEDDING COUPLE DECISION MAKING TO INCLUDE THE DIGITAL SERVICES IN THEIR WEDDING CEREMONY

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ABSTRACT

In the digital era, the numbers of internet users are increasing every day. Almost everything goes online, fast, real time. Even the wedding market trend which also brings the new technology into the wedding ceremony. As the digital wedding services are the new things in Thai market, understanding toward the consumers' purchasing decision and behavior could help digital services providers to gain more competitive advantage and maintain their brand reputation in the market.

This paper examines the wedding couple decision making to include the digital services in their wedding ceremony. This study focuses on the target respondents who have the plan to get married within 1-2 years or the wedding couples who have used this kind of service in their wedding ceremony that live in Bangkok. Factor Analysis, Reliability Test, Correlations Analysis, Multiple regression analysis are used to analyze data to find out the significant factors that affect to buyers' responses. Results show that new technology perception is the most important factor to the couple decision making to include the digital service to their wedding ceremony.

KEY WORDS: Consumer Decision making / Consumer Behavior / Digital Wedding Services / New Technology Perception / Influencing factors

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CHAPTER I
INTRODUCTION

We are moving to the digital era day by day (Jill Shepherd, 2004). Everything is expected to be faster; less the time consumption in doing any processes, smaller; reduce the size but in the other way increase the efficiency or capacity. Formerly, we keep all data and pictures in paper base. Then the technology come, people change the method of keeping their data and pictures to digital format. Right now, people change from film camera to digital camera. The document storage shift from paper base file, which require lots of space to digital files which is not require the physical space, the information will be kept in various kinds of storage. Such as the floppy disk then change to CD and then change to the USB flash drive or small size of hard disk which are continuously developed to have higher storage capacity, faster transmission rate and smaller size (John P.Scheible, 2002).

There for, people change their behavior as the technology changed (Nuno Ribeiro, 2011). Every types of business move from the old style of business processes that doing everything manually to the new generation of doing business. The technology improvement of data storage can increases the accuracy and efficiency of business processes a lot in term of keeping, updates, retrieves and transfer data (Morris, R.J.T.& Truskowski, B.J., 2003).

At present, we could not disclaim that social media is very powerful communication channel. All kinds of data are shared in the internet. Everything goes online, we can search for any kinds of data from an internet, and we also connect to people through and internet. Thus, the world goes smaller. We can connect to people who live in the other side of the world easily and in real-time. Not only hear only the voice, but also the technology can bring us to higher quality of communication. People can feel like they are a part of that situation from even from the real-time picture or the video sharing. Even outdoor, there are many mobile applications that allow people to communicate with each other and sharing information in real-time. As we can see right

now, most people always hold their mobile phone and keep chatting, reading, searching, or watching the online contents that very easy to access to these information anywhere anytime as long as there is a network connection (Danah Boyd, 2012).

The wedding market is another interesting market and extremely boom in these couple years from the belief of the lucky year or the nice number of the date, month, and year. Thai people still fix with the custom that when two people willing to spend their life together, they have to arrange the wedding ceremony to publish and let everyone notice that they are husband and wife. For the couple that does not arrange the wedding ceremony, but they just live together. The society still feels like it is unacceptable behavior. The wedding ceremony also reflects the style, taste, financial and social status of the wedding couple and their family. The wedding couple cannot just focus on their personal need but they have to concern a lot about other people around them. Not only their family members, but also all groups of their guests. (Apiwat S. & Pattamaporn S., 2008) Arranging the wedding ceremony become the fifth requisite of people, no matter the economy is good or bad people still have to get married. (Lamolphet, 2009)

From the booming period of this business, it makes the value of business is more interesting than previous. The total value of wedding market in 2012 is 30,000 million baht. It is not just creating a new type of business to the market, but consequently it also stimulates sales volume in other related business such as traveling that the couples use to end up their ceremony with the honeymoon travel. The most popular wedding party size is around 200-500 guests. The average spending per one wedding ceremony is around 150,000 – 300,000 baht (Bangkokbiznews, http://goo.gl/C5A4Dz).

1.1 Statistics of the couple with marriage certificate in Thailand

Table 1.1 Couple with marriage certificate by region: 2003 – 2012

สถิติการจดทะเบียนสมรส จำแนกตามภาค และจังหวัด พ.ศ. 2546 - 2555
COUPLE WITH MARRIAGE CERTIFICATE BY REGION AND PROVINCE: 2003 - 2012

หน่วย : คู่สมรส
Unit : Couple

ภาคและจังหวัด	2546 (2003)	2547 (2004)	2548 (2005)	2549 (2006)	2550 (2007)	2551 (2008)	2552 (2009)	2553 (2010)	2554 (2011)	2555 (2012)	Region and province
ทั่วราชอาณาจักร	328,356	365,721	345,234	358,505	307,910	318,496	300,878	285,944	308,048	314,338	Whole Kingdom
กรุงเทพมหานคร	39,336	43,183	45,420	48,099	45,132	47,288	43,727	39,648	42,316	45,064	Bangkok
ภาคกลาง	79,910	92,094	92,715	96,607	87,111	92,801	87,252	79,593	86,787	88,569	Central Region
ภาคเหนือ	58,809	62,636	58,641	58,513	49,470	50,599	48,943	48,224	49,319	51,343	Northern Region
ภาคตะวันออกเฉียงเหนือ	109,309	122,833	105,324	111,256	88,170	89,729	81,513	84,597	92,609	89,891	Northeastern Region
ภาคใต้	40,992	44,975	43,134	44,030	38,027	38,079	39,443	33,882	37,017	39,471	Southern Region

หมายเหตุ: จังหวัดบึงกาฬ จัดตั้งขึ้นเป็นจังหวัดที่ 77 ตามพระราชบัญญัติตั้งจังหวัดบึงกาฬ พ.ศ. 2554 มีผลใช้บังคับตั้งแต่วันที่ 23 มีนาคม 2554 เป็นต้นไป โดยแยกออกจากการปกครองของจังหวัดหนองคาย
Note: Bueng Kan, the 77th province, was newly established on March 23, 2011, separated from Nong Khai province.

Source: Department of Provincial Administration

Table 1.1 represents the statistic of the couple with marriage certificate in Thailand from 2003 to 2012, which indicate that there are more than 300,000 couples each year. In fact there are lots of couples that getting married without the marriage certificate by any reasons, so there are a lot more wedding ceremonies held each year. (Bangkokbiznews, http://goo.gl/6nieFM)

1.2 The wedding reception ceremony

Generally, the reception commences around 18:00-19:00. Upon arrival at the venue, the guests will go to a reception table where they may put their envelops of money with their names into a box then sign the blessing book for the couple. Afterwards, the guests may take photos with the couple before go into the party area.

The meal may be offered in various styles: cocktail party; buffet or a sit-down dinner. During the course of dinner, the senior principle guest will be invited to give a speech and give a toast to the couple. Then the couple may proceed to the cake-cutting and offer a piece to their parents, senior family members and some senior guests. The reception usually ends early around 21:30 (http://www.rueanthai-raminthra.com/).

1.3 Digital Services

There are some new types of digital service just coming to the wedding market besides the digital photo service. For this research, the researcher will focus on only two types of new digital service.

The first one is the digital greeting book service. It is different from the traditional greeting book that the guest come to the reception point then write down on the provided book. Some guests may not want to write in the book, from many reasons like there is not enough space to write down, too long queue, or it is not fun. But for this new style of wedding, start at the guests come to the reception point, the staff will lead the guests to take a photo with the groom and bride then the photo will be display on the big LCD touch screen, then the guests can choose the colors and write down their greeting words by using the stylus or decorate their photo with stickers. After that they can sent their photo to their email so they do not have to wait so long to see their photos or share their photos on the wedding couple's Facebook at that time. Then the guests can pick up their printed photos before walk in to the party area with fun. After the party was finished, the wedding couple will get all digital files in DVD and/or Flash drive format. The digital greeting book service will shift the way of writing the greeting book to be more unique, easy, creative, fun, beautiful and memorable to the guests. It is easy for the wedding couple to replay their special moment and greeting words from their guests in the same time. The digital greeting book service will provide the hardware, software, and staff to run and manage all processes for the couple (http://www.magictouch.in.th/). Figure 1.1 showed the usability of the digital greeting book.

Figure 1.1 digital greeting book
Source: Paint it

The second type of digital services is Instagram photo printing. This service will provide all hardware, software and staff to work in the event. The guests could take photos with their own smartphone then share their photos with hash tag of the event (#) the photo will be auto collected to the system and displayed on the big LCD screen. Then the guests can walk to the reception point to select their target photos to print out and pick up their photos later. This service can encourage the wedding couple to get more photos from their guests so they can capture the moment from the guests view. The guests will get the printed photos which have the label and frame that the wedding couple designed as a souvenir. The printed photos in credit card size are very high quality, water resistance and can be kept for 100 years (http://instaprinta.me/weddings). Figure 1.2 and Figure 1.3 showed the Instagram photo printing.

