



CHAPTER 3

RESEARCH METHODOLOGY

In order to establish a guideline for building a successful brand name for Thai's commercial websites, the study can be divided into four steps presented in figure 3.1.

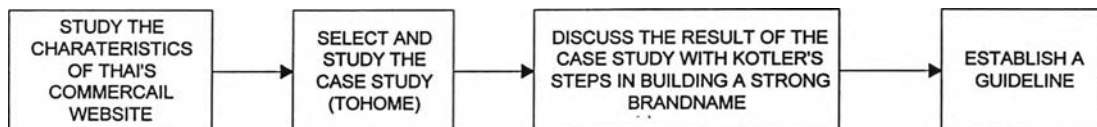


Figure 3.1: Step of studying

First, the study of the characteristics of Thai's commercial websites is done in order to specify the scope of studying. In studying, the case study is selected to study and examine the success factors. Then, we will discuss these factors with the steps in building a strong brand name from one of the most famous marketing gurus, Philip Kotler. Finally, the guideline is established by using the conclusion from previous two steps.

3.1 STUDY THE CHARACTERISTIC OF THAI'S COMMERCIAL WEBSITES

3.1.1 OBJECTIVE

- Specify the scope of commercial websites in this research
- Specify the target customer groups that will be studied in this research
- Specify the target product categories that will be studied in this research

3.1.2 STUDY METHOD

In order to retrieve the information to meet the objectives of this section, the study will be started by examining the E-commerce case bank (TDRI, 2001). This allows us to understand the characteristics of commercial websites and finally come out with the scope of commercial websites in this research. Next, the examining of Internet User Profile of Thailand 2000 (NECTEC, 2001) is established. This will help us to understand the broad view of the customer toward the using of commercial websites. The establishing of a questionnaire is used to find out more information that Internet user profile of Thailand does not provide. Finally, we will specify the target customer groups and target product categories in the study.

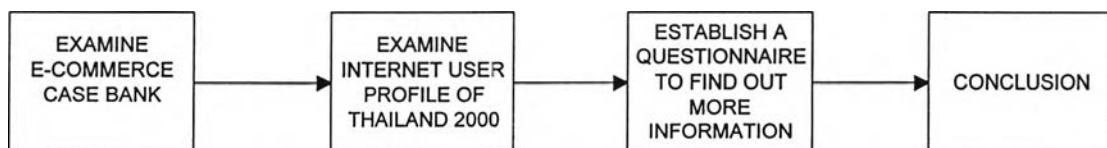


Figure 3.2: Step in studying the characteristic of Thai's commercial websites

3.1.3 INFORMATION GATHERING

3.1.3.1 PRIMARY DATA

3.1.3.1.1 QUESTIONNAIRE

3.1.3.1.1.1 OBJECTIVE

The objective of the questionnaire is to find out whether gender and occupation affect the customer's product choice.

3.1.3.1.1.2 QUESTIONNAIRE DESIGN

In order to meet the objective of the questionnaire, the required information is:

Gender: male or female.

Age: It is used to ensure that the age of the sample is according to the target group of the research.

Profession: The professional group is classified according to the major of education. We can arrange six professional groups after examining the major of education in Internet user profile of Thailand 2000 (NECTEC, 2001: 47). These groups are science and engineering related fields, health related fields, business related fields, education related fields, social related fields, and art related fields.

Product: product category is based on Internet user profile of Thailand 2000 (NECTEC, 2001: 77).

The complete questionnaire can be found in Appendix A.

3.1.3.1.1.3 INFORMATION GATHERING METHOD

Population: Internet user age 20-39.

Sample: The sampling will be based on Stratified Random Sampling. The strata are illustrated in Table 3.1.

Table 3.1: The strata

	Science	Health	Business	Education	Social	Art	Total
Male	20	20	20	20	20	20	60
Female	20	20	20	20	20	20	60
Total	40	40	40	40	40	40	240

Sample size: The sample size will be 240. This is according to Wongmontha (c1990: 39), if the degree of confidence of 95 percents and no more than 7 percent of error, which is the most acceptable error, is needed for the infinite population, the sampling size should more than 200 samples.

