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**Customer Responsiveness Strategies for Serviced Apartment
Development in Vientiane Capital, Lao People's Democratic
Republic (LPDR)**

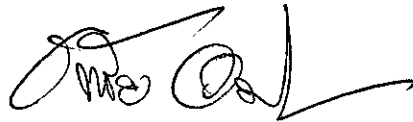
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An Independent Study Submitted in Partial Fulfillment of the Requirements for
the Degree of Master of Business Administration
School of Management Science
Sukhothai Thammathirat Open University
2009

Independent Study Title: Customer Responsiveness Strategies for Serviced Apartment Development in Vientiane Capital, Lao People's Democratic Republic (LPDR)
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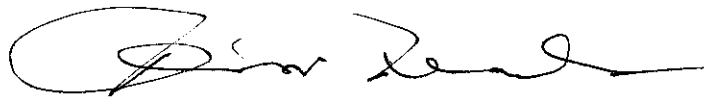
This Independent Study was approved as part of the Postgraduate Studies on 20 November 2009

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Independent Study title: Customer Responsiveness Strategies for Serviced Apartment Development in Vientiane Capital, Lao People's Democratic Republic (LPDR)

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Abstract

This research aimed (1) to study customer preference and profile of serviced apartment in Lao PDR; (2) to study the value creation performance of serviced apartment developers and (3) to compare the demographic factors with that of value creation factors.

The target population of this survey research was the group of people who were using serviced apartment in Vientiane Capital only. The total number of population was 400 people and the Yamane's formula was used as sampling technique to draw 200 customers of serviced apartment, but the data collected from 107 questionnaires survey. The data was analyzed by using F-Test which calculated important parameters of frequency, percentage, mean, standard deviation and significance value.

The result shown the following (1) the customer profile were mainly Asian, well educated with a medium to high income. The major of customers preferred the standard type with appropriate price level for rental per month being USD 200 to USD 300, excluding utilities. If including utilities, it should be between USD 300 to USD 1000 per month and preferred duration of contract was between four to six months. Factors affecting rental choice are location, price, safety and service respectively; (2) the overall performance of serviced apartment relating to value creation factors analysis indicated the level of moderate performance. When taken into consideration of the elements of value creation it revealed that the quality was high value creation followed by customer responsiveness, efficiency and innovation which were moderate level respectively, and (3) there were no differences of opinion between demographic factors (sex, region, length of stay, status, education, career, family size and income) towards value creation factors, with the exception of age factor which was shown significance value of 0.002.

Keywords: Customer Responsiveness Serviced Apartments Lao People's Democratic Republic

D

ACKNOWLEDGEMENTS

Firstly, I would like to express my sincere gratitude to my advisor Associate Professor. Thanachai Yomchinda for his valuable guidance, advice, attention, and kind support during the research study period. Sincere appreciation is also extended to Mr. Martin Rathie for his kindness and helpfulness in checking my grammar.

I am also indebted to Ms. Beg, Ms. Yak, Mr. Ki, Mr. Syphaseuth Phanphengdy and Mr. Khampan for sharing their insightful information about serviced apartments and being frank when answering the questions for this research as well as for facilitating the procedures when distributing the questionnaires.

Particular thanks are extended to my close friend Mr. Phonesavat Thepthala, who accompanied me while conducting the field survey and distributed the questionnaires, and to my friends Ms. Pamouane Phetthany, Ms. Sengamphone Chithtalath, Ms. Aksone Phaniphong and Mr. Vatthanamixay Chansomphou. Furthermore sincere thanks is given to friends from Lao and German Cooperation (GTZ), the Mekong River Commission Secretariat (MRCS), the Ministry of Finance, the United Nations Development Programme (UNDP), the Food and Agriculture Organization (FAO), Thailand and also friends from Japan who are now scattered in various countries. I really appreciate the time we have spent together, all kinds of help, support and encouragement which you have given to me.

Last but not least, the heartiest regards are extended to my beloved family who is always right there beside me; believing, supporting and giving me encouragement in everything I do. I could not come along so far without all of you.

Manosouk Muongmany

November 2009

TABLE OF CONTENTS

	Page
Abstract	C
ACKNOWLEDGEMENTS	D
LIST OF TABLES	I
LIST OF FIGURES	J
Chapter I - Introduction	1
1.1 Background	1
1.1.1 <i>Supply of Serviced Apartments in Vientiane Capital</i>	4
1.1.2 <i>Market Share of Serviced Apartments, Guesthouses and Hotels</i>	6
1.2 Problem Statement	7
1.3 Research Questions	7
1.4 Objectives	8
1.5 Scope and Limitations	8
1.6 Hypothesis	8
1.7 Conceptual Framework Diagram	9
1.8 Definitions of Terms	9
1.9 Significance of the Study	10
Chapter II - Literature Review	11
2.1 Strategic Management	11
2.1.1 <i>What is strategic Management?</i>	11
2.1.2 <i>Strategic Planning</i>	12
2.1.3 <i>Hierarchical Levels of strategy</i>	12
2.2 Value Creation	13
2.2.1 <i>Building Competitive Advantage</i>	13
2.2.2 <i>Steps of Business Value Creation and Competitive Advantages Creation</i>	14
2.2.3 <i>Customer Responsiveness Creates Customer Value</i>	15
2.3 Marketing Mix	15
2.3.1 <i>What is the Marketing Mix</i>	15
2.3.2 <i>Service Marketing Strategies</i>	17
2.4 Serviced Apartment Business	18
2.4.1 <i>Differencing between a Serviced apartment and a Hotel?</i>	18
2.4.2 <i>Amenity for Serviced Apartment</i>	18
2.4.3 <i>Serviced Apartment Asia</i>	18
2.5 Previous Studies	19

TABLE OF CONTENTS

	Page
Chapter III - Research Methodology and Data Collection	21
3.1 Population and Sample size	21
3.2 Research Methodology	22
3.2.1 Survey Design	22
3.2.2 Reliability Analysis	23
3.3 Data Collection	23
3.3.1 Primary Data	23
3.3.2 Secondary Data	24
3.4 Data Analysis and Statistics	25
Chapter IV Serviced Apartment Customer Survey Results and Analyses	27
4.1 Personal Information	27
4.2 Customer's Opinion	30
4.2.1 Types of Serviced Apartments	30
4.2.2 Appropriate Price Level for Rental per Month excluding utilities	31
4.2.3 Appropriate Price Level for Rental per Month including utilities	32
4.2.4 Length of Contract	32
4.2.5 Factors to Make Customers use Serviced Apartments	33
4.2.6 Preferred Areas	34
4.2.7 Key Criteria in the Location of Serviced Apartments	35
4.2.8 Serviced Bedrooms	36
4.3 Customer's Perception of Apartment Services Received	37
4.3.1 Feelings Relating to the Services	37
4.3.2 Thinking about the Facilities	38
4.3.3 How to find a Serviced Apartment	38
4.4 Value Creation Provided by the Developers	39
4.4.1 The Analysis of the Respondents on Value Creation	40
4.4.2 Hypotheses Analysis	43
4.4.2.1 Hypothesis 1	43
4.4.2.2 Hypothesis 2	43

TABLE OF CONTENTS

	Page
4.4.2.3 Hypothesis 3	44
4.4.2.4 Hypothesis 4	45
4.4.2.5 Hypothesis 5	45
4.4.2.6 Hypothesis 6	46
4.4.2.7 Hypothesis 7	46
4.4.2.8 Hypothesis 8	47
4.4.2.9 Hypothesis 9	48
4.5 Recommendations for Serviced Apartment Developers	48
Chapter V Conclusion, Discussion and Recommendations	51
5.1 Conclusion	51
5.1.1 Objectives of the Study	51
5.1.2 Hypothesis	51
5.1.3 Population and Sample size	51
5.1.4 Research Methodology	52
5.1.5 Data Collection	52
5.1.6 Data Analysis	52
5.1.7 Results of Analysis	52
5.1.7.1 Result of Personal Information	52
5.1.7.2 Result of Customer's opinion	52
5.1.7.3 Result of Customer's Perception of Apartment Services received	53
5.1.7.4 Result of Value Creation Analysis	53
5.1.7.5 Result of Hypotheses Testing	53
5.2 Discussion	54
5.3 Recommendation	56
5.4 Further Research	57
REFERENCE	58

H

TABLE OF CONTENTS

	Page
APPENDIX	62
APPENDIX: A Questionnaire for Interviewing the Developers	63
APPENDIX: B Questionnaire for Customers	65
APPENDIX: C Number of Serviced Apartments in Four Districts	72
HISTORY OF RESEARCHER	77

LIST OF TABLES

	Page
Table 3.4 Hypotheses and Statistical Tools to be used for Testing.....	26
Table 4.1 Personal Information.....	27
Table 4.2.1 Types of Serviced Apartments.....	31
Table 4.2.2 Appropriate Price Level for Rental per Month excluding utilities.....	31
Table 4.2.3 Appropriate Price level for Rental per Month including utilities.....	32
Table 4.2.4 Length of Contract.....	33
Table 4.2.5 Factors Affecting Rental Choice.....	33
Table 4.2.6 Preferred Area.....	35
Table 4.2.7 Key Criteria in the Location of Serviced Apartments.....	35
Table 4.2.8 Serviced Bedrooms.....	36
Table 4.3.1 Feelings Relating to the Services.....	37
Table 4.3.2 Thinking about the Facilities.....	38
Table 4.3.3 Locating a Serviced Apartment.....	39
Table 4.4.1 Analysis of the Respondents on Value Creation.....	40
Table 4.4.2.1 Difference between Sex towards Value Creation.....	43
Table 4.4.2.2 Difference between Regions towards Value Creation.....	44
Table 4.4.2.3 Difference between Length of Stay towards Value Creation.....	44
Table 4.4.2.4 Difference between Age towards Value Creation.....	45
Table 4.4.2.5 Difference between Status towards Value Creation.....	45
Table 4.4.2.6 Difference between Education towards Value Creation.....	46
Table 4.4.2.7 Difference between career towards value creation.....	47
Table 4.4.2.8 Difference between Family Size towards Value Creation.....	47
Table 4.4.2.9 Difference between Income toward Value Creation.....	48

LIST OF FIGURES

	Page
Figure 2.1 Steps of Building Competitive Advantage.....	14
Figure 2.2 Ingredients of Marketing Mix.....	17