Figure 1.2 Instagram photo printing
Source: InstaPrinta

Figure 1.3 Instagram photo printing book
Source: magictouch

1.4 Statistic of Internet and Social media use in Thailand

Figure 1.4 Thailand snapshot, Jan 2014
Source: wearesocial.sg

Figure 1.4 represents overall Thailand internet, mobile and Facebook users. There are about 67 million people in Thailand, 34% of them live in urban area and 66% of them live in rural area. 35% of total populations are the internet users. There are about 24 million active Facebook accounts in Thailand, which is very huge number. For the mobile subscription, there is 125% of Thailand total population. That is means many people have more than one mobile phone (wearesocial.sg).
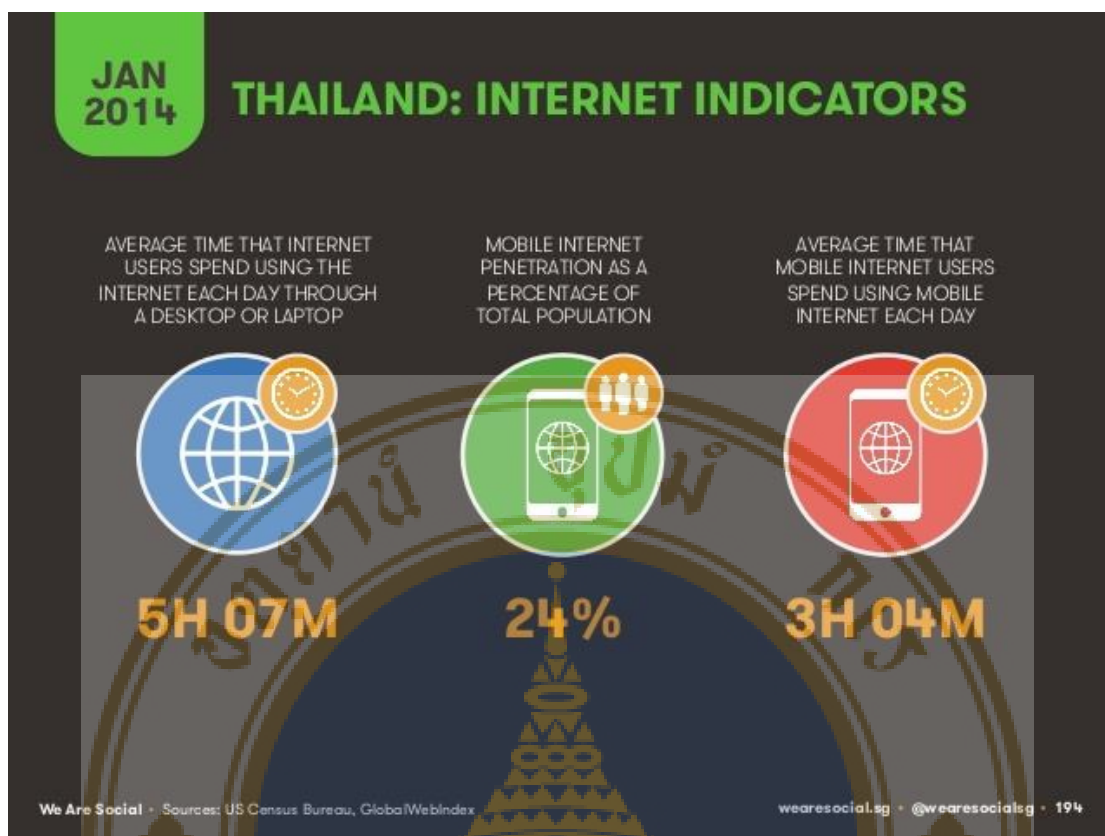
Figure 1.5 Thailand internet indicators, Jan 2014
Source: wearesocial.sg

Figure 1.5 represents Thailand internet indicators. The average time of internet users spend each day through a desktop PC or laptop is about 5 hours per day. The average time of mobile devices is about 3 hours per day. Now, people in Thailand surf internet on mobile about 24% of total population. We can conclude that, people spend their time on internet a lot each day (wearesocial.sg).
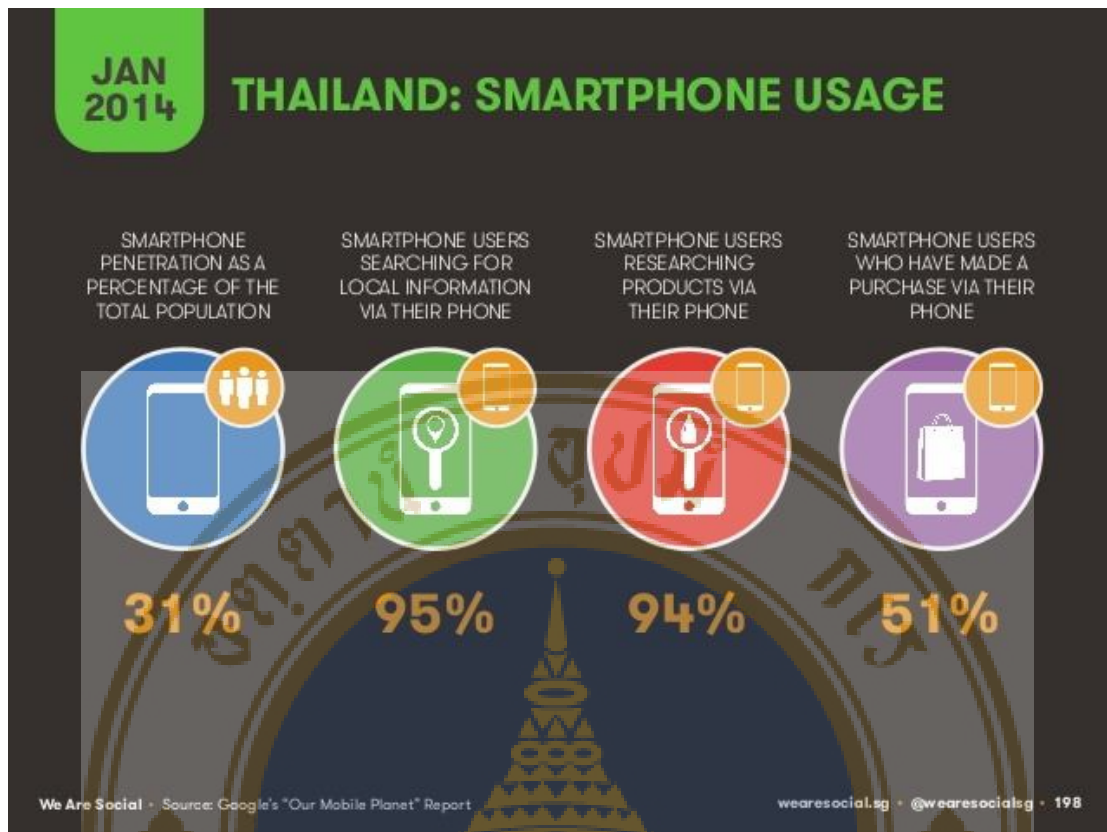
Figure 1.6 Thailand Smartphone usage, Jan 2014
Source: wearesocial.sg

Figure 1.6 represents Thailand smart phone usage. The people who use smart phone are about 31% of total population. The Smartphone users searching for the local information via their phone are about 95%, researching the products via their phone about 94% and made a purchase via their phone about 51%. These are very high percentage. So the Smartphone users are very interesting target group (wearesocial.sg).
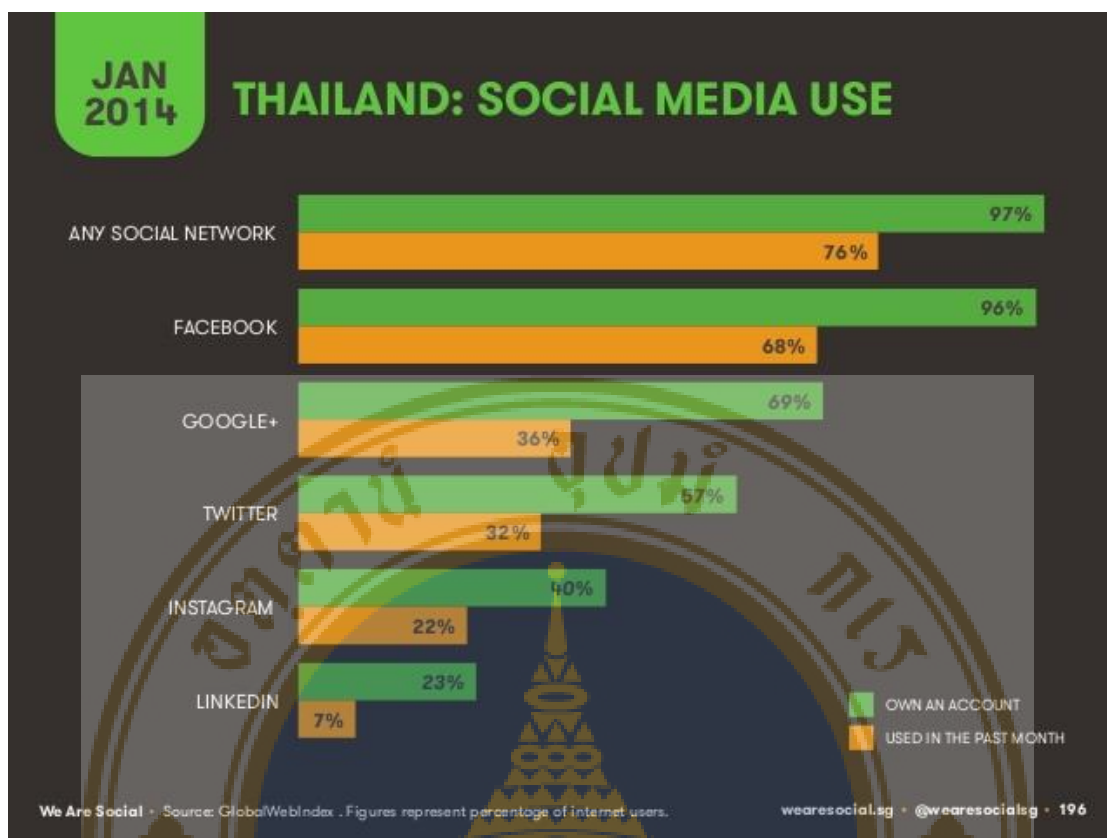
Figure 1.7 Thailand Smartphone usage: Jan 2014
Source: wearesocial.sg

Figure 1.7 represents Thailand social media use. The social media use in Thailand increasing continuously, the most popular social media in Thailand is Facebook which has the highest user and people can connect and share various kinds of information with others easily. The second one is Google+ which has very similar functions to Facebook but still not popular in Thailand as Facebook yet. The third one is Twitter which is the platform that suit for the people who love to read of post the short information messages or shot news. The forth one is Instagram which are suit for the people who love to see or share the photos. And the fifth one is LinkedIn which suit for the working people to share their professional profile or the company that looking for an employees (wearesocial.sg).

1.5   Problem Statement

There are lots of wedding products and services in the market. Some products or services are separated from others, some are bundled with others. The digital services are the new thing in the wedding market. There are not many players in the market and still not many people recognize about these. The companies have to find the ways to gain more recognition from the target customers and be the first choice of the customers.

1.6   Research Question

What are the factors that influence the wedding couples to include the digital services in their wedding ceremony?