All questionnaires are distributed by the researcher at offices, hospital, and non-profit organizations, which relate to the professional group. The questionnaires are distributed from 1st October 2001 to 15th November 2001.

3.1.3.2 SECONDARY DATA

3.1.3.2.1 E-COMMERCE CASE BANK

3.1.3.2.1.1 OBJECTIVE

The study of e-commerce case bank aims to specify the scope of commercial websites in this research.

3.1.3.2.2 INTERNET USER PROFILE OF THAILAND 2000

3.1.3.2.1.2 OBJECTIVE

The study of Internet user profile of Thailand 2000 aims to specify the target customer group and the target product category that will be studied in this research.

3.2 SELECT AND STUDY THE CASE STUDY (TOHOME)

3.2.1 OBJECTIVE

- Find out the important factor in establishing a good website.
- Find out the product offering of the successful website.
- Find out the way to present the effective advertising banner on the web.
- Find out the effective way of using e-mail marketing.
- Ensure that the brand identity of the website reflects the positive benefits and attributes.

3.2.2 STUDY METHOD

In order to find out the success factors in establishing the websites, the researcher will select and study the case study. The studying of the case study aims to find out the success factor in establishing the websites. Firstly, the marketing mixes (4Ps) of the case study are examined by using the information from the Interview with the Managing Director of the website, and the information on the website. The point of study will be based on the Kotler's steps in developing a strong brand. After considering Kotler's steps in developing a strong brand from theoretical consideration, you would notice that Kotler's steps are concerned with three major points: product offering, brand identity, and advertising. The product should provide the benefits and attributes that the customer needs. The brand identity should reflect the benefits to the customer. Finally the advertising should be done properly. So, the success factor will be based on the product offering, brand identity, and advertising. Then the questionnaire is developed to find out the customer's perception toward the success factors. At last, we could conclude the important factors in establishing a good website.

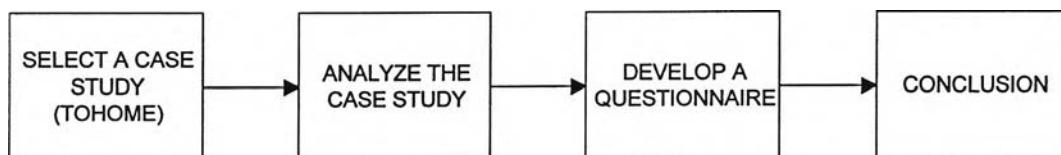


Figure 3.3: Step in studying the case study

3.2.3 CRITERIA IN SELECTING THE CASE STUDY

1. The website should be in the scope of commercial websites.
2. The website should sell the product in the product categories specified in the previous step.
3. The target customer of the website should be the same as the target group of the customers specified in the previous step in the research.

4. To ensure the success of the website, the selected website should be in a good ranking from reliable sources.

3.2.4 INFORMATION GATHERING

3.2.4.1 PRIMARY DATA

3.2.4.1.1 IN-DEPTH INTERVIEW

3.2.4.1.1.1 OBJECTIVE

The objective of the Interview is to find out the marketing mix of the case study website.

3.2.4.1.1.2 INTERVIEW QUESTION DESIGN

Apart from the website history, the interview questions will be based on product offering, brand identity, and advertising.

In product offering, the questions are concerned with

- Tohome's highlight benefit
- Tohome's customer
- Good attributes of Tohome
- Product selection method
- Factors in using Tohome and shopping online

The questions according to brand identity are concerned with

- Tohome's logo, word and slogan

The questions according to advertising are concerned with

- The advertising medium
- The effectiveness of each medium

3.2.4.1.1.3 INFORMATION GATHERING METHOD

The interview is done with the Managing Director of the selected website at his office for one hour.