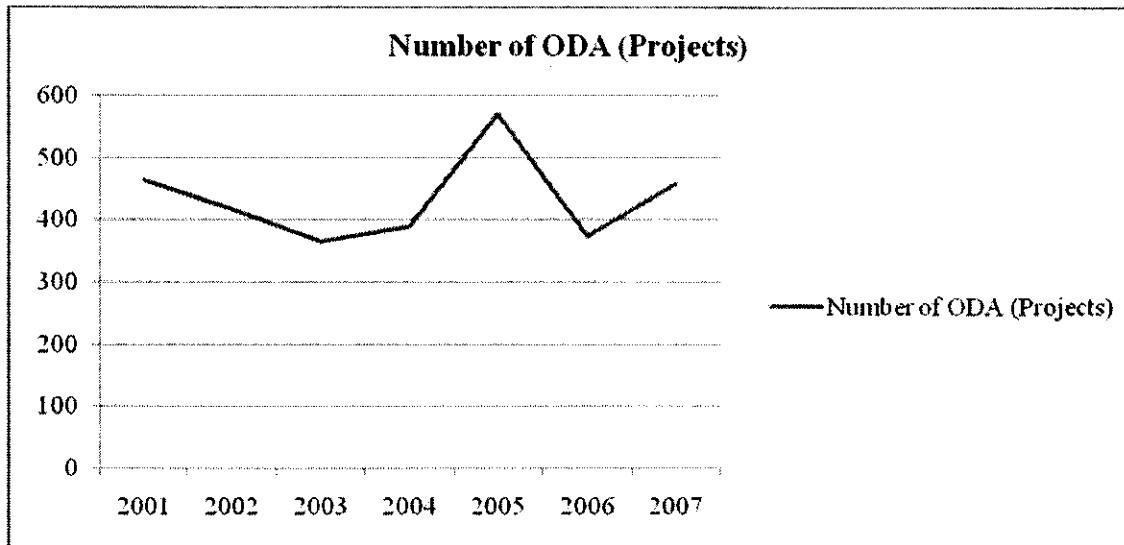
Chapter I

Introduction

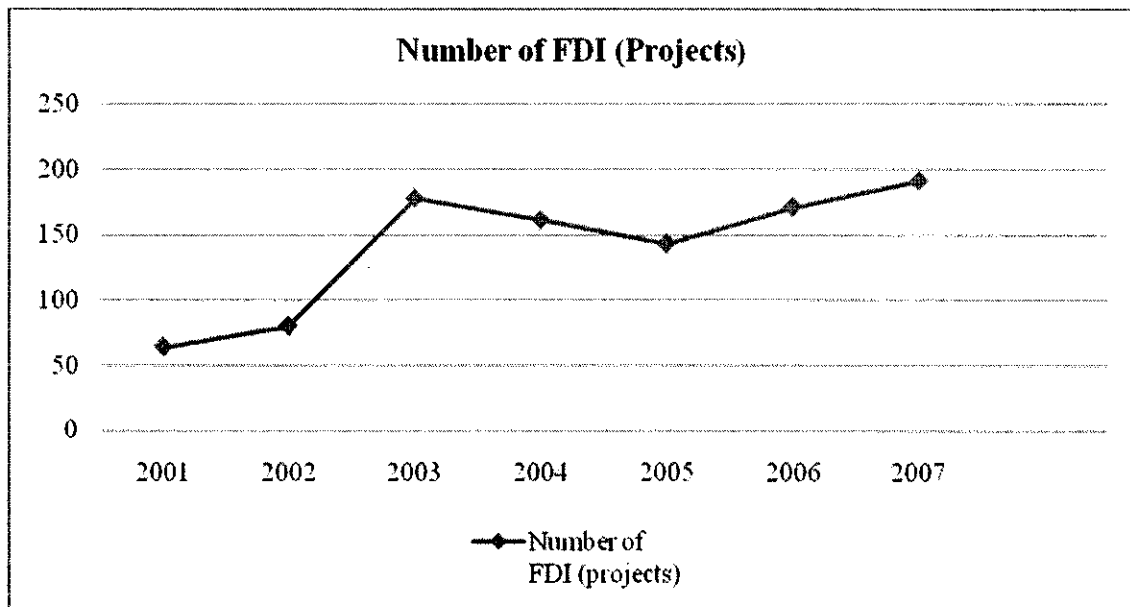
1.1 Background

In recent years, the serviced apartment sector has undergone rapid expansion in developing countries throughout the world. The supply of serviced apartments in the Lao PDR emerged during the 1990s. This was one of the results of the introduction of the New Economic Mechanism (NEM) of the Lao government in 1986. Since then, official development assistance (ODA) and foreign direct investment (FDI) inflows to the Lao PDR have been increasing as the Lao government gives priority to infrastructure development in order to provide services and facilitate investors who are interested in investing in the Lao PDR.

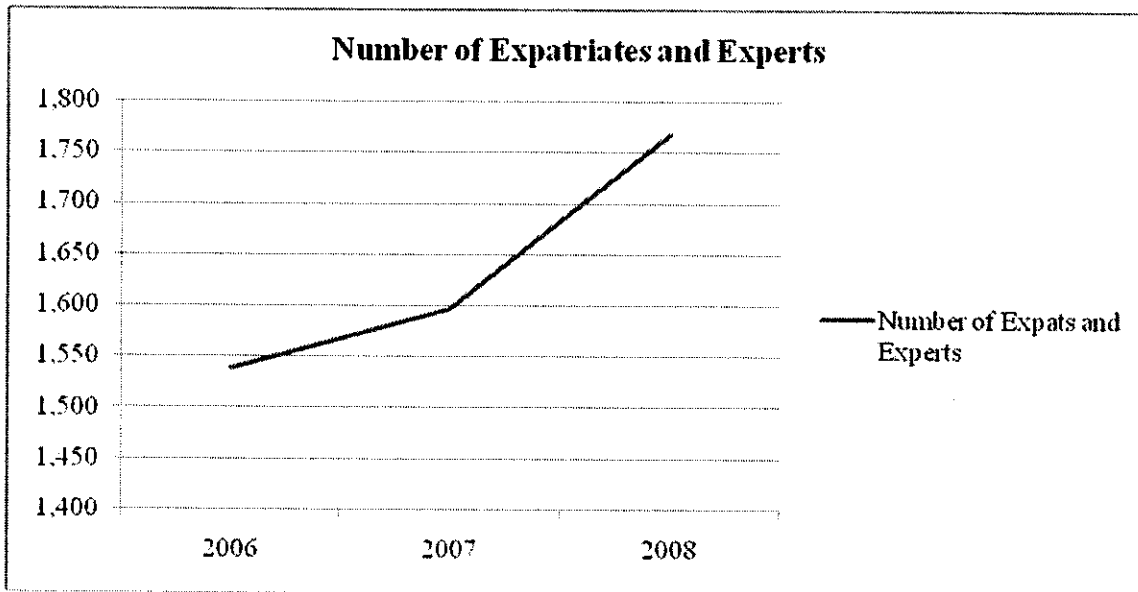
Demand for the serviced apartments is likely to grow with the number of official development assistance (ODA) and foreign direct investment (FDI) projects increasing, as Laos continues to be developed. In 2001, the number of ODA projects was 464 projects, and in 2007 the number decreased to 458 projects. However, the number of FDI projects was 64 in 2001, and in 2007 the number increased to 191 projects. This means that the total number of ODA and FDI has increased about 22.72% (Ministry of Planning and Investment, 2008). Therefore, the number of expatriates and experts has also been increasing with the rising number of projects (*see the Chart 1, Chart 2 and Chart 3 as below*):

Chart 1: Official Development Assistance (ODA)

**Source: Ministry of Planning and Investment of Lao PDR (2008)*

Chart 2: Foreign Direct Investment Projects (FDI)

**Source: Ministry of Planning and Investment of Lao PDR (2008)*

Chart 3: Number of Expatriates and Experts

**Source: Immigration Department, Ministry of Interior of Lao PDR (2008)*

In general, the majority of customers staying in serviced apartments are experts who work for foreign aid projects and expatriates employed by foreign investment agencies who have been relocated to the country. Some of them bring along their families to familiarize themselves with the place for one to three months, while finding more permanent accommodation. However, some of them need to stay at the serviced apartment until they leave the country, as they enjoy the convenience and security.

It has also been noted that a growing demand for serviced apartments has come from expatriates and experts who are in the country on medium-term projects based on contract. This group of customers usually stays for around three months or more and leaves when their projects are completed. The attractiveness of good quality, hassle-free living provided by serviced apartments also draws some longer-term customers who stay for periods of more than one year. This group is usually made up of upper-management level executives who do not wish to be laden with the inconveniences associated with traditional rental apartments.

1.1.1 Supply of Serviced Apartments in Vientiane Capital

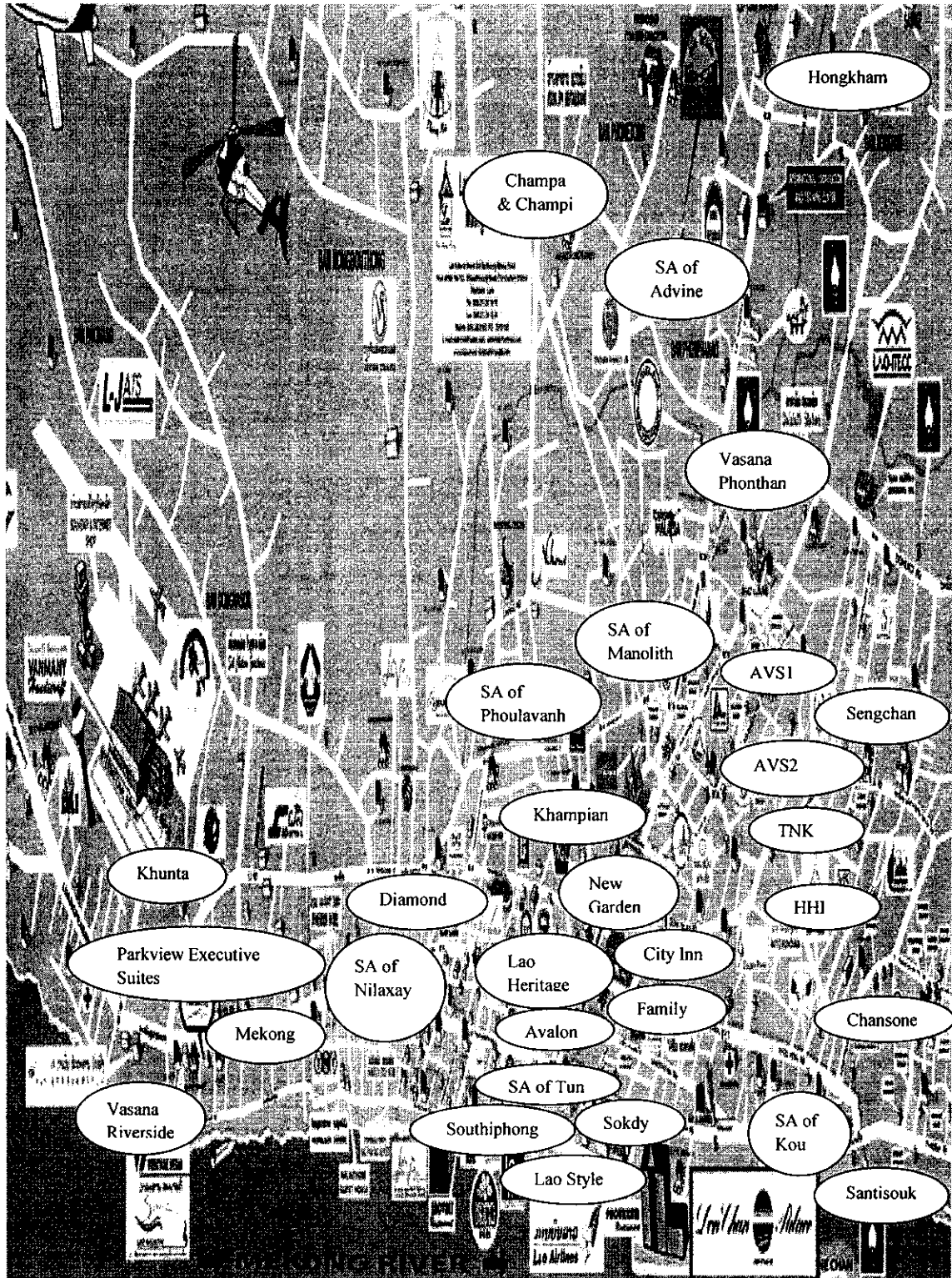
Vientiane Capital consists of nine districts, namely Chanthabouly, Sikhottabong, Xaysettha, Sisattanak, Naxaithong, Xaythany, Hadxaifong, Sangthong and Pak Ngum. It is noted that most serviced apartments center around four districts namely, Chanthabouly, Xaysettha, Sikhottabong and Sisattanak. There are no official studies or reports of serviced apartments in the Lao PDR available. Therefore, the above-mentioned information is from the actual observations of this study.

Before 2000, serviced apartments did not exist in the Lao PDR, so most expatriates and project experts merely rented private houses and stayed in hotels long-term. After the Park View Executive Apartment was officially opened in 2000, some of those tenants had more accommodation choices. Since then, many other serviced apartments have been built to respond to this demand.

Currently, the number of serviced apartments in Vientiane, Lao PDR, has grown to more than 30 facilities. The map below shows the number of serviced apartments in Vientiane in recent years¹.