1.7   Objective

- To study significant factors that could influence the customers to include the digital services in their wedding ceremony.
- To study what are their expectations from the digital services in their wedding ceremony.

1.8   Research scope

The researcher will collect the information about the factors and expectations that influence the wedding couples to include the digital services in their wedding ceremony from the couples who have the plan to get married within 1-2 years and the wedding couples who have used this kind of service in their wedding ceremony that live in Bangkok.

1.9   Expected benefit

To help the digital services company knows customers' requirements and expectations. The trend and popularity of the digital services in the wedding ceremony. The company can apply with their products, services, and marketing campaign offer. Also to be the source of information for people who may interested.

CHAPTER II
LITERATURE REVIEW

To study about the factors that influences the wedding couples in choosing the digital services to their wedding ceremony. The researcher reviewed related literature from many sources including related research, methodologies and theories about the consumer behavior and consumer decision making.

2.1 Consumer Behavior
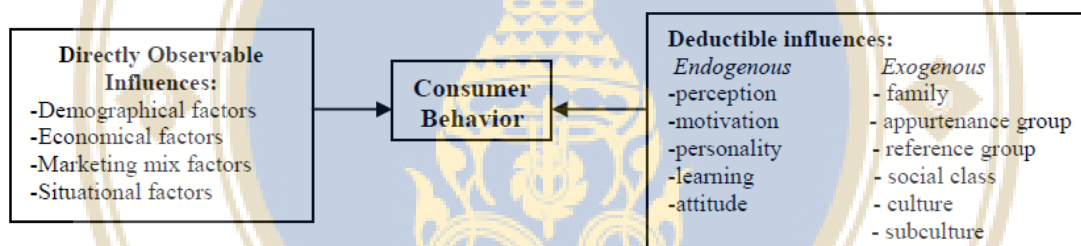
Figure 2.1 Factors that influence consumer behavior
Source: Adapted after : Cătoiu, I. & Teodorescu, 2004. *Compartmental consumatorului (Consumer Behavior)*, Uranus Printing House, Bucharest, p. 47.

Consumer behavior is influenced by different types of factors, as shown in Figure 2.1 Mostly are uncontrollable factors. Some factors are from the individual's inside, while some are from the environment outside such as their culture, social or family. Although, the marketers still have to consider them and should understand both in theory and reality of consumer behavior. Many different researches in the topic of consumer behavior and/or consumer decision making mention about some different number of factors that influence the consumer behavior or consumer decision making. But most of them still share the same main idea.

Now a day, everyone admit that the power of Internet, Technology and Social Network are changing the world. Even Marketing world also has to adapt the theory and the way to communicate and reach the target consumers. A social network is a graph of relationships and interactions within a group of individuals, which often plays a major role as a medium for spread ideas, information, and influence among the members (Kempe D., Kleinberg J. and Tardos E., 2003). They can interact, exchange opinions, and compare experience with others. Many website help consumers making the decision by sharing reviews written by the previous customers and evaluated by potential customers. Mostly, online customers tend to wait for early adopters to share their opinions before making their own decision to reduce the risk of buying a new product (Lee M. K. O., Cheung C. M. K. Cheung, Sia C. L. and Lim K. H., 2006).

For online consumers, the relevant aspects that influence consumer behavior are the characteristics of the website, individual perception and consumer's psycho-demographic characteristics, the characteristics of the seller and social context (Agarwal and Karahanna, 2000, Moon and Kim, 2001, Torkzadeh and Dhillon, 2002) Another online consumer behavior model is shown in Figure 2.2.
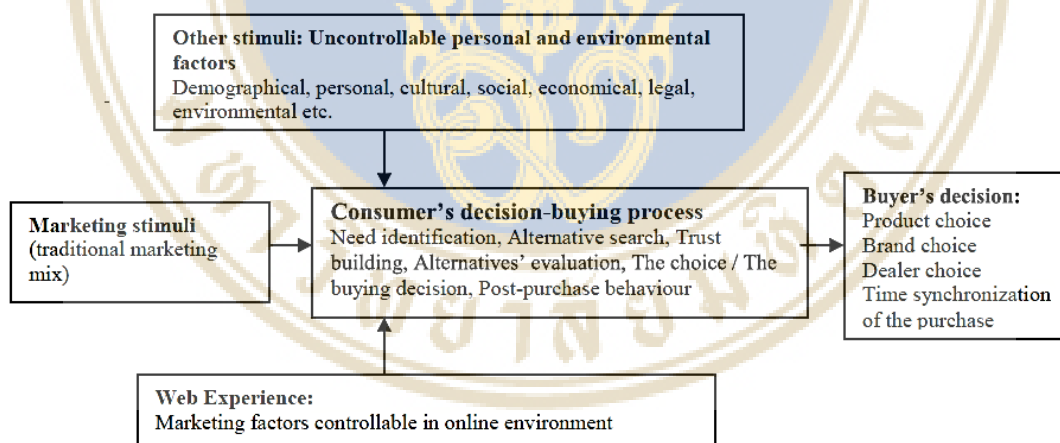
Figure 2.2 Factors that influence online consumer behavior
Source: Constantinides E., 2004 Internet Research, 14, p.133, adapted after the framework conceived by Ph. Kotler, 2003

Online marketer may influence the consumer's decision process by using traditional marketing instrument and mainly by creating and delivering adequate online

experience of web experience (Constantindes, 2004). The web experience is represented by a combination with online functionality degree, information, emotions, clues, stimuli and products or services. Cotte et al. (2006) have identified four groups of online consumers that have different intentions and motivations which are exploration, entertaining, shopping, and information. For the detail of each factor will be described in following session.

2.2 Uncontrollable factors
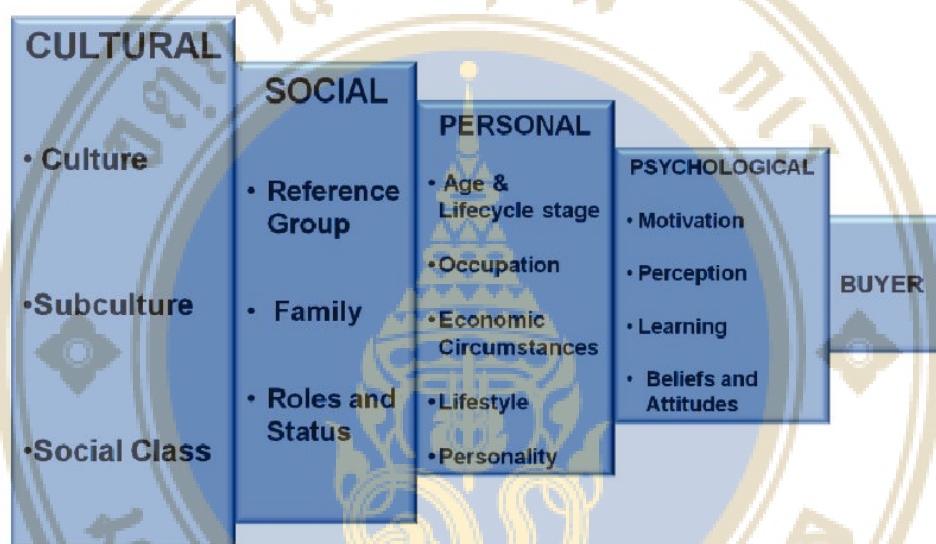
Figure 2.3 Characteristics Affecting Consumer Behavior
Source: lurnq.com, http://goo.gl/HzVFP5

Figure 2.3 represent the characteristics affecting consumer behavior as the detail below.

2.2.1   Cultural Factors

Supassara (2013) Culture and subculture are the basic element that effect to the want and behavior of human and be the most importance factor. Because human beings are social animals, the culture in each society has very high impact to each one's living style. The children will acquire the values, perceptions, preferences and behaviors from their family and school.

2.2.1.1 Culture is the learned values, perceptions, wants, and behavior from family and other important institutions. Such as, people in one country will have their main characteristics.

2.2.1.2 Subculture is quite deep down to the nationality, religion, skin tone, geography. People with shared value systems based on common life experiences and situations. Such as, U.S. market consists of Hispanic, African American, Asian American consumers.

2.2.1.3 Social class is measured by a combination of occupation, income, education, wealth, and other variables

2.2.2   Social Factors

Consumer wants, learning, motives are influenced by opinion leaders, person's family, reference groups, social class and culture.

2.2.2.1 Family is the most important consumer-buying organization in society.

2.2.2.2 Reference group are any related people that can exert social influence on others.

2.2.2.3 Social roles and status are the groups, family, clubs, and organizations which a person belongs that can define role and social status

There are two kinds of social influence in the adoption of a new product: normative influence (subjective norms) and informational social influence. First, normative social influence creates social pressure for people to adopt a product or services. If they do not adopt it, they may be treated as "old fashioned". Second, informational social influence is a learning process of observing the experience of early adopters through the social network before decide whether to buy or not (Kim Y. & Srivastava J., 2007).

2.2.3   Personal Factors

Personal factors include age and life cycle, occupation, economic situation, lifestyle, activities, interests, and opinions, brand personality.

Buyer's decisions also are influenced by personal characteristics such as the buyer's age and lifecycle stage, occupation, economic situation, lifestyle and personality and self-concept. People change the goods and services that they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often change by age related. Also occupation affects to the goods and services bought. Even people in the same subculture, social class, and occupation may have different lifestyles (Chaturvedi, S., 2014)

Many of research find out that the demographical is one of the main factors that influence the consumer behavior and decision making. There is a relationship between gender and income, men and women relate the material possession differently. Ditmar et al. (1995) demonstrates that women preference is the items related to elemental value, while men preference is related to leisure and finance. The reasons are women value their possessions for emotional and relationship reasons. On the other hand, men value the possessions for functional and instrumental reasons. The result was shown that men purchase items for personal (in-dependent) identity reasons whereas women purchase for social (relational) identity reasons.

Bellenger et al. (1978) found the relationship between age and impulsive buying. The impulsive buying tends to increase between ages 18 to 39 then declines, which was consistent with Wood Michael (1998).

2.2.4 Psychological Factors

A person's buying choices are further influenced by four major psychological factors, which are Motivation, Perception, Learning, and Beliefs and Attitudes (Supassara, 2013).