3.2.4.1.2 QUESTIONNAIRE

3.2.4.1.2.1 OBJECTIVE

The establishing of a questionnaire aims to find out the customer perception toward the product offering, brand identity, and advertising.

3.2.4.1.2.2 QUESTIONNAIRE DESIGN

According to the objective, the questionnaire can be divided into three sections. The product should provide the benefits and attributes that the customer needs. The brand identities should reflect the benefits to the customer. Finally the advertising should be done properly.

Product offering

- The first three questions are established to ensure that one of the benefits from the case study, inexpensiveness, is a critical success factor and the case study follows that benefit in the customer view.
- Questions 4-6 aim to find out the reason people shop online as well as the reason against online purchasing and to ensure that the benefits offered by the case study are crucial to the customer's need.
- Question 7 aims to ensure that the product that the case study sells is the product that the target customers buy.
- Questions 8 to the 20 aim to specify the level of importance of each attribute of the case study, and the customer's perception toward each attribute.

Brand identity

- Questions 21-25 aim to ensure that the customers tie the case study with the important benefits and attributes.
- Questions 26-28 aim to ensure that the name of the case study does not contradict the rule of proper name.

Advertising

- Questions 29-32 are concerned with the attributes of advertising banners. This aims to find out the attributes of the banner that is attractive to the customer. The concerned attributes are position, size, animation and pop-up window.
- Questions 33-35 aim to find out the customer's behavior toward the E-mail marketing. This will include the way customer interacts with the received mail.

The questionnaire is presented in Appendix B

3.2.4.1.2.3 INFORMATION GATHERING METHOD

Population: Internet user age 20-39.

Sample: The sampling will be selected randomly from the person in IT, science and commerce areas including Tohome's users.

Sample size: The sample size will be two hundred. This is according to Wongmontha (c1990: 39), if the degree of confidence of 95 percents and no more than seven percent of error, which is the most acceptable error, is needed for the infinite population, the sampling size should more than two hundred samples. In two hundred samples, there are forty Tohome's users. The result from Internet User Profile of Thailand (NECTEC, 2001: 73) shows that the people that shop on the net are around twenty percents.

All of questionnaires were distributed by the researcher at offices, which are related to the target professional group and in front of the Tohome office for forty Tohome users. The questionnaires were distributed from the 15th January 2002 to 24th January 2002.

3.2.4.2 SECONDARY DATA

3.2.4.2.1 TOHOME'S WEBSITE

3.2.4.2.1.1 OBJECTIVE

The exploring of Tohome's website aims to find out the information about the marketing mix. This will include the delivery service, money management, payment method, after sales service, and sales promotion.

3.3 DISCUSS THE RESULTS WITH KOTLER'S STEPS

3.3.1 OBJECTIVE

- Study the steps in building brand names from an expert
- Adapt the Kotler's steps to the previous results.

3.3.2 STUDY METHOD

In order to find out the difference between the Kotler's steps in building a strong brand name with the results from the case study, the Kotler's steps should be firstly examined. After examining them, you will notice that the Kotler's steps are concerned with three major points: product offering, brand identity, and advertising. Previously, you would be able to find out the benefits and attributes concerning the successful website. In this step, you have to compare them with Kotler's product offering idea. In building brand identity, there is not much difference between it being online or offline. For example, NIKE's logo, name, and slogan are the same and still communicate the same

meaning. The major factor is to make the brand identity communicate the positive benefit or attribute. Finally, the way to establish the advertising campaign will be discussed.

3.4 ESTABLISHING THE GUIDELINE

3.4.1 OBJECTIVE

- To develop the guideline for building brand names for Thai commercial websites.
- To presented the limitations and introduce further improvement.

3.4.2 STUDY METHOD

This section will use the results from the discussion of the case study with Kotler's steps to establish a guideline. Since this guideline is created based on Internet using the environment of the year 2000, some limitations may occur. This section will illustrate those limitations and suggest further improvement.