¹ *This information is from the actual field survey conducted for this study*

Map 01: Number of Serviced Apartments in Vientiane Capital, Lao PDR in 2009

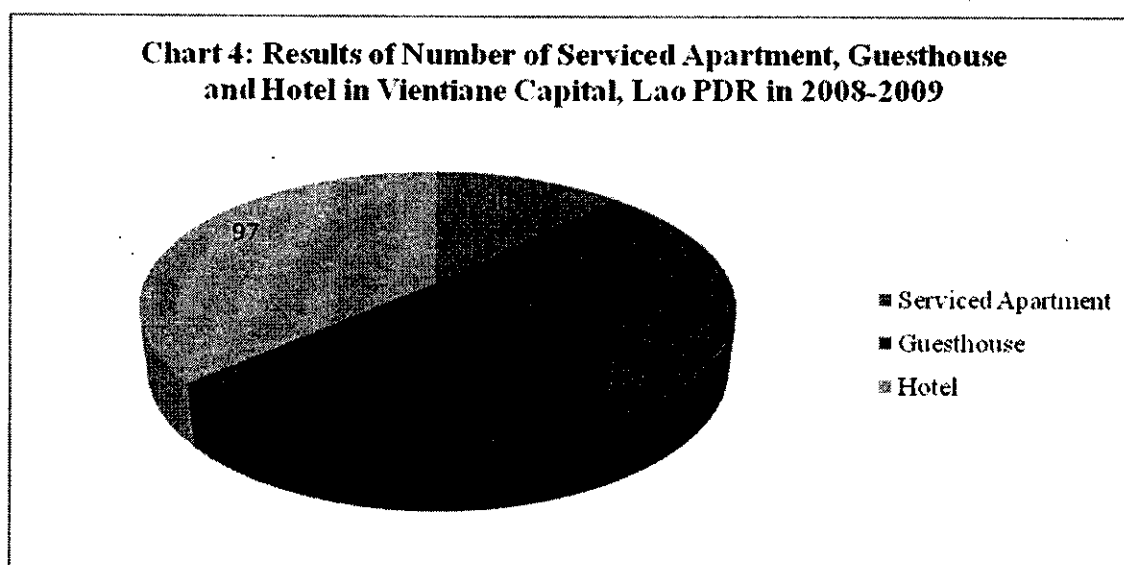


**Source: Author, data from actual field survey*

1.1.2 Market Share of Serviced Apartments, Guesthouses and Hotels

As serviced apartments are a new type of accommodation in which most expatriates and project experts prefer to stay, it is regarded as a key rival of the hotel and rented house sector. Since its emergence, some hotels have lost some of their share to the serviced apartment sector. The following table and chart shows the market share of serviced apartments compared with guest houses and hotels (*see Chart 4 below*).

Chart 1: Results of Number of Serviced Apartment, Guesthouse and Hotel



**Data source for guesthouses and hotels from four district authority offices (Chanthabouly, Sikhottabong, Sisattanak and Saysettha. Data source for serviced apartments from actual field survey*

Chart 4 implies that although there has been an increasing demand for serviced apartments, its supply is still limited compared to the number of hotels and guest houses facilities. Also, with respect to the increasing number of expatriates and experts, there is still more need for serviced apartments.

Current market tools and strategies for serviced apartments in Vientiane as well as throughout the Lao PDR are not comprehensive and systematic. In fact, there is very little information on serviced apartments which provides

unsatisfactory help to the customers in general and for the serviced apartment business in particular.

Therefore, the customer responsiveness strategies for serviced apartment development in Vientiane Capital are an important means to be analyzed in order to improve the serviced apartment industry.

1.2 Problem Statement

As the need of customers in serviced apartments ranges from the very simple to the luxurious, investment in the serviced apartment business requires the consideration of the needs of each target group. Different groups of customer have different interests as well as different ways to access information. Therefore, advertisements, marketing strategies and tools should respond to the needs of all groups of customers.

Knowing the needs of the customer for each serviced apartment type, the additional facilities provided, and the quality of service will be very important for the investors as it will help to reduce the risks of the investment in the serviced apartment sector and to serve the needs of the customer more efficiently.

1.3 Research Questions

- How efficiently can developers provide value creation to their customers?
- Why do the customers prefer the cheap serviced apartments over expensive apartments? And vice versa?
- How significantly does the location of an apartment affect the customer's decision to rent?

The purpose of this study is to investigate the needs and interests of customers in order to develop recommendations for proper marketing strategies for the serviced apartment investors, who can then stimulate and develop the services and improve the standard of apartments and growth in the sector.

1.4 Objectives

In order to achieve the aims of this study, specific objectives are outlined as follows:

- To study preference and profile of customer of serviced apartment in Lao PDR.
- To study the value creation performance of serviced apartment developer.
- To compare the demographic factors with that of value creation factors.

1.5 Scope and Limitations

- The research is conducted in Vientiane, Lao PDR, only as most of the serviced apartments center around four districts, namely Chanthabouly, Xaysettha, Sikhottabong and Sisattanak. Therefore, this study will focus on serviced apartments in these four districts.
- The study focuses on the customers ranging from those renting the very simple to the luxurious types of serviced apartments.

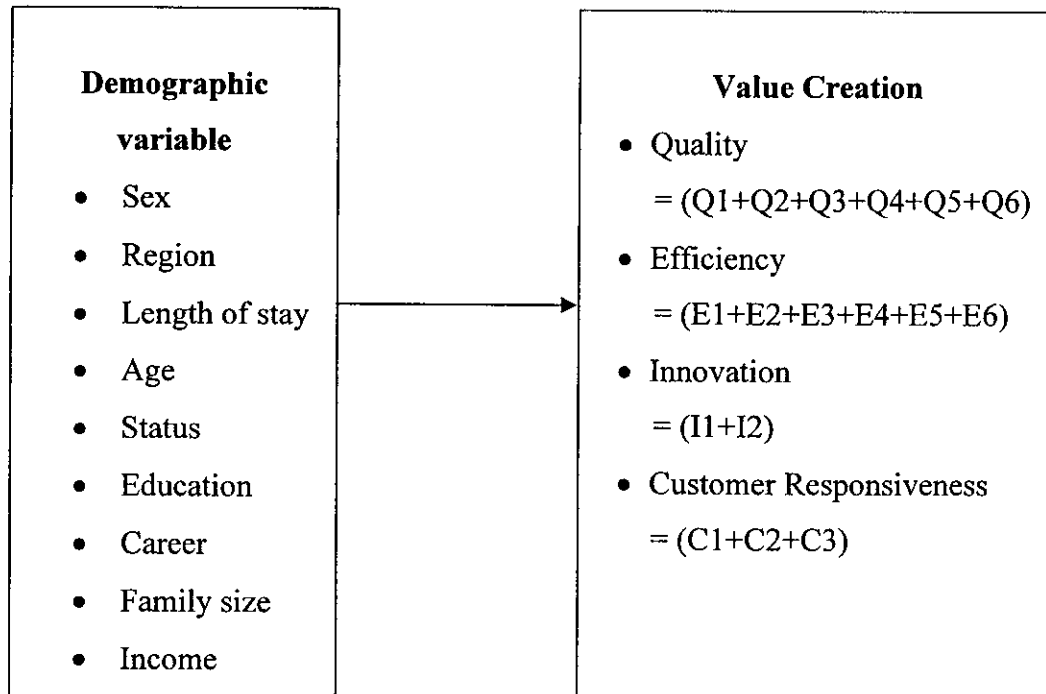
1.6 Hypothesis

- These exist differences on opinion between demographic factors and value creation factors?

1.7 Conceptual Framework Diagram

Independent variable

Dependent variable



1.8 Definitions of Terms

The serviced apartment in Vientiane, Lao PDR: is a rental facility, like a hotel, where the customers can stay short or long term, depending on the need and purpose of the customers. The serviced apartment is a new type of accommodation that provides additional needs for the customers that the hotel or guesthouse would not provide such as a kitchen, a laundry and a living room. Serviced apartments have various standards, from the very simple room to the luxury room to facilitate all kind of customers such as:

- The very simple room provides a bed, a wardrobe, a desk and a fan, a shared bathroom and a shared toilet.
- The simple room provides a bed, a wardrobe, an air conditioner, a television, a refrigerator, a laundry service, a private toilet, a private bathroom and a cooking place.

- The luxury room provides fully furnished rooms with a washing machine, a kitchen, a dining place, a living room and full service.

Demographic: is a population means sex, region, who come from any countries in the world and stay in Laos, age, status, education, career, family size and income.

Value Creation is the ability of a serviced apartment to outperform the competitors and create value to the customers through quality, efficiency, innovation and customer responsiveness as below:

Quality: the impact of high serviced apartment quality on competition advantage is the creation of a brand name, reputation, greater efficiency and a lower cost.

Efficiency: A serviced apartment will be more efficient because of the lower cost of inputs required to produce a given output.

Innovation: is defined as anything new or novel about a serviced apartment's operation. Innovation gives a serviced apartment unique. When a serviced apartment is the pioneer in its business, a serviced apartment can charge for a higher price because of the lack of competition.

Customer responsiveness: to achieve customer responsiveness, a serviced apartment must provide exactly what the customer wants, the owners of serviced apartment must do everything to identify and satisfy a customer's needs.

1.9 Significance of the Study

- This research will benefit the investors to increase the quality of their supply to respond to the demand of customers.
- The research will offer recommendations to improve the customer responsiveness strategies of property investors.
- This study will provide the knowledge about the preferences and demands of customers for each type of serviced apartment.

Chapter II

Literature Review

This chapter presents an overview of literatures relevant to the study as basis for the independent study. It comprises the following theories and concepts as below:

- 2.1 Strategic Management
- 2.2 Value Creation
- 2.3 Marketing Mix
- 2.4 Serviced Apartment Business
- 2.5 Previous studies

2.1 Strategic Management

2.1.1 What is strategic Management?

Paul Dobson, Ken Starkey, Jonh Richards (2004) summarized that a strategy is an organization's way of saying how it creates unique value and thus attracts the custom that is its life blood according to the authors below:

Hambrick and Fredrickson (2001) defines that the strategy is a clear sense of an organization's objectives and a sense of how it will achieve these objectives.

Michael Porter (1996) mention that strategy is about achieving competitive advantage through being different delivering a unique value added to the customer, having a clear and enactable view of how to position yourself uniquely in your industry.

John Kay (2000) argues that strategy is no longer about planning or visioning because we are deluded if we think we can predict or, worse, control the future, it is about using careful analysis to understand and influence a company's position in the market place.

Another leading strategy guru, Gary Hamel (2000), argues that the best strategy is geared towards radical change and creating a new vision of the future in which you are a leader rather than a follower of trends set by others.

2.1.2 Strategic Planning

(Quick MBA 2003) Strategic planning is concerned about the overall direction of the business. It is concerned with marketing, of course. But it also involves decision making about production and operations, finance, human resource management and other business issues.

2.1.3 Hierarchical Levels of strategy

(Quick MBA 2003) Strategy for business can be formulated on three different levels as below:

- Corporate level strategy
- Business level strategy
- Functional level strategy

Corporate level strategy: is concerned with reach, competitive contact, managing activities and business interrelationships and management practices. It can be summarized that the business is responded by corporation for creating value, ensuring the business is successful over the long-term and sometimes ensuring it is compatible and developing business units.

Business level strategy: a strategy business unit may be a division, product line or other profit center that can be planned independently from the other business units of the firm. The strategic issues are less about the coordination of operating unit and more about developing and sustaining a competitive advantage for the goods and services are produced as Michael Porter mentioned a firm's strengths ultimately fall into one of two headings: cost advantage and differentiation. By applying these strengths in either a broad or narrow scope, three generic strategies such as cost leadership, differentiation and focus can be implemented to create a competitive advantage.

Functional level strategy of the organization is the level of operating divisions and apartments. The strategic issues are related to the business processes and the value chain. Functional strategies in marketing, finance, operations, human resources and research and development involve the development and coordination of

resources through business unit level strategies can be executed efficiently and effectively.

2.2 Value Creation

2.2.1 Building Competitive Advantage

Competitive advantage is the ability of a company to outperform the competitors. Competitive advantage can be achieved through low costs and product differentiation. A company is said to have achieved competitive advantage when the profit rate is higher than the cost of the industry. The profit rate is based on the return of sales (ROS) or return of assets (ROA).