Maslow's Hierarchy of Needs

People are driven by particular needs at particular times. Human needs are arranged in a hierarchy from most to least pressing (Supassara, 2013).

- Physiological needs – Hunger, thirst
- Safety needs – Security, protection
- Social needs – Sense of belonging, love
- Esteem needs - Self-esteem, status
- Self-actualization needs –Self-development

Acceptance and use of technology (Learning)

Yen-Ting et al. (2010) had studied about the Unified Theory of Acceptance and Use of Technology framework as shown in Figure 2.4. This framework further foresees the user-specific factors that moderate the impact on use intention and use behavior, which has been used to predict the acceptance of varieties of technology products and services. The finding indicate that significant differences exist among potential and early adopters with respect to technology perceptions is early adopters show on average higher levels of performance expectancy and effort expectancy and are more strongly guided by social influence and facilitating conditions as compared to potential adopters.
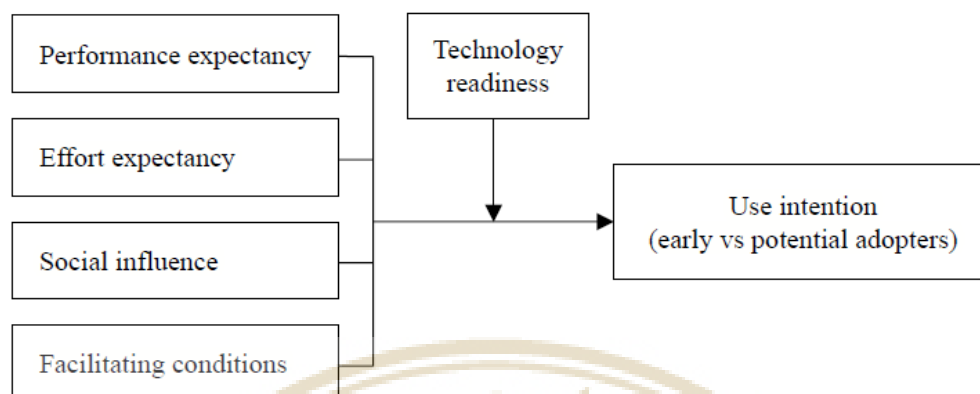
Figure 2.4 Research framework; exploring the antecedents of use intention in the context of retail service innovations
Source: Yen-Ting Helena Chiu, Shih-Chieh Fang, Chuan-Chuan Tseng, (2010)

(Parasuraman's 2000) Technology readiness is defined as an individual's passion to embrace and use new technologies to accomplish the goals in home living also at work. It measures an individual's general state of mind about technology, but does not reflect his or her skillfulness or degree of experience in using technology. Technology readiness composed of four dimensions. Optimism reflects an individual's positive view of technology with the belief that technology can makes lives more efficient, flexible and controllable (Parasuraman and Colby, 2001). Innovativeness relates to a person's tendency to be a technology pioneer and assume thought leadership. Discomfort expresses a person's feeling of being dominate by the technology. Insecurity is rooted in the belief that technology would not work properly.

While optimism and innovativeness drive a person's Technology readiness, discomfort and insecurity restrain it. Many studies have analyzed the role of Technology readiness related with consumer intention to use technologies (Lin et al., 2007; Massey et al., 2007; Liljander et al., 2006; Walczuch et al., 2007; Lin and Hsieh, 2005).

Technology diffusion models have proposed the existence of different adopter groups according to their time of adoption (Rogers, 1995; Bass, 1969). Among the most widely used categorization is that of Rogers (1995) who distinguishes among innovators, early adopters, early majority, late majority and laggards. Figure 2.5 shows the bell shaped distribution of Individual Innovativeness and the percentage of potential

adapters of each category. The innovators are the risk takers and pioneers who adopt an innovation very early in the diffusion process. Another end, the Laggards is people who resist adopting an innovation until rather late in the diffusion process.
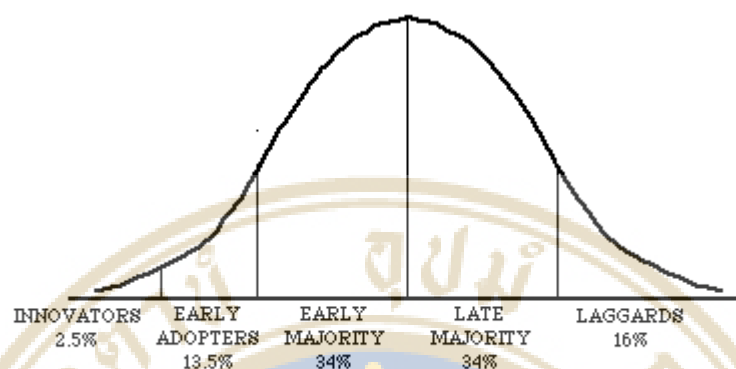
Figure 2.5 Bell shaped curve showing categories of individual innovativeness and percentages within each category
Source: http://www2.gsu.edu/~wwwitr/docs/diffusion/

2.3 Marketing Mix factor

In doing the literature review, the marketing mix factor was referred in almost all of studies about consumer behavior and consumer decision making. There are 4Ps for the traditional marketing mix which are Product, Price, Place, and Promotion (Gummesson, E. 1994).

For the marketing mix of the service, there are 3 more P from the traditional 4Ps. The 7Ps include: Product, Price, Place, Promotion, People/Participants, Process and Physical Evidence as shown in Figure 2.6 (Booms and Bitner, 1982). The examination of marketing strategy literature has indicated that the 4Ps are not enough to formulate a marketing strategy in service businesses (e.g., Booms and Bitner, 1981; Gronroos 1994; Rafiq and Ahmed, 1995; Gombeski, 1998; O`Malley and Patterson, 1998; Day and Montgomery, 1999). These new marketing variables are fundamental marketing variables for the success of any service company. Akroush, M. N. (2011) found out that the strongest predictors of the model on customer performance are people (the service providers) and service price, respectively.

Figure 2.6 The 7Ps Model

Source: Mamoun N. Akroush, The 7Ps Classification of the Services Marketing Mix

2.4 Literature Review Summary

Table 2.1 showed the list of the reviewed related research about consumer behavior, consumer decision making and technology acceptance which studied and emphasized in various factors. After reviewed all these papers, the researcher came up with the research frame work (Figure 2.7).

Table 2.1 Literature review summary

Research	Cultural & Social factors	Demographical factors	Economical factors	Psychological factors	Marketing mix factors						
					Product	Price	Place (channel)	Promotion (Integrated Marketing Communication)	People (Participant)	Process	Physical Evidence
Early versus potential adopters	x			x	x		x			x	
A new theoretical framework of technology acceptance and empirical investigation on self-efficacy-based value adoption model	x			x	x	x					
The Influence of Culture on Consumer Impulsive Buying Behavior	x	x									
Role of females in family buying decision-making	x	x	x		x						
Psychological and social factors that influence online consumer behavior	x	x	x		x	x	x	x			
A Study of Influence of Demographic Factors on Consumer Impulse Buying Behavior		x	x	x							
Consumer Markets And Consumer Buyer Behavior	x	x	x	x	x	x	x	x			
Consumer Decision-Making in the Purchase of Estate Agency Services	x			x				x	x	x	x
An exploratory investigation of consumer decision making in the service sector	x				x	x					
Beyond Consumer Decision Making				x	x	x	x	x			
The identification of evaluative criteria and cues used in selecting services	x				x	x	x	x	x	x	x
Mature Consumers Speak: Insights on Information Search and Self-Efficacy for Service Purchases	x	x		x				x			
Identifying key factors affecting consumers' choice of wealth management services: an AHP approach	x				x						x
Exploring the Connection Between Frustration and Consumer Choice Behavior in a Dynamic Decision Environment				x	x			x			
Convergence Dynamics of Consumer Innovativeness Vis-à-Vis Technology Acceptance Propensity: An Empirical Study on Adoption of Mobile Devices	x			x	x						
A Test of Services Marketing Theory: Consumer Information Acquisition Activities				x				x			x
Total	12	6	4	10	11	6	5	8	2	3	4
Selected	✓	✓	✓	✓	✓	✓	✓	✓			

2.5 Research Framework

Figure 2.7 Research Framework

From the literature review, the research framework was developed. Figure 2.7 showed the research framework, which composed of four group of factors (Demographical factors, Cultural & Social factors, Psychological factors and Marketing mix factors) that can affect to the buyers' responses.

2.6 Hypotheses

H1: Demographical factors have direct impact with buyers' responses

H2: Cultural and Social factors have direct impact with buyers' responses

H3: Psychological factors have direct impact with buyers' responses

H4: Marketing mix factors have direct impact with buyers' responses

CHAPTER III
RESEARCH METHODOLOGY

This research applied quantitative method because the quantitative research methods attempt to maximize objective, model, and generalize of the findings and are normally interested in prediction. The key of this approach is the expectation that a researcher will set aside experiences, perceptions, and biases to make sure that the objective in the conduct of the study and the conclusions are described (Lincoln Y. S. & Guba E. G., 1985).

Data is obtained by using a survey. the questionnaires were distributed via the online channel to the target respondents, who are the couples having plan to marry within 1-2 years also the wedding couples who have used this kind of services that live in Bangkok. A survey questionnaire composed of three parts. The first part is the profile of respondents which provides general information of the consumer. The second part focuses on the factors that influence in purchasing decision. The third part is the buyer's responses and expectations.

3.1 The sample size

As the target groups of this research are quite specific and the limitation of time, 90 respondents participated in this research. However, 61 of them are in the target groups of this research.

3.2 Data collection

The data are collected via online channel by the Google form through the social network. The researcher chose social network to be the channel of collecting data because there are a lot of people spend their time online and using social network to connect with others. It is easier and faster to get through online channel. The respondents

can feel free to answer the questions in their place and do it in their free time. Another reason is to get variety profiles of the respondents, so the opinion will come from people in different field with different lifestyles.

3.3　Data analysis

In this research, SPSS software 20.0 is used. Several kinds of statistical analysis method are used in this research, which are descriptive statistic, reliability test, correlations analysis and multiple regression analysis.

3.4　Questionnaire

The questions are developed and adapted based on designed questions from previous research and relevant publications. Which are (SPROTLES G. B. et al., 1986, Kwan C. Y et al., 2004, Matthew B. Gross et al., 2012, L. C. M. DESTINY, 2012)
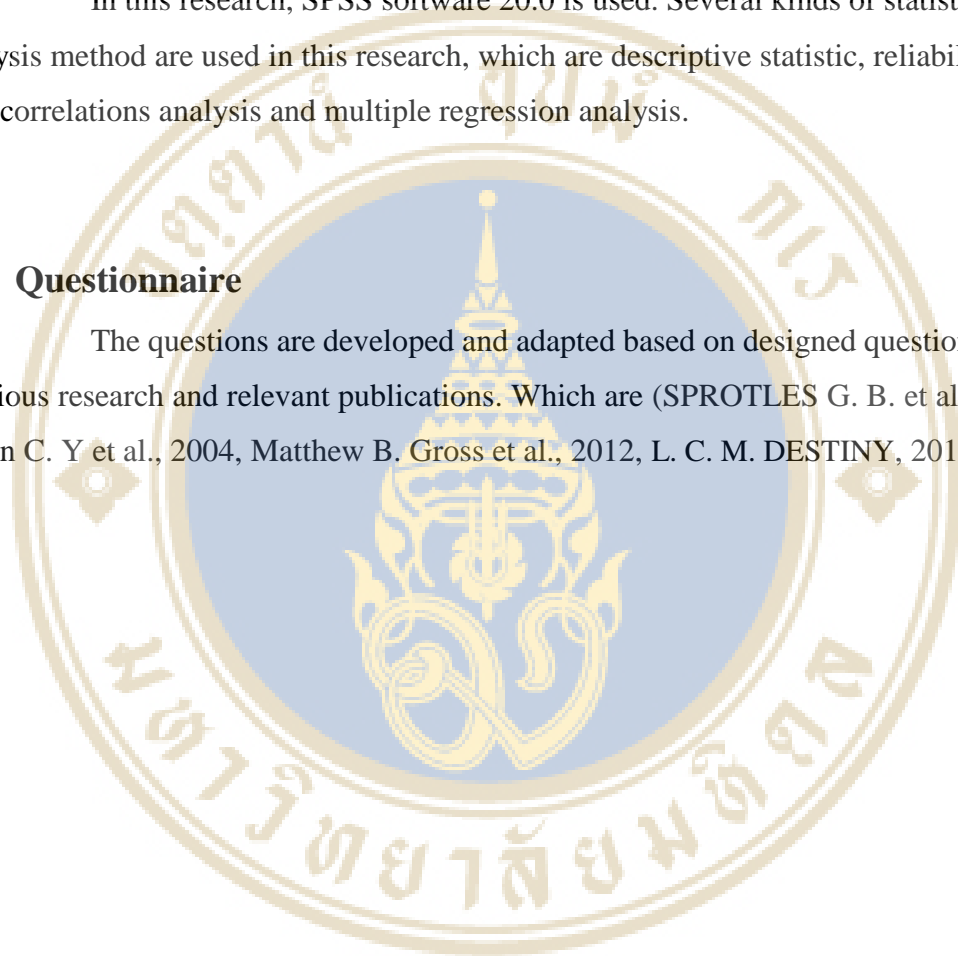
Table 3.1 The list survey questions by factors

No.	Questions	Factors
Respondents screening		
	Are you planning to get married in 1 - 2 years or have used digital wedding service in your wedding ceremony?	Screening question
Profile of respondents		
1	Gender	Demographical
2	Age	Demographical
3	Occupation	Demographical
4	Work field	Demographical
5	Salary/Earnings per month	Cultural and Social
6	Earnings per month of your couple (your + your partner)	Cultural and Social
The factors that influence in purchasing decision.		
7	Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are new generation/stylish couple.	Cultural and Social
8	Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are wealthy/luxurious couple.	Cultural and Social
9	I decide to purchase the digital wedding service because my family/friends suggest me to do. Or, I have seen my surrounding people/famous people used this kind of service.	Cultural and Social
10	I feel comfortable with learning and using new technology by myself. (e.g. Smart phone, Touch screen display, ATM, CDM, Self-service kiosk, etc.)	Psychological
11	I always want to be the first one who experiences the new things (Product, Service, Fashion, or Technology).	Psychological

Table 3.2 The list survey questions by factors

No.	Questions	Factors
12	Trusted band with long history is very importance attribute that effect to my decision making in purchasing product or service.	Psychological
13	If there are some staff provide me information and educate the using method of the new technology gadget for me, I will be able to learn and understand it in a short time.	Psychological
14	I always find many choices of product or service provider and looking for some review of previous customer on internet before making the final decision of purchasing.	Psychological
15	In general, I usually try to purchase the best overall quality product/service.	Product
16	My standards and expectations for product/service I purchase are very high.	Product
17	I will choose only the digital wedding service provider that offers all functions that I want. (e.g. Camera man, PR, 52" touch screen display, 2 hi-speed photo printers)	Product
18	The nice design of the photo printed frame, touch screen frame, stand decoration have high impact to my decision making.	Product
19	Price of the product/service is the main area that I would concern about.	Price
20	I believe that, the higher price the better quality of product/service.	Price
21	I look carefully to find the best value product/service for my money.	Price
22	I will not purchase the product/service when the price is not acceptable to me.	Price
23	I always search for the digital wedding service providers' information and promotion via internet only.	Place/Channel

Table 3.3 The list survey questions by factors

No.	Questions	Factors
24	I will choose only the digital wedding service providers that have physical address.	Place/Channel
25	I tend to make purchase product/service with the shop that provides the communication channel that easy for me to contact. (e.g. Facebook fan page, Line ID, mobile phone number)	Place/Channel
26	I will choose only the digital wedding service provider that the location of the shop is easy for me to travel there.	Place/Channel
27	Promotion can influence me to make purchasing decision faster.	Promotion/IMC
28	Promotions of the digital wedding service provider affect my purchasing decision a lot.	Promotion/IMC
29	The most advertised brands are usually very good choices.	Promotion/IMC
30	The well-known shop with huge amount of followers in the social network affects my purchasing decision a lot.	Promotion/IMC
Buyers' responses and expectations		
31	I tend to include the digital wedding service in my wedding ceremony.	Buyers' responses
32	I will suggest my friends/family to include the digital wedding service in their wedding ceremony.	Buyers' responses
33	What are your expectations from the digital wedding service provider?	Expectation

CHAPTER IV
RESEARCH FINDINGS

This chapter reports the findings of the quantitative data analysis which divided into 3 parts. The first part reports analyze the profile of the respondents such as gender, age, occupation, etc. The second part analyzes and explores the factors that affect the buyers' responses. The third part summarizes of the buyers' expectation from the digital wedding service.

4.1 Profile of Respondents

In the questionnaire survey, there are 61 respondents who already have the plan to get married within 1-2 years or who have used this kind of service in their wedding ceremony and live in Bangkok.

Table 4.1 Gender of respondents

<table>
<tr><th colspan="5">1. Gender</th></tr>
<tr><th></th><th></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td rowspan="3">Valid</td><td>Male</td><td>17</td><td>27.9</td><td>27.9</td><td>27.9</td></tr>
<tr><td>Female</td><td>44</td><td>72.1</td><td>72.1</td><td>100.0</td></tr>
<tr><td>Total</td><td>61</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Table 4.1 represents genders of respondents. From 61 respondents, there are 17 males and 44 females. The proportion of male and female respondents is 27.9% and 72.1% respectively.

Table 4.2 Age of respondents

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 – 24	6	9.8	9.8	9.8
	25 - 32	49	80.3	80.3	90.2
	33 - 40	6	9.8	9.8	100.0
	Total	61	100.0	100.0	

Table 4.2 represents the ages of respondents. The majority of the samples (80.3%) are from the age group 25-32, 9.8% are from age group 17-24 and another 9.8% are from age group 33-40. No one from the age group above 40.

Table 4.3 Occupation of respondents

3. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	9	14.8	14.8	14.8
	Freelance	2	3.3	3.3	18.0
	Officer in private company	44	72.1	72.1	90.2
	Officer in government organization	4	6.6	6.6	96.7
	Student	2	3.3	3.3	100.0
	Total	61	100.0	100.0	

Table 4.3 represents the occupations of respondents. The majority of the samples (72.1%) are the officer in private company. The second portion is the business owner (14.8%). The officers in government organization are 6.6% of the samples. And last two portions are the freelance and student both are 3.3% of the samples.

Table 4.4 Work field of respondents

4. Work field

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accounting/Finance	5	8.2	8.2	8.2
	Retail/Fashion	3	4.9	4.9	13.1
	Science	1	1.6	1.6	14.8
	Technology	15	24.6	24.6	39.3
	Travel/Transportation	4	6.6	6.6	45.9
	Other	9	14.8	14.8	60.7
	Advertising/Media	5	8.2	8.2	68.9
	Architect/ Construction	1	1.6	1.6	70.5
	Arts and Entertainment	1	1.6	1.6	72.1
	Education	1	1.6	1.6	73.8
	Engineering/Manufacturing	7	11.5	11.5	85.2
	Government	1	1.6	1.6	86.9
	Health Care	5	8.2	8.2	95.1
	Insurance	3	4.9	4.9	100.0
	Total	61	100.0	100.0	

Table 4.4 represents the work fields of respondents. There are various work fields of the respondents. Approximately one fourth (24.6%) of the respondents are from IT field, 14.8% from other fields which do not in the list, 11.5% from Engineering/Manufacturing field, 8.2% from Accounting/Finance, 8.2% from Advertising/Media, another 8.2% from Health Care, Travel/Transportation are 6.6%, both Retail/Fashion and Insurance are 4.9%, for the rest which are Science, Architect/Construction, Arts and Entertainment, Education and Government are 1.6% each.