The most basic decision of a firm's profit rate is the gross profit margin. The gross profit margin of a firm may be higher because the unit price is higher, the unit cost is lower or it has both a higher price and a lower unit cost. When a firm has different products from other competitors, a premium price can be charged for that differentiation. This is called the use of generic business level strategies, according to Michael Porter.

The building blocks of competitive advantage are quality, efficiency, innovation and customer responsiveness (QEIC). These building blocks provide four basic ways to lower cost and achieve differentiation.

Quality: The impact of high product quality on competitive advantage is the creation of a brand name, reputation, greater efficiency and a lower cost. The reputation is able to make the firm charge a higher price. At the same time, the costs are down so profits are much higher, thus a higher competitive advantage will occur. Quality has become necessary for survival in many firms.

Efficiency: Efficiency is based on the cost of inputs required to produce a given output. A firm will be more efficient because of the lower cost of inputs required to produce a given output. Efficiency helps a firm attain a low cost competitive advantage. Employee productivity can be the key to efficiency.

Innovation: Innovation is defined as anything new or novel about a firm's operation or product. Innovation gives a firm something unique. When a firm is the pioneer in its industry, a firm can charge for a higher price because of the lack

of competition. Later, when there is competition, newcomers must deal with the pioneer's reputation.

Customer responsiveness: To achieve customer responsiveness, a firm must provide exactly what the customer wants. A firm must do everything to identify and satisfy a customer's needs. To improve quality and efficiency are consistent with the goal of high customer responsiveness. There may be a need to customize goods and services to meet the demands of individual customers. Customer response time has become a big factor in increasing customer responsiveness. Other areas that aid in achieving higher customer responsiveness are superior design, superior service and superior after sales service and support.

When a firm can provide quality, efficiency, innovation and customer responsiveness, the firm will have more competitive advantages than the competitors and become a leader in the industry. These can be delivered as value creation to customers as it is known that the concept of value creation lies at the heart of competitive advantage. (Source: *Essentials of Strategic Management* by Charles Hill and Gareth Jones, 2nd edition, Chapter 4, Page 77-83).

2.2.2 Steps of Business Value Creation and Competitive Advantages

Creation

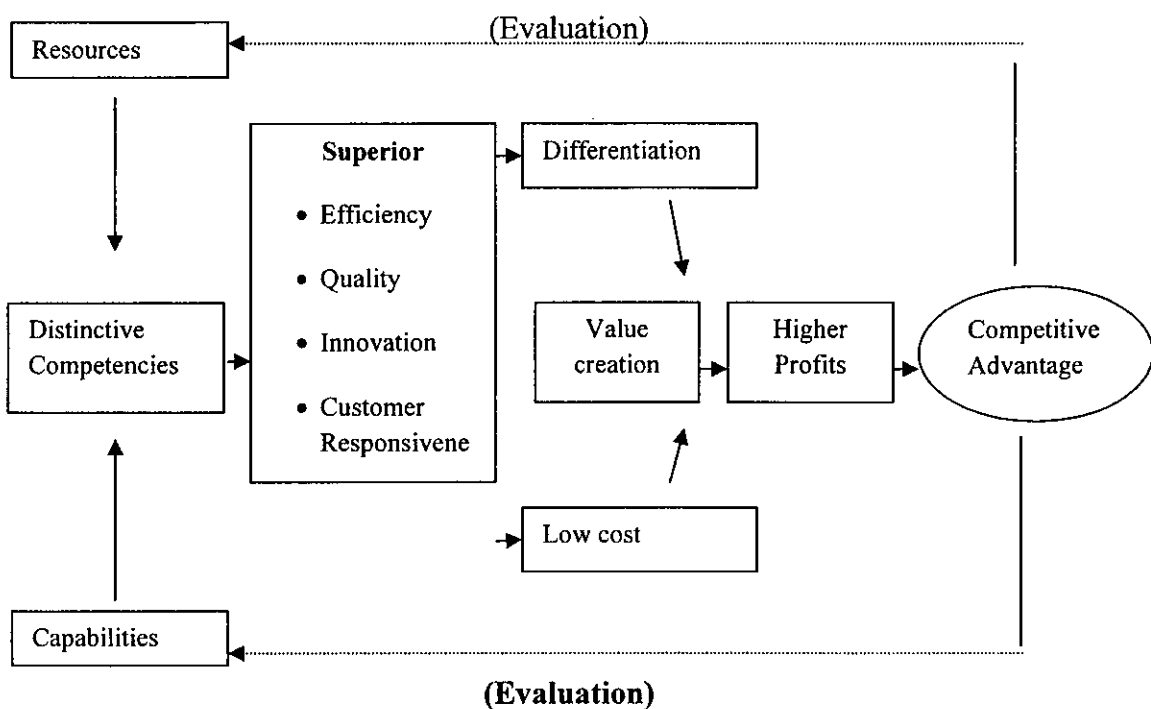


Figure 2.1: Steps of Building Competitive Advantage

Competitive advantage is created by using resources and capacities together to be distinctive competencies. These competencies enable efficiency, quality, innovation and customer responsiveness to create low cost and differentiation to achieve value creation to get higher profits than competitors in industry. (Source: *STOU, Strategic Management and Control, 32712, Asso Prof. Thanachai Yomchinda, Unit 1, Page 43*).

2.2.3 Customer Responsiveness Creates Customer Value

Frank White Davis, Karl B. Manrodt (1996) defines customer responsiveness activities create customer value by solving individual customer problems. Responsiveness creates value for the customer by delivery more effective solutions. Responsiveness reduces costs for the providers by reducing capital cost, increasing capital utilization, and making planning activity more efficient and effective.

2.3 Marketing Mix

2.3.1 What is the Marketing Mix

Niel H. Borden (1940) introduced the ingredients in Borden's Marketing Mix included product planning, planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, and serving physical handing. After that, E. Jerome McCarthy (1960) grouped these ingredients into the four categories that are known as the 4 P's of marketing, namely product, price, place (distribution) and promotion.

The objective of the 4P's marketing scheme is to make decisions that focus on the customers in the target market in order to create perceived value and generate a positive response.

A serviced apartment business in Vientiane, Lao PDR, should consider the 4P terms of successful marketing as defined below.

- **Product:** refers to concrete, physical products as well as services.

The product or service incorporates aspects such as brand name, functionality, styling, quality, safety, packing, repairs and support, warranty, accessories and services.

- **Price:** price strategy (skim, penetration, etc), suggested retail price, discount and wholesale pricing, cash and early payment discounts, seasonal pricing, price flexibility and price discrimination.

- **Place (Distribution):** it is defined as the product being distributed to the customer. Distribution includes distribution channels, marketing coverage (inclusive, selective, or exclusive distribution), specific channel members, inventory management, warehousing, distribution centers, order processing and transportation.

- **Promotion:** this is the communication of information about the product to make the customers have a good positive response to that product. Marketing communication includes the promotion strategy (push or pull), advertising, personal selling, public relations and direct market sales.

Asso Prof. Pernthip Komeksopa compiled that marketing mix is a marketing tool that is used by marketing managers to reach the best satisfies of customers in the target market. The marketing mix consists of 4 P's such as product, price, place and promotion.

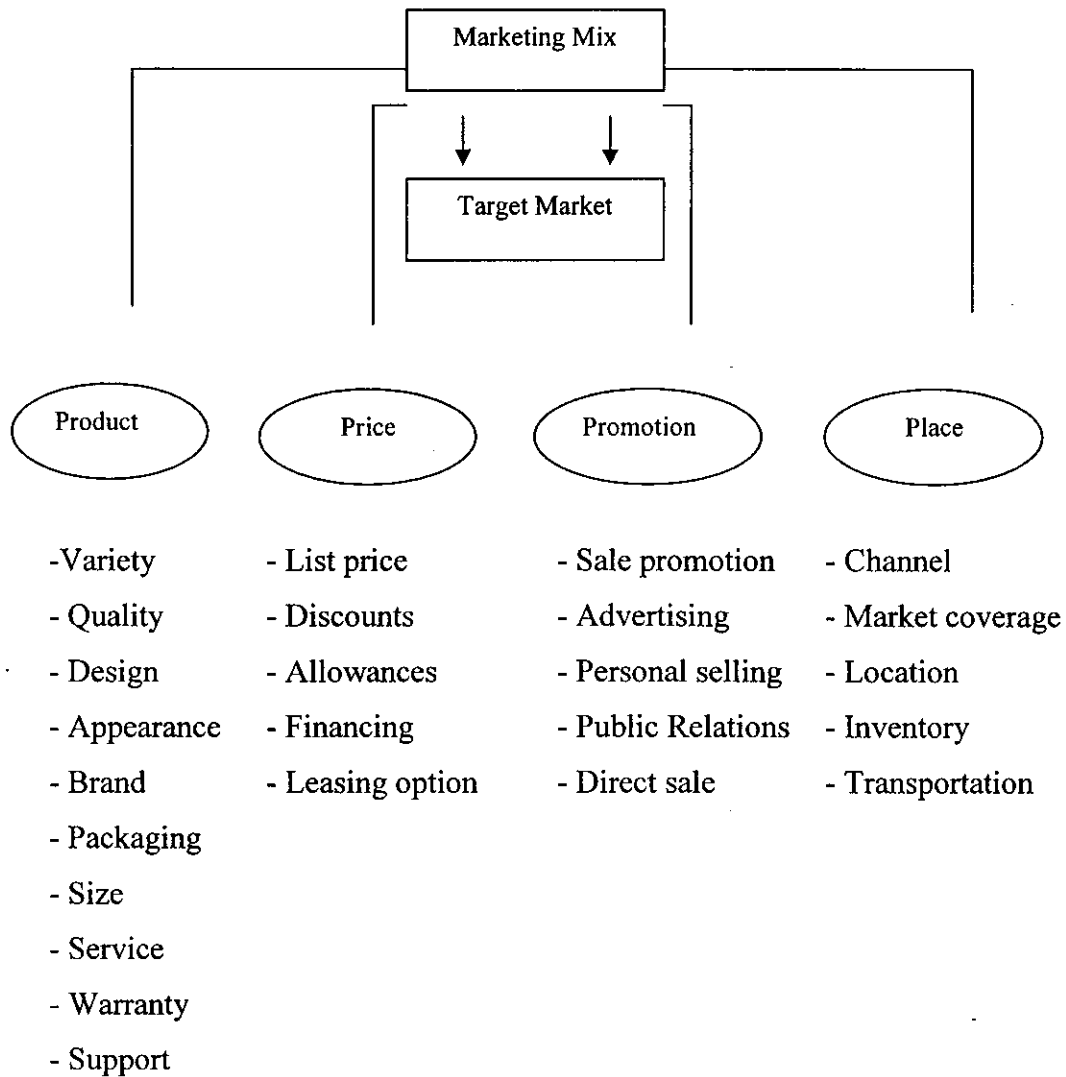


Figure 2.2: Ingredients of Marketing Mix

(Source: STOU, *Marketing Analysis Planning and Control 32706*, Asso Prof. Pernthip Komeksopa, Unit 2, Page 60)

2.3.2 Service Marketing Strategies

The traditional 4P marketing approaches (product, price, place, promotion) work well with goods but more elements are required for service businesses. Booms and Bitner (1981) introduced three additional Ps for service marketing: people, physical evidence and process.

People: Since services are directly provided by people, service firms have to pay more attention to the selection, training and motivations of employees in order to enhance customer satisfaction. Employees should exhibit competence, a caring attitude, responsiveness, initiative, and problem solving skills.

Physical evidence: Service firms also try to demonstrate their service quality through physical evidence and presentation, for example a hotel will develop its look and style through cleanliness, speed, etc.

Process: Service firms can choose different processes to deliver their services. Since services are generally high in experience and credence qualities, there is more risk in the purchase. This has several consequences. First, service consumers generally rely on word of mouth rather than advertising. Second, they rely heavily on price, personnel and physical cues to judge the quality. Third, they are highly loyal to service providers who satisfy them. As a result, service firms face three tasks: increasing competitive differentiation, service quality and productivity (Kotler, 2003).