Table 4.5 Salary/Earnings per month of respondents

5. Salary/Earnings per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 15,000 THB	3	4.9	4.9	4.9
	15,000 – 30,000 THB	22	36.1	36.1	41.0
	30,001 – 50,000 THB	21	34.4	34.4	75.4
	50,001 – 70,000 THB	12	19.7	19.7	95.1
	> 70,000 THB	3	4.9	4.9	100.0
	Total	61	100.0	100.0	

Table 4.5 represents the salary/earnings per month of respondents. 36.1% of the respondents have the salary in the range of 15,000 – 30,000 THB per month, 34.4% of the respondents are in the range of 30,001 – 50,000 THB per month, 19.7% are in 50,001 – 70,000 THB per month, 4.9% have the salary less than 15,000 THB per month and the last 4.9% have highest salary which is in the range of 70,000 THB per month up.

Table 4.6 Earnings per month of the couple of respondents

6. Earnings per month of the couple

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 30,000 THB	4	6.6	6.6	6.6
	30,000 – 50,000 THB	9	14.8	14.8	21.3
	50,001 – 80,000 THB	17	27.9	27.9	49.2
	80,001 – 110,000 THB	13	21.3	21.3	70.5
	> 110,000 THB	18	29.5	29.5	100.0
	Total	61	100.0	100.0	

Table 4.6 represents earnings per month of the couple of respondents. For the earnings per month of each couple, 29.5% of the respondents are the range of earnings more than 110,000 THB, and 27.9% are in range 50,001 – 80,000 THB per month, 21.3% are in the range of 80,000 – 110,000 THB per month, 14.8% of the respondents are in the range of 30,000 – 50,000 THB per month, and for the range lower than 30,000 THB per month there are 6.6% of the respondents.

4.2 Factor Analysis

From the hypotheses described in literature review which are:

H1: Demographical factors have direct impact with buyers' responses

H2: Cultural and Social factors have direct impact with buyers' responses

H3: Psychological factors have direct impact with buyers' responses

H4: Marketing mix factors have direct impact with buyers' responses

From the survey, there are three aspects of factors that recorded data in term of scale. The researcher chooses the factor analysis method to analyze, select and group the effective questions into the proper groups of factors. The result is shown in Table 4.7.

The some questions that not effective are removed to clearer provide result and increase the reliability of this research. Which are: (Q11) I always want to be the first one who experiences the new things (Product, Service, Fashion, or Technology) and (Q15) In general, I usually try to purchase the best overall quality product/service.

Table 4.7 Factor Analysis

Rotated Component Matrix[a]

	Component			
	1	2	3	4
10. I feel comfortable with learning and using new technology by myself (e.g. smart phone, touch screen display, ATM, CDM, Self-service kiosk, etc.).	.832			
13. If there are some staff provide me information and educate the using method of the new technology gadget for me, I will be able to learn and understand it in a short time.	.800			
7. Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are new generation/stylish couple.	.775			

Table 4.7 Factor Analysis (cont.)

Rotated Component Matrix^a

	Component			
	1	2	3	4
14. I always find many choices of product or service provider and looking for some review of previous customer on internet before making the final decision of purchasing.	.770			
25. I tend to make purchase product/service with the shop that provide the communication channel that easy for me to contact. (e.g. Facebook fan page, Line ID, mobile phone number)	.756			
22. I will not purchase the product/service when the price is not acceptable to me.	.727			
21. I look carefully to find the best value product/service for my money.	.678			
23. I always search for the digital wedding service providers' information and promotion via internet only.	.673			
9. I decide to purchase the digital wedding service because my family/friends suggest me to do. Or, I have seen my surrounding people/famous people used this kind of service.	.637			
29. The most advertised brands are usually very good choices.		.756		
30. The well-known shop with huge amount of followers in the social network affects my purchasing decision a lot.		.677		

Table 4.7 Factor Analysis (cont.)

	Component			
	1	2	3	4
16. My standards and expectations for product/service I purchase are very high.		.655		
27. Promotion can influence me to make purchasing decision faster.		.618		
28. Promotions of the digital wedding service provider affect my purchasing decision a lot.		.612		
12. Trusted band with long history is very importance attribute that effect to my decision making in purchasing product or service.		.564		
8. Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are wealthy/luxurious couple.			.786	
17. I will choose only the digital wedding service provider that offers all functions that I want. (e.g. Camera man, PR, 52" touch screen display, 2 hi-speed photo printers)			.675	
18. The nice design of the photo printed frame, touch screen frame, stand decoration have high impact to my decision making.			.634	
24. I will choose only the digital wedding service providers that have physical address.				.766

Table 4.7 Factor Analysis (cont.)

	Component			
	1	2	3	4
26. I will choose only the digital wedding service provider that the location of the shop is easy for me to travel there.				.703
20. I believe that, the higher price the better quality of product/service.				.667

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

To summarize the groups of factors will be divided in to 4 components, which are New Technology Perception (Q7, Q9, Q10, Q13, Q14, Q21, Q22, Q23, Q25), Brand Communication (Q12, Q16, Q27, Q28, Q29, Q30), Product quality (Q8, Q17, Q18) and Price & Channel (Q20, Q24, Q26)

4.3 Revised Framework

New Technology Perception factors

Product quality factors

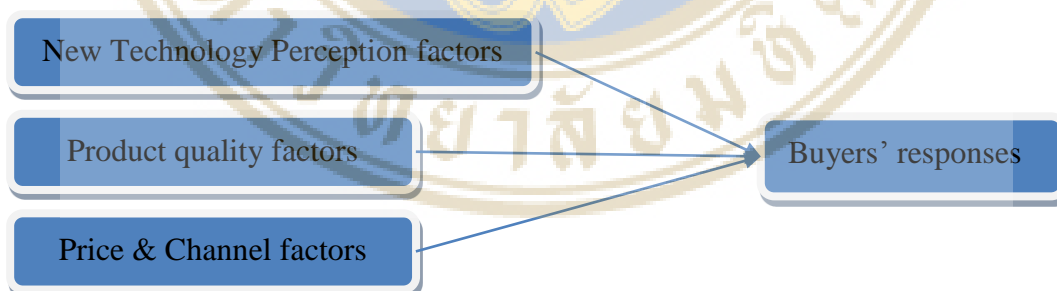Price & Channel factors

Buyers' responses

Figure 4.1 Revised Framework

Figure 4.1 represents the revised framework after completed the factor analysis process.

4.4 Reliability Test

The reliability test is used to test the reliability of the factors in the questionnaire. To make sure that many aspects of questions for each factor can indicate the consistence of influencing to the buyers' responses. Cronbach's Alpha is used to determine the reliability level of the question. The satisfy reliability level is equal to 0.7 or above.

This method can be used with the scale data format only. There are 22 questions: 9 questions from New Technology Perception factors, 6 questions from Brand Communication factors, 3 questions from Product quality factors and 3 questions from Price & Channel factors. The results are shown as follows.

4.4.1 New Technology Perception factors

Table 4.8 represents the reliability statistics of questions in New Technology Perception factors which come out with 0.946 (greater than 0.7). The questions in this aspect are reliable.

Table 4.8 Reliability Statistics of questions in New Technology Perception factors

Reliability Statistics

Cronbach's Alpha	N of Items
.946	9

4.4.2 Brand Communication factors

Table 4.9 represents the reliability statistics of questions in Brand Communication factors which come out with 0.879 (greater than 0.7). The questions in this aspect are reliable.

Table 4.9 Reliability Statistics of questions in Brand Communication factors

Reliability Statistics

Cronbach's Alpha	N of Items
.879	6

4.4.3 Product quality factors

Table 4.10 represents the reliability statistics of questions in Product quality factors which come out with 0.770 (greater than 0.7). The questions in this aspect are reliable.

Table 4.10 Reliability Statistics of questions in Product quality factors

Reliability Statistics

Cronbach's Alpha	N of Items
.770	3

4.4.4 Price & Channel factors

Table 4.11 represents the reliability statistics of questions in Price & Channel factors which come out with 0.727 (greater than 0.7). The questions in this aspect are reliable.

Table 4.11 Reliability Statistics of questions in Price & Channel factors

Reliability Statistics

Cronbach's Alpha	N of Items
.727	3

4.5 Correlations Analysis

The correlations analysis shows the relationship between the variables of factors (New Technology Perception, Brand Communication, Product quality and Price & Channel) which affect to the buyers' responses.

Table 4.12 Correlation of variables

Correlations

		NewTechnologyPerception	BrandCommunication	ProductQuality	Price_Channel	Responses
NewTechnology Perception	Pearson Correlation	1	.736**	.657**	.534**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	61	61	61	61	61
BrandCommunication	Pearson Correlation	.736**	1	.549**	.598**	.625**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	61	61	61	61	61
ProductQuality	Pearson Correlation	.657**	.549**	1	.438**	.638**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	61	61	61	61	61
Price_Channel	Pearson Correlation	.534**	.598**	.438**	1	.425**
	Sig. (2-tailed)	.000	.000	.000		.001
	N	61	61	61	61	61
Responses	Pearson Correlation	.799**	.625**	.638**	.425**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	61	61	61	61	61

**. Correlation is significant at the 0.01 level (2-tailed).

From Correlation analysis, the result is shown in Table 4.12. There is Multicollinearity as Brand Communication factors are highly correlated with New Technology Perception factors. Therefore, the researcher decides to drop Brand Communication factors out to minimize the redundancy.

4.6 Multiple regression analysis

The multiple regression analysis is used to analyze the interrelationship among the variables.

Table 4.13 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814ª	.662	.644	.51461

a. Predictors: (Constant), Price_Channel, ProductQuality, NewTechnologyPerception

Table 4.13 shown the SPSS results generated from the multiple regression analysis of the relationship between a dependent (Buyers' responses) and independent (New Techlogy Perception, Product quality and Price & Channel) variables.

Table 4.14 Anova of buyers' responses

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.577	3	9.859	37.229	.000[b]
	Residual	15.095	57	.265		
	Total	44.672	60			

a. Dependent Variable: Responses

b. Predictors: (Constant), Price_Channel, ProductQuality, NewTechnologyPerception

From Table 4.14, the result of the regression analysis indicated the three aspects of factors (New Technology Perception, Product quality and Price & Channel) are significant in affecting the online purchase frequency of apparels with the p value of the F test less than 0.05 (p<0.05).