2.4 Serviced Apartment Business

2.4.1 Differencing between a Serviced apartment and a Hotel?

Serviced apartments provided spacious, fully furnished suites with a kitchen or kitchenette facility than hotel rooms they had a more home-like residential character (*source: apartment rentals 1998-2009*).

2.4.2 Amenity for Serviced Apartment

Consolidated January (2001) serviced apartments which often cater for longer stay visitors, should have a comparable level of amenity to residential buildings so that any subsequent conversion of serviced apartments to permanent residential stock is not constrained by poor amenity.

2.4.3 Serviced Apartment Asia

Serviced Apartment Asia (2007) builds the platform for serviced apartment investors to converge and address issues and challenges pertinent to the future development of serviced apartment market in Asia, to network with leading investors in this sector, and to generate new business opportunities and partnerships.

The main themes are proposed to be:

- Economic update (macro picture of supply and demand)
- Business approach versus leisure
- Development strategies
- Design and marketing
- Business Model and best practice
- Investment return + Financing
- Joint Ventures and Partnerships
- Property management
- Serviced apartment showcases

2.5 Previous Studies

Few of previous research project were related customer responsiveness strategies for serviced apartment development as follows:

Phatcharin Phadungyat (2008) studied on factors influencing the selection of serviced apartments by female business traveler. The results indicated that beyond price, the location was the most important factor affecting female business travelers' choice of serviced apartments, followed by service, facilities and brand respectively. Female business travelers emphasized on safety and security facilities such as electrical key card, bright hallway, sprinkler system and closed circuit television as important factors while selecting serviced apartments. Furthermore, their different demographic characteristics such as age, education and income have effected to their decisions in choosing serviced apartments.

Sonthya Vanichvatana (2006) explored on relationship between building characteristics and rental to support serviced apartment investment. The analyses produced interesting results; there are seven types of amenities always on the top frequency ranking in all three sets of data. Analyzing of average rent, based on one-bedroom, reveals that apartments with any type of amenities have average rents lower than average rents of serviced apartments with any type of amenities. Correlations between rents and amenities provided are higher than those between rents and unit

size. This result implies that rents are more likely to base on amenities provided rather than unit size. This research reconfirms that rent is driven by amenities provided.

Chapter III

Research Methodology and Data Collection

In this chapter 3, the research methodology and data collection of this study consists four parts as the details below:

- 3.1 Population and Sample size
- 3.2 Research Methodology
- 3.3 Data collection
- 3.4 Data Analysis and Statistics

3.1 Population and Sample size

Specifying the population is the beginning of sampling design. The targeted population is the group of people who are using serviced apartment in Vientiane Capital only. The number of population was obtained from the actual field survey of thirty serviced apartments and it was found that the total number of population was 400 people.

This study employs the formula designed by Yamane (1967:886) to calculate sample sizes. If the population of serviced apartment users was about 400 persons, thus sample size for this research can be calculated as follows:

$$n = \frac{N}{1+N(e)^2}$$
$$n = \frac{400}{1+400(0.50)^2}$$
$$n = 200$$

Where,

- n = Sample size
- N = Population size
- e = 0.05 (Significance level)

Consequently, the sample size for survey questionnaires is 200.

The sampling was based on the convenience of the respondents. Two hundred questionnaires were distributed to some international organizations, companies, individuals (expats) and some government agencies during 7-12 September 2009. Subsequent interviews were also made during 11-19 September 2009 for further details and information.

3.2 Research Methodology

3.2.1 Survey Design

The main research was a survey questionnaire which was designed to conduct a survey on customer responsiveness strategies for serviced apartment development was divided into five parts.

Part 1: customers were inquired about their personal information; gender, nationality, how long they are staying in Laos, age, status, education level, occupation, family size and annual income.

Part 2: customers were asked to choose the best option regarding serviced apartment preference. In this part consists of 10 questionnaires related to serviced apartment, type of serviced apartment, prices, length of contract, factor, size of serviced apartments, serviced bedrooms, area of preference and location.

Part 3: customers were asked about their feeling towards serviced apartments such as how they feel about the service of their current serviced apartment, what they think about the facilities of the serviced apartments and how they found their current apartment.

Part 4: This part of the questionnaire was mostly rated customer responsiveness factors. Measuring value creation based on 17 questions including quality, innovation, efficiency and customer responsiveness by using Likert scale. The interpretation of the questionnaire of this part was set by allocation values from lowest to highest (1 to 5); the average scales were calculated as below:

$$\begin{aligned} \text{Range of scores} &= \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of range}} \\ &= \frac{5 - 1}{5} \end{aligned}$$

$$= 0.8$$

The interpretation of the result ranges as follows:

1.00 – 1.80 = very low value creation

1.81 – 2.60 = low value creation

2.61 – 3.40 = moderate value creation

3.41 – 4.20 = high creation

4.21 – 5.00 = very high creation

Part 5: In the last part, the questionnaire was opened to the customer's recommendations for the developers to improve their serviced apartment business.

3.2.2 Reliability Analysis

After using Cronbach's Alphas for testing the reliability of the questionnaires, it was found that the value of Cronbach's Alphas was at 0.878.

3.3 Data Collection

In order to complete this research, the information and data were primarily collected by a field survey involving many sources especially a number of serviced apartment agencies.

3.3.1 Primary Data

a) Interviews

The following developers were interviewed on the strategies for serviced apartment business:

- Ms. Beg, the Manager of Nalaxay serviced apartment, Ban Sihom, Sikhottabong District.
- Mr. Syphaseuth Phanphengdy, the owner of Phanphengdy serviced apartment, Ban Phiavat, Sisattanak District.
- Mr. Ki, the owner of Avalon serviced apartment, Ban Anou, Chanthabouly District.
- Ms. Yak, the Manager of Hongkham serviced apartment, Ban Viengchaleun, Xaysettha District.

- Mr. Khampan, the Manager of AVS serviced apartment, 135 Phonsinuan Street, Sisattanak District.

The questions in the interview were frankly answered by the developers. The interviewing questions are presented in Appendix A.

b) Customer Survey

200 customer survey questionnaires were distributed to some international organizations, companies, individuals (expats) and some governmental agencies during 7-12 September 2009 (the survey questionnaire is shown in Appendix B).

This was done to understand customer's perceptions regarding serviced apartment preference information, customer's perceptions of apartment services received, serviced apartment value creation factors provided by developers and also the recommendations for developers of serviced apartments.

c) Actual Field Survey

The number of serviced apartments in Vientiane, Lao PDR, is not available because the serviced apartment business has not been classified clearly and separately from hotels and guesthouses according to the district administration office. Therefore, the actual field survey has to be done by the researcher in four districts Sikhottabong, Chanthabouly, Xaysettha, and Sisattanak of Vientiane Capital during 2-5 September 2009. The number, the name and the address of serviced apartments are shown in Appendix C.

3.3.2 Secondary Data

The overview data of serviced apartments was obtained through the Internet, the Yellow Pages (the official Lao Telephone Directory 2007-2009), newspapers, brochures and Lao guidebooks.

The additional data for the number of Official Development Assistance Projects and Foreign Direct Investment Projects was gained from the Ministry of Planning and Investment to be used to compare to the increasing number of expatriates and experts, which was sourced from the Immigration Department, the Ministry of Public Security of Lao PDR (2008).

The secondary data of serviced apartments was not easily available because the data regarding serviced apartment strategies has never been collected properly.

3.4 Data Analysis and Statistics

This research aims to study customer responsiveness strategies for serviced apartment developments in Vientiane Capital, Lao PDR, so as to improve customer responsiveness strategies for the developers. As a result, the research is mainly quantitative but valuable qualitative data was also collected. All information in this research is obtained from both primary and secondary data sources.

After the collection of the questionnaires, the raw data was numerically coded. Then, the data entry was entered into Microsoft Office Excel 2003 and it was transferred to SPSS 16.0 for Windows. Frequencies and descriptive statistics was used for the questionnaire from part one to part three as well as an analysis of different methodologies (F and t-test) was used for testing the relationships between the independent variable and dependent variables (hypotheses testing) for part four of this analysis.

Hypotheses and statistical tools to be used for testing the difference between demographic variable towards value creation in part four were summarized in the table 3.4 as below.

Table 3.4 Hypotheses and Statistical Tools to be used for Testing

Hypotheses	Description	Technique
H ₁	There is a difference between sex towards value creation	ANOVA
H ₂	There is a difference between region towards value creation	ANOVA
H ₃	There is a difference between length of stay towards value creation	ANOVA
H ₄	There is a difference between age towards value creation	ANOVA
H ₅	There is a difference between status towards value creation	ANOVA
H ₆	There is a difference between education towards value creation	ANOVA
H ₇	There is a difference between career towards value creation	ANOVA
H ₈	There is a difference between family size towards value creation	ANOVA
H ₉	There is a difference between income towards value creation	ANOVA

Chapter IV

Serviced Apartment Customer Survey Results and Analyses

This chapter aims first to find and analyze the differences between customers. Apartment customers were asked about personal information, opinions, perceptions of apartment services received and value creation as well as recommendations for customer responsiveness strategies improvement. After that the analysis of differences was carried out to confirm the findings. Then, the customer responsiveness strategies were also tested for their validity.

4.1 Personal Information

The questionnaires were distributed to 200 apartment customers, but only 107 questionnaires were received because the cooperation of developers was not provided as expected. Therefore, the questionnaires could be only distributed to some international organizations, companies and individuals. The respondents were grouped by gender, region of origin, period of stay in Laos, age, marital status, education level, occupation, family size and income per annum as in Table 4.1.

Table 4.1 Personal Information

Detail	Category	Frequency	Percentage
Gender	Female	42	39.3
	Male	65	60.7
Total		107	100.00
Region of origin	Africa	1	.9
	Asia	77	72.0
	Australasia	4	3.7

Table 4.1

Detail	Category	Frequency	Percentage
Region of origin			
	Europe	9	8.4
	Middle East	2	1.9
	North America	14	13.1
Total		107	100.00
Period of stay			
	1-2 years	31	29.0
	2-3 years	1	.9
	3-4 years	11	10.3
	4-5 years	3	2.8
	Less than 1 year	49	45.8
	More than 5 years	12	11.2
Total		107	100.00
Age			
	20-29	25	23.4
	30-39	45	42.1
	40-49	15	14.0
	50-59	13	12.1
	60+	9	8.4
Total		107	100.00
Education level			
	Master's	45	42.1
	None provided	1	.9
	Others	3	2.8
	Ph.D.	11	10.3
	Undergraduate	47	43.9
Total		107	100.00
Occupation			
	Academic	9	8.4
	Businessman/woman	8	7.5
	Consultant	4	3.7
	Government officer	10	9.3

Table 4.1

Detail	Category	Frequency	Percentage
Occupation	International	36	33.6
	organization staff	14	13.1
	Intergovernmental	1	.9
	organization staff	1	.9
	Internship	8	7.5
	None provided	16	15.0
	NGO staff	107	100.00
Total	Others		
Family size	1-2 people	61	57.0
	3-4 people	20	18.7
	4-5 people	7	6.5
	Alone	12	11.2
	More than 5 people	6	5.6
	Not given	1	.9
Total		107	100.00
Income per annual	USD 13,200- 24,000	33	30.8
	USD 25,200- 36,000	19	17.8
	USD 37,200- 48,000	10	9.3
	USD 37,200- 48,000	16	15.0
	USD 37,200- 48,000	23	21.5
	USD 37,200- 48,000	6	5.6
	Total	USD 7,200-12,000	107
	More than USD 48,000		
	None provided		

As it was mentioned in Chapter 3, 200 samples were distributed in general but only 107 samples were responded to in full. The majority of people staying in

serviced apartments were male (60.7%). The biggest number of respondents came from Asia (72%) followed by North America (13.1%). Nearly half of respondents stayed in Laos less than one year. 42.1% age between 30-39 years old and only 8.4% were older than 60 years old. Regarding marital status, 49.5% were married and single (47.7%). With respect to the educational level, 86% hold a Master's or undergraduate degree. Only 10.3% of serviced apartment occupants had a Ph.D.