Table 4.15 Coefficients of buyers' responses

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.337		1.325	.190
	NewTechnologyPerception	.673	.108	.681	6.207	.000
	ProductQuality	.217	.110	.203	1.968	.054
	Price_Channel	-.027	.092	-.027	-.297	.768

a. Dependent Variable: Responses

The coefficient of determination R square in Table 16 is 66.2 percent. That means 66.2 percent of the variation of buyers' responses can be influence by New Technology Perception factors, Product quality factors and Price & Channel factors.

In Table 4.14, the p value of the F test is less than 0.05. Therefore reject the null hypothesis that all regression coefficients are zeros. The regression model has a significance level at 0.05.

From Table 4.15, the p values of t-test for each regression coefficients are 0.000, 0.054 and 0.768 respectively. So we can conclude that:

- New Technology Perception factors have a significant linear relationship with buyers' responses.
- Product quality factors do not have a significant linear relationship with buyers' responses.
- Price & Channel factors do not have a significant linear relationship with buyers' responses.

The equation of this research will be:

Buyers' responses $= 0.447 + 0.673(X_1)$

X_1 is New Technology Perception factors

4.7 Buyers' expectations

The following are the quotes from some respondents who answer question 33 (buyers' expectations) from the survey.

- "Can manage everything in their responsible to be smooth, fast, in ordered"
- "High quality with reasonable price"
- "Reasonable price, the system is easy to use, Staff can efficiently assist the guest especially the elderly that hard to understand and use the digital gadget."
- "Beautiful and fast"
- "All in one service"
- "The design matches with the requirement and theme. Modern, beautiful and reasonable price"

- "Good service, all in one from set up till printing"
- "Sensible of quality and price"
- "Perfect performance and impressive feeling of guests"
- "Nice photo, nice concept goes along with the couple lifestyle, unique, all in one service, deliver all photos both before and after sign, include video service for an atmosphere and greeting speeches from guest will be so nice."
- "The service should as promised or upon the agreement of both parties."
- "Easy to use, even the elderly who do not familiar with the technology"
- "Reasonable price"
- "Comfortable, Fast"
- "Wonderful & perfect"
- "Modern and flexible for customers' requirement, customizable, not offer just the old pattern, good after sale service in case of any problems."
- "Professional & trendy"
- "Smooth, modern, not boring, can be the answer of the customers."
- "Good work"
- "Quality worth with price"
- "New, modern, friends and guests love it"
- "Good services"

From all above respondents comments can be concluded that: Most of respondents mainly concern about the reasonable price with quality also the smooth, fast and extensive of service.

4.8 Discussion

After conducting factor analysis, reliability test, correlations analysis and multiple regression analysis, there is only one group of factor left. This factor is the New Technology Perception factors, which contains the series of question that relate to

learning, using perception of new technology. These questions relate to the Psychological Factors from the literature review, which mainly discuss about Motivation, Perception, Learning, and Beliefs & Attitudes. And some parts also relate to the Social and culture factors.

In conclusion, the finding result of this study is go along with previous research about the consumer behavior, decision making process, service selection, online consumer behavior and technology acceptance.

As the New Technology Perception factors compose of the Psychological Factors which relate to the motivation, perception, learning, and beliefs & attitudes. Some people are an early adopter some are potential adopter, so the motivation are different. For the perception, many people believe that perception is passive, like who sees and hears what is out there very objectively. However, people actively perceive stimuli and objects in their surrounding environments, including the online world (Cetină, I. et al. 2012). The learning level also different for each people, some might feel comfortable with learning new thing by themselves but some might require longer time or need some instruction to guide them first. All these mention factor have positive impact to the Technology acceptance (Zhu, G. et al. 2010). Also, Social and Culture factors have positive impact to the consumer behavior and consumer decision making (Chaturvedi, S., & Barbar, R., 2007, Kacen, J. J., & Lee, J. A. 2002, Cetină, I. et al. 2012)

CHAPTER V
CONCLUSIONS AND RECOMMENDATION

This chapter aims to implication and recommendation to the digital wedding services providers also gives the conclusion of this research.

5.1 Conclusion

In the digital era, the numbers of internet users are increasing every day. Almost everything goes online, fast, real time. Even the trend of the wedding market also brings the new technology into the wedding ceremony. As the digital wedding services are the new things in Thai market, the digital wedding services providers need to know: Which areas that they should focus? What are the factors that influence the wedding couples to include the digital services in their wedding ceremony? What are their expectations from the services providers?

To understanding toward the consumers' purchasing decision and behavior. This could help digital services providers to gain more competitive advantage and maintain their brand reputation in the market.

From the literature review of consumer, there are four main group of factors that could influence the consumer decision making (buyers' responses), which are the Demographical factors, Cultural and Social factors, Psychological and Marketing mix factors. The results of analyzing the survey shown that, even the factors were re-arranged and converted to another aspect also the group name was changed to New Technology Perception factors, Product quality factors, Price & Channel factors but the context of the theory still relevant to the previous research about the consumers' purchase decision and behavior. While only one from three mentioned factors, that New Technology Perception was found the significant effect to the buyers' responses.

5.2 Recommendation

After studied the literature review, conducted the research and analyzed the result. The researcher would like to suggest the digital wedding services providers to emphasize on what could make the customers attract to your services then make a purchasing decision till suggest the services to their family or friends.

From the findings, the New Technology Perception factors are most significant to the buyers' responses. Therefore, the first thing that the digital wedding service provider should do is educate the consumers to enhance their learning and technology acceptance also creates the perception in their mind. By provide the skillful staff to communicate the benefit of the services and demonstrate the using method step by step. Also, show the previous customer feedback and reviews. Because, the digital wedding services still be the new things for the wedding market in Thailand. From the researcher online observation, there are not more than ten main players of digital wedding service providers in Thailand wedding market. As it just the start point to move forward and expand the market, the digital wedding services providers have to focus on making the customer acquaint with this new technology and educate them how fun with this new thing. Convince the customer to perceive that this kind of service can express their modern and luxury life style.

For the product quality, price, promotion and channel are not the main concern that can affect the customers' decision making.

5.3 Limitation

The findings of this study may not generalize to Thai population as the sample size is limited to only 61 respondents who live in Bangkok. The findings of this study just come from the small group of people and still lack of varieties of the profile of respondents. Therefore, the result may not truly represent the idea of the whole population.
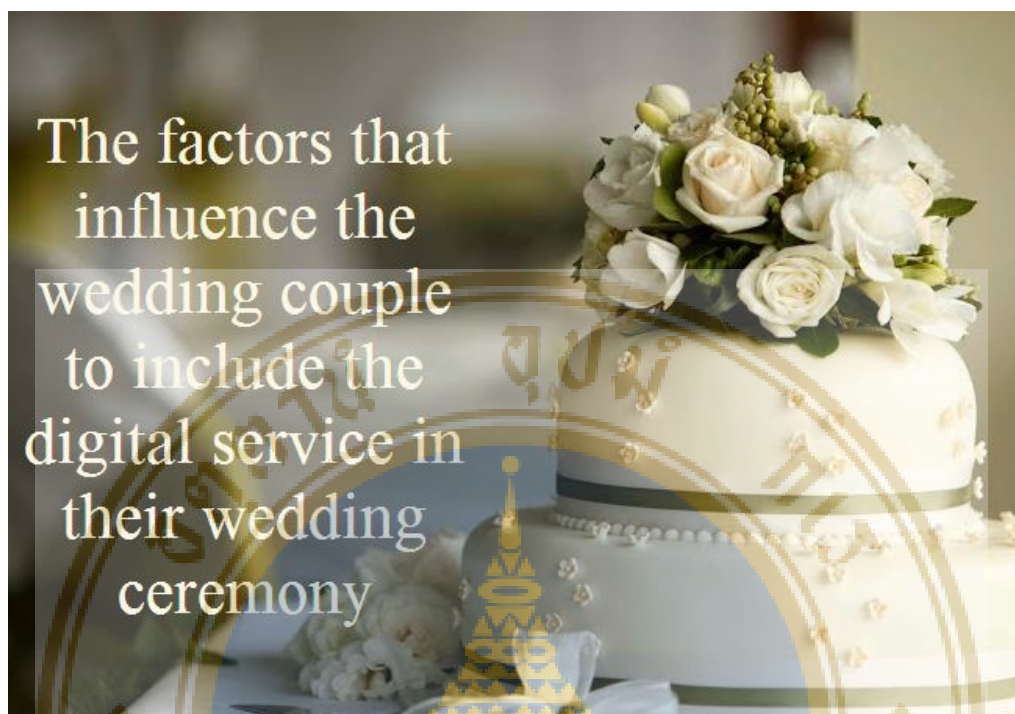
5.4 Future research

The sample size should be bigger as the population in the research scope to get more accurate result. Whether expand the research topic from focus only the wedding market to the overall market, which contain many kinds of event such as launch new product, promote the brand or arranging any special event.

APPENDICES

APPENDIX A: Questionnaire

ปัจจัยที่ส่งผลต่อคู่แต่งงานในการเลือกใช้บริการดิจิตอลในงานแต่งงาน
[ข้อมูลเพื่อประกอบงานวิจัยของนักศึกษาปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล CMMU]
Thank you for your willingness to participate in this survey. Please read the questions carefully and pay attention throughout.
This questionnaire will take about 5 minutes to complete.
ขอบคุณสำหรับความตั้งใจในการร่วมทำแบบสอบถามนี้
ข้อมูลทั้งหมดจะถูกเก็บเป็นความลับและถูกใช้เพื่อประโยชน์ในการศึกษาเท่านั้นค่ะ
แบบสอบถามนี้ใช้เวลาในการทำประมาณ 5 นาทีเท่านั้นค่ะ
--Phatra Thamrongthanyawong--

* Required

What is digital wedding service?

- Start at the guests come to the reception point, the staff will lead the guests to take a photo with the groom and bride then the photo will be display on the big LCD touch screen, then the guests can choose the colors and write down their greeting words by using the stylus or decorate their photo with stickers. After that they can sent their photo to their email so they do not have to wait so long to see their photos or share their photos on the wedding couple's Facebook at that time. Then the guests can pick up their printed photos before walk in to the party area with fun. After the party was finished, the wedding couple will get all digital files in DVD and/or Flash drive format.

- Instagram photo printing. This service will provide all hardware, software and staff to work in the event. The guests could take photos with their own smartphone then share their photos with hash tag of the event (#) the photo will be auto collected to the system and displayed on the big LCD screen. Then the guests can walk to the reception point to select their target photos to print out and pick up their photos later. This service can encourage the wedding couple to get more photos from their guests so they can capture the moment from the guests view. And the guests will get the printed photos which have the label and frame that the wedding couple designed as a souvenir.

Sample of digital wedding services (Digital greeting book connected with Facebook, Instagram photo print)

Source: instaprinta

Are you planning to get married in 1 - 2 years or have used digital wedding service in your wedding ceremony? *

คุณกำลังมีแผนจะแต่งงานภายใน 1 - 2 ปี หรือ เคยใช้บริการดิจิตอลเวดดิ้งในงานแต่งงานของคุณหรือไม่

◯ Yes (ใช่)

◯ No (ไม่ใช่)

Profile of respondents
ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

1. Gender *

เพศ

- ○ Male (ชาย)
- ○ Female (หญิง)

2. Age *

อายุ

- ○ 17 – 24
- ○ 25 – 32
- ○ 33 – 40
- ○ 41 or above

3. Occupation *

อาชีพ

- ○ Business owner (ธุรกิจส่วนตัว)
- ○ Freelance (อาชีพอิสระ)
- ○ Officer in private company (พนักงานบริษัทเอกชน)
- ○ Officer in government organization (เจ้าหน้าที่หน่วยงานราชการ)
- ○ Student (นักเรียน)
- ○ Other: [_____]

4. Work field *

ประเภทธุรกิจ

[_____ ▼]

5. Salary/Earnings per month *

เงินเดือน/รายได้ต่อเดือน

[_____ ▼]

6. Earnings per month of your couple (your + your partner) *

รายได้ต่อเดือนของคุณรวมกับคู่สมรส

[_____ ▼]

[« Back] [Continue »]

40% completed

The factors that influence in purchasing decision.
ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อ

7. Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are new generation/stylish couple. *
การใช้บริการเวดดิ้งดิจิตอลในงานแต่งงานของฉันทำให้ผู้ร่วมงานรับรู้ว่าเราเป็นคู่ของคนรุ่นใหม่ ทันสมัย มีสไตล์

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

8. Inclusion of the digital wedding service in my wedding ceremony can make people perceive that we are wealthy/luxurious couple. *
การใช้บริการเวดดิ้งดิจิตอลในงานแต่งงานของฉันทำให้ผู้ร่วมงานรับรู้ว่าเราเป็นคู่ที่หรูหรา มีฐานะดี

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

9. I decide to purchase the digital wedding service because my family/friends suggest me to do. Or, I have seen my surrounding people/famous people used this kind of service. *
ฉันตัดสินใจเลือกใช้บริการดิจิตอลเวดดิ้งเพราะครอบครัว/เพื่อนเป็นผู้แนะนำ หรือ เพราะฉันได้เห็นคนรอบข้างหรือบุคคลมีชื่อเสียงเคยใช้บริการนี้

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

10. I feel comfortable with learning and using new technology by myself (e.g. smart phone, touch screen display, ATM, CDM, Self-service kiosk, etc.). *
ฉันรู้สึกสบายใจกับการเรียนรู้และใช้งานเทคโนโลยีใหม่ด้วยตัวเอง (เช่น โทรศัพท์ smart phone, หน้าจอทัชสกรีน, ตู้ ATM, ตู้ CDM, ตู้ kiosk เป็นต้น)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

11. I always want to be the first one who experiences the new things (Product, Service, Fashion, or Technology). *

ฉันมักจะต้องการเป็นคนแรกเสมอที่ได้มีประสบการณ์ใช้ผลิตภัณฑ์ใหม่ (สินค้า, บริการ, แฟชั่น, เทคโนโลยี)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

12. Trusted band with long history is very importance attribute that effect to my decision making in purchasing product or service. *

ยี่ห้อที่น่าเชื่อถือและมีประวัติมายาวนานเป็นคุณสมบัติที่สำคัญที่ส่งผลต่อการตัดสินใจซื้อสินค้าหรือบริการ

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

13. If there are some staff provide me information and educate the using method of the new technology gadget for me, I will be able to learn and understand it in a short time. *

หากมีพนักงานให้ข้อมูลและสอนวิธีการใช้งานอุปกรณ์ที่เป็นเทคโนโลยีใหม่กับฉัน ฉันจะสามารถเรียนรู้และเข้าใจในระยะเวลาอันสั้น

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

14. I always find many choices of product or service provider and looking for some review of previous customer on internet before making the final decision of purchasing. *

ฉันมักหาทางเลือกของร้านค้าหรือผู้ให้บริการที่หลากหลายอยู่เสมอและมักจะหารีวิวของลูกค้าที่เคยใช้บริการในอินเทอร์เนตก่อนตัดสินใจซื้อ

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

15. In general, I usually try to purchase the best overall quality product/service. *
โดยปกติแล้วฉันจะพยายามซื้อสินค้าหรือบริการที่มีคุณภาพโดยรวมดีที่สุด

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

16. My standards and expectations for product/service I purchase are very high. *
มาตรฐานและความคาดหวังต่อสินค้าหรือบริการที่ฉันซื้อสูงมาก

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

17. I will choose only the digital wedding service provider that offers all functions that I want. (e.g. Camera man, PR, 52" touch screen display, 2 hi-speed photo printers) *
ฉันจะเลือกผู้ให้บริการดิจิตอลเวดดิ้งที่มีทุกอย่างที่ฉันต้องการทั้งหมดเท่านั้น (เช่น ช่างถ่ายรูป,พนักงานต้อนรับ, หน้าจอทัชสกรีน 52 นิ้ว, เครื่องปริ้นรูปความเร็วสูง 2 ตัว)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

18. The nice design of the photo printed frame, touch screen frame, stand decoration have high impact to my decision making. *
การออกแบบที่ดีของกรอบรูปที่จะพิมพ์, กรอบหน้าจอทัชสกรีน, การตกแต่งขาตั้ง ส่งผลอย่างมากต่อการตัดสินใจของฉัน

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

19. Price of the product/service is the main area that I would concern about. *
ราคาของสินค้าและบริการเป็นสิ่งหลักที่ฉันจะสนใจ

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

20. I believe that, the higher price the better quality of product/service. *
ฉันเชื่อว่าราคาที่สูงขึ้นหมายถึงคุณภาพของสินค้าหรือบริการที่ดีขึ้น

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

21. I look carefully to find the best value product/service for my money. *
ฉันจะดูอย่างระมัดระวังเพื่อที่จะได้สินค้าหรือบริการที่เหมาะสมกับเงินที่จ่ายไปที่สุด

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

22. I will not purchase the product/service when the price is not acceptable to me. *
ฉันจะไม่ซื้อสินค้าหรือบริการเมื่อฉันไม่สามารถยอมรับกับราคาที่ตั้งไว้ได้

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

23. I always search for the digital wedding service providers' information and promotion via internet only. *
ฉันจะหาข้อมูลและโปรโมชั่นของผู้ให้บริการดิจิตอลเวดดิ้งผ่านทางอินเทอร์เน็ตเสมอ

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

24. I will choose only the digital wedding service providers that have physical address. *
ฉันจะเลือกผู้ให้บริการดิจิตอลเวดดิ้งที่มีที่ตั้งจริงของร้าน(หน้าร้าน)เท่านั้น

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	◯	◯	◯	◯	◯

25. I tend to make purchase product/service with the shop that provide the communication channel that easy for me to contact. (e.g. Facebook fan page, Line ID, mobile phone number) *
ฉันมีแนวโน้มที่จะซื้อสินค้าหรือบริการกับร้านที่มีช่องทางการติดต่อที่ง่ายสำหรับฉัน (เช่น เพจเฟสบุ๊ค, แชท ผ่านไลน์, เบอร์โทรศัพท์เคลื่อนที่)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	◯	◯	◯	◯	◯

26. I will choose only the digital wedding service provider that the location of the shop is easy for me to travel there. *
ฉันจะเลือกใช้ผู้ให้บริการดิจิตอลเวดดิ้งที่มีร้านอยู่ในบริเวณที่สะดวกต่อการเดินทางสำหรับฉันเท่านั้น

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	◯	◯	◯	◯	◯

27. Promotion can influence me to make purchasing decision faster. *
โปรโมชั่นสามารถทำให้ฉันตัดสินใจซื้อได้เร็วขึ้น

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	◯	◯	◯	◯	◯

28. Promotions of the digital wedding service provider affect my purchasing decision a lot. *
โปรโมชั่นของผู้ให้บริการดิจิตอลเวดดิ้งมีผลต่อการตัดสินใจซื้อของฉันมาก

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

29. The most advertised brands are usually very good choices. *
ยี่ห้อที่มีการโฆษณามากที่สุดมักจะเป็นตัวเลือกที่ดีมาก ๆ

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

30. The well-known shop with huge amount of followers in the social network affects my purchasing decision a lot. *
ร้านที่เป็นที่รู้จักและมีผู้ติดตามจำนวนมากใน social network มีผลต่อการตัดสินใจซื้อของฉันอย่างมาก

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

« Back | Continue »

60% completed

Buyer's responses to buy and expectations
การตอบรับและความคาดหวังของผู้ซื้อ

31. I tend to include the digital wedding service in my wedding ceremony. *
ฉันมีแนวโน้มจะรวมบริการดิจิตอลเวดดิ้งเข้าไปในงานแต่งงานของฉัน

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

32. I will suggest my friends/family to include the digital wedding service in their wedding ceremony. *
ฉันจะแนะนำเพื่อนหรือครอบครัวให้รวมบริการดิจิตอลเวดดิ้งเข้าไปในงานแต่งงานของพวกเขาด้วย

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
ระดับความเห็นด้วย	○	○	○	○	○

33. What are your expectations from the digital wedding service provider?
อะไรคือความคาดหวังของคุณจากผู้ให้บริการดิจิตอลเวดดิ้ง

Thank you very much for your time and effort!
ขอบคุณมากค่ะสำหรับการสละเวลาและทุ่มเท

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100%: You made it.

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