The main occupation of the samples is international organization staff (33.6%), while 13.1% work as intergovernmental organization staff and government officer is 9.3%. The number of NGO staff and businessman/woman is equal at 7.5%. Regarding family size, 57% are staying with one or two people. Those who stay alone number 11.2%. It was found that 18.7% of people prefer to stay in groups of three to four. Regarding the income per annum, 30.8% of samples earn between USD 13,200-24,000 and 21.5% earn more than USD 48,000. Earning between USD 25,200-36,000 is 17.8%.

In sum, sample characteristics are mainly Asian who is staying less than one year, they are well educated with medium to high salaries.

4.2 Customer's Opinion

Respondents were asked what they thought about serviced apartment preferences such as the type of serviced apartment they prefer, the appropriate price level they can pay for rental per month which excludes electricity, water supply and other services, the appropriate price level they can pay for rental per month if it includes the fees for electricity, water supply and other services, the length of contracts they prefer, the most important factor to make them use a serviced apartment, the size of serviced apartment, the number of serviced bedrooms they want to have and the best location of serviced apartments.

4.2.1 Types of Serviced Apartments

The respondents were asked which type of serviced apartment they prefer, ranging from the very simple to luxurious. The results are illustrated in table 4.2.1.

Table 4.2.1 Types of Serviced Apartments

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	1	.9	.9	.9
None provided	2	1.9	1.9	2.8
Very simple type	9	8.4	8.4	11.2
Standard type	66	61.7	61.7	72.9
Luxurious type	29	27.1	27.1	100.0
Total	107	100.0	100.0	

The findings of the survey showed 61.7% of respondents prefer the standard type which provides a bed, a wardrobe, a desk, an air conditioner, a TV, a refrigerator, a laundry service, a private toilet, a private bathroom and a cooking bench. Meanwhile 27.1% prefer the luxurious type which provides fully furnished quarters and a fully range of services. Only 8.4% prefer the very simple type with a bed, a wardrobe, a desk, a fan, a shared bath room and a shared toilet.

4.2.2 Appropriate Price Level for Rental per Month excluding utilities

According to Table 4.2.2, 30.8% of respondents can afford serviced apartment rentals per month between USD 200-USD 300 if it excludes the fees of electricity, water supply and other services, while 29.9% of them can pay USD 350-USD 450. For the price between USD 450-USD 650, 18.7% of respondents said they can afford this rate and 16.8% can pay for other prices.

Table 4.2.2 Appropriate Price Level for Rental per Month excluding utilities

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid USD 200 - USD 300	33	30.8	30.8	30.8
USD 350 - USD 400	32	29.9	29.9	60.7
USD 450 - USD 650	20	18.7	18.7	79.4

Table 4.2.2

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
None provided	3	2.8	2.8	82.2
Others	18	16.8	16.8	99.1
Others, 800	1	.9	.9	100.0
Total	107	100.0	100.0	

4.2.3 Appropriate Price Level for Rental per Month including utilities

Table 4.2.3 shows the majority of respondents (84.1%) can pay between USD 300-USD 1000 for apartment rental per month if it includes the fees of electricity, water supply and other services. Only 9.3% of them can pay for the price between USD 1100-USD 1500. The price between USD 1600-USD 2000 (0.9%) can afford and a very limited number for the price USD 2100-USD 3000.

Table 4.2.3 Appropriate Price level for Rental per Month including utilities

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	1	.9	.9	.9
Price USD 1100-USD 1500	10	9.3	9.3	10.3
Price USD 1600-USD 2000	1	.9	.9	11.2
Price USD 2100-USD 3000	1	.9	.9	12.1
Price USD 300-USD 1000	90	84.1	84.1	96.3
None provided	4	3.7	3.7	100.0
Total	107	100.0	100.0	

4.2.4 Length of Contract

The respondents were asked about the preferred length of contract that is needed. The results are shown in Table 4.2.4 below.

Table 4.2.4 Length of Contract

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	1	.9	.9	.9
4-6 months	39	36.4	36.4	37.4
7-12 months	25	23.4	23.4	60.7
Less than 3 months	29	27.1	27.1	87.9
More than 12 months	13	12.1	12.1	100.0
Total	107	100.0	100.0	

Based on Table 4.2.4, the length of contract between four to six months is preferred by the respondents (36.4%). However, 27.1% of respondents are interested in having the contract less than three months and 23.4% would like to make the contract between seven and twelve months.

4.2.5 Factors to Make Customers use Serviced Apartments

The factors that are the most important to make respondents decide to use serviced apartments range in nature and significance. In Table 4.2.5 are shown five key factors namely location service, safety, price and others to enable respondents to make a choice of one or more factors when making a decision to use a serviced apartment.

Table 4.2.5 Factors Affecting Rental Choice

Factor	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Location Valid 0 Unimportant)	32	29.90	29.90	29.90
1 (Important)	75	70.10	70.10	100.00
Total	107	100.00	100.00	
Services Valid 0 Unimportant)	48	44.90	44.90	44.90
1 (Important)	59	55.10	55.10	100.00
Total	107	100.00	100.00	

Table 4.2.5

	Factor	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Safety	Valid 0 (Unimportant)	47	43.90	43.90	
	1 (Important)	60	56.10	56.10	43.90
	Total	107	100.00	100.00	100.00
Price	Valid 0 (Unimportant)	41	38.30		
	1 (Important)	65	60.70	38.70	
	Total	106	99.10	61.30	38.70
	Missing system	1	0.90	100.00	100.00
	Total	107	100.00		
Others	Valid 0 (Unimportant)	102	95.30	95.30	95.30
	1 (Important)	5	4.70	4.70	100.00
	Total	107	100.00	100.00	

According to the survey, the location factor is the most important when making a decision to use a serviced apartment with 70.1% of all respondents agreeing. The second important factor is price (61.3%) as same tenants receive a housing allowance. Over half (56.1%) reasoned for safety. After that, 55.1% of respondents thought of services. Finally, other factors such as ambience, convenience, nice garden and nice design accounted for a small percentage (4.7%).

4.2.6 Preferred Areas

As mentioned in the chapter one in the section dealing with the scope and limitations, the research was conducted in Vientiane, as most serviced apartments center around four districts, namely Chanthabouly, Xaysettha, Sikhottabong and Sisattanak. Therefore, the results of the preferred area are illustrated in Table 4.2.6 below.

Table 4.2.6 Preferred Area

	District	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Chanthabouly Dist	33	30.8	30.8	30.8
	None provided	17	15.9	15.9	46.7
	Sikhottabong Dist	23	21.5	21.5	68.2
	Sisattanak Dist	21	19.6	19.6	87.9
	Xaysettha Dist	13	12.1	12.1	100.0
	Total	107	100.0	100.0	

Based on Table 4.2.6, the respondents were asked which area of the city they prefer to stay. Nearly a third (30.8%) of the respondents prefers to stay in Chanthabouly district and 21.5% of them favor living in Sikhottabong district. The respondents who would like to stay in Sisattanak district numbered 19.6% while 12.1% of interviewees nominated Xaysettha district. The rest of the respondents (15.9%) did not know as they were new comers to Laos and of non-Asian background.

4.2.7 Key Criteria in the Location of Serviced Apartments

According to Table 4.2.7, there are many aspects influencing the best locations of serviced apartments such as city/town centre, city/town outskirts, near working places, near airport, near market, near hospital and others.

Table 4.2.7 Key Criteria in the Location of Serviced Apartments

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Airport	4	3.7	3.7	3.7
	Hospital	2	1.9	1.9	5.6
	Market	10	9.3	9.3	15.0
	Others	2	1.9	1.9	16.8

Table 4.2.7

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Town centre	49	45.8	45.8	62.6
	Town outskirts	11	10.3	10.3	72.9
	Working place	29	27.1	27.1	100.0
	Total	107	100.0	100.0	

The majority of respondents (45.8%) describe the best location of serviced apartments in the town centre. Following this group, 27.1% would like to have a serviced apartment near their work place. The remainders (10.3%) prefer to reside in the town outskirts and 9.3% near markets.

4.2.8 Serviced Bedrooms

From the survey, it was found that 40.2% of respondents want to have one bedroom, one bathroom, one living room and a kitchen bench. This was closely followed by people who would like to have two bedrooms, one bathroom, one living room and one kitchen (39.3%). Only 14% of the interviewees need to have a studio with one bathroom. The results are shown in Table 4.2.8.

Table 4.2.8 Serviced Bedrooms

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Others	1	.9	.9	.9
	Room A	15	14.0	14.0	15.0
	Room B	43	40.2	40.2	55.1
	Room C	42	39.3	39.3	94.4
	Room D	6	5.6	5.6	100.0
	Total	107	100.0	100.0	

**Room A: Studio and one bathroom*

**Room B: One bedroom, one bathroom, one living room and a kitchen bench*

**Room C: Two bedrooms, one bathroom, one living room and one kitchen*

**Room D: Three bedrooms, two bathrooms, one living room and one kitchen*

4.3 Customer's Perception of Apartment Services Received

In this part, the respondents were asked about their feelings relating to the services and the facilities which they are now utilizing and how they found their current serviced apartment.

4.3.1 Feelings Relating to the Services

Table 4.3 shows the feelings of the respondents whether they felt not satisfied, satisfied, good, very good or excellent with regards to the services of their current serviced apartment.

Table 4.3.1 Feelings Relating to the Services

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Excellent	4	3.7	3.7	3.7
	Good	36	33.6	33.6	37.4
	None provided	5	4.7	4.7	42.1
	Not satisfied	5	4.7	4.7	46.7
	Satisfied	40	37.4	37.4	84.1
	Very good	17	15.9	15.9	100.0
	Total	107	100.0	100.0	

It was found that 37.4% of respondents felt satisfied with the services of their current serviced apartment and almost an equal amount 33.6% felt good. However, 4.7% of people were dissatisfied.

4.3.2 Thinking about the Facilities

According to Table 4.3.2, 43% of serviced apartment users thought that the facilities of the serviced apartment in which they are staying were satisfactory and 32.7% thought they were good.

Table 4.3.2 Thinking about the Facilities

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Excellent	3	2.8	2.8	2.8
	Good	35	32.7	32.7	35.5
	None provided	5	4.7	4.7	40.2
	Not satisfied	4	3.7	3.7	43.9
	Satisfied	46	43.0	43.0	86.9
	Very good	14	13.1	13.1	100.0
	Total	107	100.0	100.0	

4.3.3 How to find a Serviced Apartment

It can be observed from Table 4.3.3 that the respondents knew the information about finding serviced apartment from their friends (39.3%) and from the organization they work with 30.8%.

Table 4.3.3 Locating a Serviced Apartment

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Advertisement	7	6.5	6.5	6.5
	Agent	9	8.4	8.4	15.0
	Friends	42	39.3	39.3	54.2
	Internet/email	1	.9	.9	55.1
	Magazines	1	.9	.9	56.1
	None provided	4	3.7	3.7	59.8
	Organization	33	30.8	30.8	90.7
	Others	10	9.3	9.3	100.0
	Total	107	100.0	100.0	

4.4 Value Creation Provided by the Developers

This part is the most important for the research to study and determine customer responsiveness strategies for serviced apartment development in Vientiane Capital because in this part will answer the null hypotheses of these exist differences between demographic factors and value creation factors. The questions in this part were designed to measure demographic variable such as (sex, region, length of stay, age, status, education, career, family size and income) towards the value creation of serviced apartments provided such as (quality, efficiency, innovation and customer responsiveness). Survey customers were asked to rate:

Quality:

The quality of service was at an international standard.

The quality of serviced apartments in Vientiane was better than other choices of housing.

The quality of serviced apartment in which staying met their needs.

The size of their serviced apartment was satisfactory.

The environment surrounding their serviced apartment was suitable.
They were satisfied with their neighbors.

Efficiency:

The price of the rental was reasonable given the services provided.

The rental price served the needs of foreign residents.

The customer preferred to pay a higher rental fee for better service.

There were enough serviced apartments in Vientiane.

The owners were professional developers.

The owners were efficient developers.

Innovation:

The developers were consistently looking for ways to improve their facilities and services.

The developers were highly innovative.

Customer Responsiveness:

The developers could provide total solutions for customers.

The owners provided a safe place to stay.

The developers were highly customer responsive.

All the points mentioned above are the provision of value creation to concerning serviced apartments within the following criteria: quality, efficiency, innovation and customer responsiveness. A five scale rating system (strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly = 1 disagree) was used.

4.4.1 The Analysis of the Respondents on Value Creation

Table 4.4.1 Analysis of the Respondents on Value Creation

Value creation	Question	Mean	Std.	Meaning
Quality	The quality of service was at an international standard.	3.21	.81	Moderate value creation
	The quality of serviced apartments in Vientiane was better than other choices of housing.	3.21	.82	Moderate value creation

Table 4.4.1

	Value creation	Question	Mean	Std.	Meaning
Quality		The quality of serviced apartment in which staying met their needs.	3.54	.74	High value creation
		The size of their serviced apartment was satisfactory.	3.66	.81	High value creation
		The environment surrounding their serviced apartment was suitable.	3.62	.75	High value creation
		They were satisfied with their neighbors.	3.55	.77	High value creation
		Sub-Total	3.46	.78	High value creation
Efficiency		The price of the rental was reasonable given the services provided.	3.33	1.00	Moderate value creation
		The rental price served the needs of foreign residents.	3.36	.87	High value creation
		The customer preferred to pay a higher rental fee for better service.	2.96	1.00	Moderate value creation
		There were enough serviced apartments in Vientiane.	2.81	.88	Moderate value creation
		The owners were professional developers.	3.03	.88	Moderate value creation
		The owners were efficient developers.	3.08	.87	Moderate value creation
		Sub-Total	3.09	.91	Moderate value creation

Table 4.4.1

Value creation	Question	Mean	Std.	Meaning
Innovation	The developers were consistently looking for ways to improve their facilities and services.	3.11	.80	Moderate value creation
	The developers were highly innovative.	3.02	.86	Moderate value creation
	Sub-Total	3.06	.83	Moderate value creation
Customer Responsiveness	The developers could provide total solutions for customers.	3.08	.91	Moderate value creation
	The owners provided a safe place to stay.	3.72	.78	High value creation
	The developers were highly customer responsive.	3.29	.86	Moderate value creation
	Sub-Total	3.36	.85	Moderate value creation
QIEC	Total of Value Creation	3.24	0.84	Moderate value creation

As shown by Table 4.4.1, the total of value creation factors achieved by the respondents was at the level of moderate by ($\bar{X} = 3.24$). The mean of quality was rated at ($\bar{X} = 3.46$), followed by customer responsiveness ($\bar{X} = 3.36$), efficiency ($\bar{X} = 3.09$) and innovation ($\bar{X} = 3.06$) respectively.

4.4.2 Hypotheses Analysis

The result of null hypotheses analysis of these exist difference on opinion between demographic variable (sex, region, length of stay, age, status, education, career, family size and income) towards value creation was tested as below.

4.4.2.1 Hypothesis 1

H_a: There is a difference between sex towards value creation.

Table 4.4.2.1 Difference between Sex towards Value Creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
Sex	Between Groups	11.577	40	0.289	1.345	0.146
	Within Groups	13.129	61	0.215		
Total		24.706	101			

From Table 4.4.2.1 exhibits, the significance value of the analysis was more than 0.050. It means that the null hypothesis of gender towards value creation was accepted. Therefore, there was no difference between gender towards value creation factors.

4.4.2.2 Hypothesis 2

H_a: There is a difference between region towards value creation.

Table 4.4.2.2 Difference between Regions towards Value Creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
Region	Between Groups	98.531	40	2.463	0.951	0.561
	Within Groups	158.057	61	2.591		
Total		256.588	101			

As shown by Table 4.4.2.2, the significance value of the analysis was at 0.561, which was more than 0.050. It means that the null hypothesis of region towards value creation was accepted. Thus, there was no difference between region towards value creation factors.

4.4.2.3 Hypothesis 3

H_a : There is a difference between length of stay towards value creation.

Table 4.4.2.3 Difference between Length of Stay towards Value Creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
Length of Stay	Between Groups	71.128	40	1.778	1.045	0.431
	Within Groups	103.783	61	1.701		
Total		174.912	101			

As stated in Table 4.4.2.3, the significance value of the analysis was equal 0.431, which was more than 0.050. It means that the null hypothesis of length of stay towards value creation was accepted. Therefore, there was no difference between length of stay towards value creation factors.

4.4.2.4 Hypothesis 4

H_a: There is a difference between age towards value creation.

Table 4.4.2.4 Difference between Age towards Value Creation

ANOVA						
Demographic		Sum of Squares	df	Mean Square	F	Sig.
	Between					
Age	Groups	91.430	40	2.286	2.299	0.002
	Within Groups	60.658	61	0.994		
	Total	152.088	101			

Note: *Significance level = 0.050

From Table 4.4.2.4 exhibits, the significance value of the analysis was equal 0.002, which was less than 0.050. It means that the null hypothesis of age towards value creation was rejected. Thus, there was a difference between age towards value creation factors.

4.4.2.5 Hypothesis 5

H_a: There is a difference between status towards value creation.

Table 4.4.2.5 Difference between Status towards Value Creation

ANOVA						
Demographic		Sum of Squares	df	Mean Square	F	Sig.
	Between					
Status	Groups	12.505	40	0.313	1.009	0.480
	Within Groups	18.907	61	0.310		
	Total	31.412	101			

Table 4.4.2.5 shows that the significance value of the analysis was more than 0.050. It means that the null hypothesis of status towards value creation was accepted. Therefore, there was no difference between status towards value creation factors.

4.4.2.6 Hypothesis 6

H_a: There is a difference education towards value creation.

Table 4.4.2.6 Difference between Education towards Value Creation

ANOVA						
Demographic		Sum of Squares	df	Mean Square	F	Sig.
	Between					
Education	Groups	25.142	40	0.629	1.089	0.377
	Within Groups	34.640	60	0.577		
Total		59.782	100			

From Table 4.4.2.6 exhibits, the significance value of the analysis was equal 0.377, which was more than 0.050. It means that the null hypothesis of education towards value creation was accepted. Hence, there was no difference between education towards value creation factors.

4.4.2.7 Hypothesis 7

H_a: There is a difference between career towards value creation.

Table 4.4.2.7 Difference between career towards value creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
Career	Between Groups	171.195	40	4.280	0.830	0.732
	Within Groups	309.339	60	5.156		
	Total	480.535	100			

As stated in Table 4.4.2.7, the significance value of analysis was 0.732, which was more than 0.050. It means that the null hypothesis of career towards value creation was accepted. Thus, there was no difference between career towards value creation factors.

4.4.2.8 Hypothesis 8

H_a : There is a difference between family size towards value creation.

Table 4.4.2.8 Difference between Family Size towards Value Creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
Family size	Between Groups	30.690	40	0.767	1.033	0.448
	Within Groups	44.557	60	0.743		
	Total	75.248	100			

From Table 4.4.2.8 exhibits, the significance value of the analysis was at 0.448, which was more than 0.050. It means that the null hypothesis of family

size towards value creation was accepted. Therefore, there was no difference between family size towards value creation factors.

4.4.2.9 Hypothesis 9

H_a: There is a difference between income towards value creation.

Table 4.4.2.9 Difference between Income toward Value Creation

		ANOVA				
Demographic		Sum of Squares	df	Mean Square	F	Sig.
	Between					
Income	Groups	79.518	39	2.039	1.056	0.420
	Within Groups	108.107	56	1.930		
	Total	187.625	95			

Table 4.4.2.9 shows that the significance value of analysis was bigger than 0.050. It means that the null hypothesis of income toward value creation was accepted. Thus, there was no difference between income towards value creation factors.

4.5 Recommendations for Serviced Apartment Developers

In this part, the survey respondents voiced their complaints about the management and operation of serviced apartments. They also provided recommendations to serviced apartment developers to improve the facilities, utility services, professionalism and rental price to reach the customer's needs. These suggestions are detailed as follows:

Facilities:

- The main recommendation suggested was that Internet access should be provided because it was very important for the working life of customers. The Internet fee and water supply charge shall be included in the monthly rental fee.

- Furniture should be clean and comfortable. White goods such as washing machines, kitchen equipments, air conditioners as well as carpets should be replaced every five years to keep serviced apartments looking new all the time.

- Electricity and water supply systems should be backed up by generator systems to avoid inconvenience when the power supply is cut due to storms and other kinds of outages.

- Restaurants shall offer meals until midnight with a wide variety of food because in Vientiane there are multi-cultural customers staying in serviced apartments.

Services:

- The services are insufficient quality. The respondents recommended that trained housekeeping staff would be a good investment. Training would show professional ways of cleaning, maintaining and servicing.

- Staff and cleaners who can speak English should be selected for convenient, fast service and the fixing of problems in the apartments.

- 24 hours security guards must be dedicated to their duties.

Professionalism:

- The developers should be more professional and should be innovative. For example, the developers should encourage the customers by organizing discount incentives or transport services.

- Hospitality is a key professional trait required to make the serviced apartment feel homely for customers. Serviced apartment operators need be more service oriented and improving themselves to suit the customer's needs.

- Professionalism in this sector has not critically enough reached an international standard yet. More than half are family businesses who do not judge staff performance. Thus, the developers should concentrate on quality control in terms of good maintenance practices, professional cleaning services, better designed apartments and have a better relationship with customers.

- The developers should not just see foreigners as an opportunity to make a bigger profit. The owners should focus on the service that is reasonable with price because some serviced apartments in Vientiane get a high price but the service is low quality.

Rental price:

- Based on the respondents' experience, the rental price of serviced apartments in Vientiane, Lao PDR is higher than the rental price in the big cities in the region such as Bangkok and Ho Chi Minh City. Some respondents suggested that the standard price of serviced apartments in Vientiane should range from US300 – USD 1200 per month with full furnishing.

- Discounts should be given for six month payments or a year's payment in advance. In other words, the rental price should be opened to negotiation when a large cash advance can be provided.

- The rental price should not be increased every year, it should be more stable. This is because many facilities are deteriorating. The price should be opened on location, facilities and services provided as well as general inflation in the property market.

Chapter V

Conclusion, Discussion and Recommendations

This study was a survey research and aimed to learn about the customer responsiveness strategies for serviced apartment development in Vientiane Capital, Lao PDR in order to improve the serviced apartment business.

After the assessment of the survey data, the detail of this chapter is presented as follows:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Recommendation
- 5.4 Further Research

5.1 Conclusion

5.1.1 Objectives of the Study

- To study the value creation performance of serviced apartment developer.
- To study preference and profile of customer of serviced apartment in Lao PDR.
- To compare the demographic factors with value creation factors.

5.1.2 Hypothesis

- These exist difference on opinion between demographic factors and value creation factors.

5.1.3 Population and Sample size

- The targeted population was the group of people who were using serviced apartment in Vientiane Capital only. It was found that the total number of population was 400 people.
- 200 people were the sample size, which was calculated by Yamane's formula.

5.1.4 Research Methodology

The researcher used a questionnaire to conduct a survey for this study, which was divided into five parts. In the first part was asked about personal information which contained 9 questions. Then, in the second part was conducted on customer's opinion regarding serviced apartment preference information which had 10 questions. Next in the third part was asked about customer's perception of apartment services received which consisted 3 questions; and in the fourth part, the customers were asked to rate about serviced apartment value creation factors provided by developers in Vientiane, Lao PDR. In the last one, the recommendations for developers of serviced apartments contained 4 questions.

5.1.5 Data Collection

200 customer survey questionnaires were distributed to some international organizations, companies, individuals (expats) and some governmental agencies but only 107 questionnaires only were returned to the researcher. It was less than expectation.

5.1.6 Data Analysis

After the collection of the questionnaires, the obtained data was analysed by using software SPSS to calculate parameters such as frequency, percentage, mean, standard deviation, t-test and F-test for testing the null hypothesis between the independent variables and dependent variables.

5.1.7 Results of Analysis

5.1.7.1 Result of Personal Information

The customers are mainly Asian people, aged between 30-39 years old, hold at least a bachelor's degree or above with a medium to high income per annum. The main occupations are international organization staff with less than one year contract or two year- contracts. The ratio of married and single people is nearly equal 49.5% and 47.7% respectively. More than half of them are staying with one or two people.

5.1.7.2 Result of Customer's opinion

61.7% prefer the standard type with the appropriate price level for rental per month being between USD 200-USD 300, excluding electricity, water supply and other services. If including electricity, water supply and other

services it should be between USD 300- USD1000 per month. The preferred duration of contract was between 4-6 months. The factors to make them use serviced apartments rank in descending order from location, price, safety and service. The preferred areas for renters are Chanthabouly and Sikhottabong districts because these two areas are in the town centre with one bedroom and two bedrooms.

5.1.7.3 Result of Customer's Perception of Apartment Services received

- The customers felt satisfied with the services of current serviced apartments in Vientiane (37.4%) and the facilities were satisfactory (43%).
- The customers obtained information about apartments from friends and the organization they worked with.

5.1.7.4 Result of Value Creation Analysis

The result of total value creation factors analysis was at the level of moderate by ($\bar{X} = 3.24$). The quality was high value creation with ($\bar{X} = 3.46$), followed by customer responsiveness, efficiency and innovation were moderate by ($\bar{X} = 3.36$, $\bar{X} = 3.09$, $\bar{X} = 3.06$) respectively.

5.1.7.5 Result of Hypotheses Testing

Hypothesis H_a: These exist difference on opinion between demographic factors (sex, region, length of stay, age, status, education, career, family size and income) and value creation factors. The findings of demographic factors were summarized as below:

- There is a difference between sex towards value creation. It was found that there was no difference between gender towards value creation factors.
- There is a difference between region towards value creation. The result was found that there was no difference between region towards value creation factors.
- There is a difference between length of stay towards value creation. After analysis, it was found that there was no a difference between length of stay towards value creation factors.
- There is a difference between age towards value creation. It was found that there was a difference between age towards value creation factor

because the null hypothesis was rejected with the significance value was equal 0.002.

- There is a difference between status towards value creation. The result was summarized that there was no a difference between status towards value creation.

- There is a difference between education towards value creation. It was found that there was no a difference between education towards value creation.

- There is a difference between career towards value creation. After analysis, the result was found that there was no a difference between career towards value creation factors.

- There is a difference between family size towards value creation. The finding was summarized that there was no a difference between family size towards value creation.

- There is a difference between income towards value creation. It was found that there was no difference between income towards value creation factors.

5.2 Discussion

Based on the finding of analysis, it was found that the overall of serviced apartment value creation factors provided by developers in Vientiane Lao PDR is at the level of moderate due to customer responsiveness, efficiency and innovation are in the middle, which are different from the quality has a high value creation to the customers. These reflect to the quality of service is not enough at an international standard and the quality of serviced apartments in Vientiane, Lao PDR is not sufficient more than other choices of housing. Then, the rental price is not sometimes reasonable given the services provided and sometimes the customers do not prefer to pay a higher rental fee for better service. There are no varieties of serviced apartments in Vientiane and the owners are not enough professional and efficient developers. It is also reflected that the innovation on improving the facilities and services is not been developed. Moreover, the developers are not highly customer responsive and they could not

provide total solution for customer's need. This is corresponding to the concept of Associate Professor Thanachai Yomchida (2550) and Charles Hill and Garath Jones, which mentioned that the competitive advantage can be achieved by using resources and capacities together to be competencies, which enable efficiency, quality, innovation and customer responsiveness to create low costs and product differentiation to achieve value creation. When the serviced apartment has different services and different products from other competitors, a premium price can be charged for that differentiation. The competitive advantages of serviced apartment are quality, efficiency, innovation and customer responsiveness. Therefore, the high quality of serviced apartment in Vientiane is the creation of a brand name, reputation, greater efficiency and a lower cost. The reputation is able to make serviced apartment charge a higher price. Serviced apartment will be more efficient because of the lower cost of inputs for better service and high quality. In order to create high quality standard, innovation gives serviced apartment unique by continuous training, learning new things, evaluating and developing. The owners of serviced apartment also design their services in response to their customer's expectations and with the definite aim to create their satisfaction.

The results of hypothesis testing of these exist difference on opinion between demographic factors such as (sex, region, length of stay, status, education, career, family size and income) and value creation factors are not different due to customers can understand and accept the situation of the serviced apartment business in Laos is in the process of introduction in the business market, which is corresponding to the theory of E. Jerome McCarthy (1960) and Associate Professor. Pemthip Komeksopa (2550) compiled that the serviced apartment business developers in Vientiane, Lao PDR should consider of product, price, place and promotion to be a marketing tool to reach the best satisfies of customers in the target market.

According to the results, it can be found that levels of strategy for serviced apartment business in Lao PDR should be developed to create value to the customers as Quick MBA (2003) mentioned on the corporate level strategy that serviced apartment owners are responding for creating value through their businesses, ensuring that the businesses are successful over the long term, developing serviced apartments. In the business level strategies of serviced apartment, cost leadership, differentiation and focus are the most important in order to take competitive advantage as Michael E

Porter (1996) recognized. Functional level of serviced apartment was the hierarchy of the operating units which was related to business processes and the value chain in marketing, operations, human resources and research and development involve the development and coordination of resources through serviced apartment business unit level strategy can be executed efficiently and effectively. This is also corresponding to the theory of Booms and Bitner (1981) introduced three additional Ps for service marketing such as people, physical evidence and process because serviced apartment developers have to pay more attention to the selection, training and motivations of employees in order to enhance customer satisfaction. Then, developers also try to demonstrate their service quality through physical evidence such as serviced apartment will develop its look and style through cleanliness, speed, etc and developers can choose different processes to deliver their services such as increasing competitive differentiation, service quality and productivity as stated by Kotler (2003).

In terms of important factors, the findings revealed that there was a difference on opinion between age towards value creation factor which is corroding to the study of Phatcharin Phadungyat (2008) on factors influencing the selection of serviced apartments by female business traveler. Customer's age can be a factor influencing the selection of choosing serviced apartment business in Vientiane, Lao PDR. Therefore, developers should modify the strategies to response levels of age.

5.3 Recommendation

According to the findings of analysis, the recommendations on customer responsiveness strategies for serviced apartment development in Vientiane were compiled as follows. The developers or investors should focus mainly on quality, efficiency, and innovation and customer responsiveness to improve serviced apartment business as below:

- Improving the services, the facilities and the quality of serviced apartments to meet at an international standard and making the quality is better than other choices of housing in Vientiane.
- Developing human resources to be professional and meet the needs of the customers.

- Adapting the rental price of serviced apartments to match services, facilities and location to response customer's needs.
- Developing hospitality. The developers are advised to gain more knowledge on quality control in terms of operations, leadership, and good relationship with customers and property marketing strategies.
- The owners should be more creative to improve or develop serviced apartments to attract the customers. Developers should be trying to look for ways to make serviced apartments have differences from the others, especially the quality and service.
- The owners of serviced apartment should design their services in response to their customer's expectations to create their satisfaction.

5.4 Further Research

This research was conducted to know customer responsiveness strategies for serviced apartment developments in Vientiane, Lao People's Democratic Republic (PDR). The results of this study can be indicators or references for further research in this property market in Laos. In addition, further investigation could be done on the factors of efficiency such as doing forensic audit of the rental prices, establishment of a formal property market, establish an industry code/ set of standards, need to overcome unofficial monopolies or syndicates which control access to housing market, need to analyses the impact of subsidies plus allowances given to foreign staff of serviced apartments in Vientiane Capital which are higher than those in Bangkok and Hanoi.

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APPENDIX

APPENDIX A

Questionnaire for Interviewing the Developers

Questionnaire for Interviewing the Developers

Independent Study Title: Customer Responsiveness Strategies for Serviced Apartment Development in Vientiane Capital, Lao PDR

1. What are the factors that make you decide to run a serviced apartment business?
2. What is your goal for this business?
3. How many serviced apartments do you have?
4. When was your serviced apartment established?
5. How much capital did you invest in the business including registration fee?
6. Do you run your business by yourself or as a joint venture?
7. How many staff do you have?
8. What is the grade of your serviced apartment?
9. How many rooms do you have? Are all of them are fully finished or not?
10. What additional services do you have?
11. Is your serviced apartment located in safe and secure area?
12. Are security guards provided?
13. Are the fire safety systems provided?
14. Are rooms key coded and adequately protected?
15. How many types of rooms do you have?
16. Why type of customer are you focusing on?
17. What the main nationality of your customers?
18. How much does it cost per month? Per three months, six months and one year?
19. In terms of payment, how should it be done? Cash, cheque, credit card.
20. How do you promote your business? Or how do you find the customers?
21. Do you think the customers know your business well?
22. Do you think that your apartment is in the city or out towards the suburbs?
23. Which parts of your serviced apartment are different from the others?
24. Do you always have complaints from the customers?
25. Do you think that your serviced apartment reaches the customer's needs?
26. Which parts of your business are running well? And which parts of your business need to be improved?
27. Do you want to expand your business? Why and why not?

APPENDIX B
Questionnaire for Customers

7. What is your current occupation?

- Academic
- Student or Internship
- Businessman/Businesswoman
- Government Officer
- International Organization Staff
- NGO Staff
- Intergovernmental Organization Staff
- Diplomatic Officer
- Other, please specify.....

8. How many people in your family are staying with you?

- 1-2 people
- 3-4 people
- 4-5 people
- More than 5 people

9. In which annual income bracket do you belong?

- 7,200 USD – 12,000 USD
- 13,200 USD – 24,000 USD
- 25,200 USD – 36,000 USD
- 37,200 USD – 48,000 USD
- More than 48,000 USD

Part II: Customer’s opinion regarding Serviced Apartment Preference Information

10. In which serviced apartment development do you stay?

(Optional).....

11. What type of serviced apartment do you prefer?

- Very simple (bed, wardrobe, desk, fan, shared bathroom, shared toilet)
- Standard (bed, wardrobe, desk, air conditioner, TV, refrigerator, laundry service, private toilet, private bathroom, cooking bench)
- Luxury (fully furnished, washing machine, kitchen, dining area, living room, and full range of services)

Why?.....

12. What is the appropriate price level you can pay for apartment rental per month if it excludes the fees for electricity, water supply and other services?

- 200 USD – 300 USD 350 USD – 400 USD
 450 USD – 650 USD Others.....

13. What is the appropriate price level you can pay for apartment rental per month if it includes the fees for electricity, water supply and other services?

- 300 USD – 1,000 USD 1,100 USD – 1,500 USD
 1,600 USD – 2,000 USD 2,100 USD – 3,000 USD
 More than 3000 USD

14. With regards to contracts, what length of term do you prefer?

- Less than three months 4 – 6 months
 7 – 12 months More than 12 months

15. What is the most important factor to make you use a serviced apartment? (You can choose more than one).

- Location Safety
 Services Price
 Others, please specify.....

16. What size of serviced apartments do you prefer?

- 16 - 24 square meters 25 - 32 square meters
 35 - 58 square meters 64 - 130 square meters
 Over 130 square meters

17. How many serviced bedrooms do you want to have?

- Studio and one bathroom
 One bedroom, one bathroom, one living room and kitchen bench
 Two bedrooms, one bathroom, one living room and one kitchen
 Three bedrooms, two bathroom, one living room and one kitchen
 Others, please specify.....

18. Which area of the city do you prefer to stay in?

- | | |
|--|--|
| <input type="checkbox"/> Chanthabouly District | <input type="checkbox"/> Sisattanak District |
| <input type="checkbox"/> Xaysettha District | <input type="checkbox"/> Sikhottabong District |

19. Which of these options best describes the location of your serviced apartment?

- | | |
|---|--|
| <input type="checkbox"/> City/ Town centre | <input type="checkbox"/> Near airport |
| <input type="checkbox"/> City/ Town outskirts | <input type="checkbox"/> Near market |
| <input type="checkbox"/> Near working places | <input type="checkbox"/> Near hospital |
| <input type="checkbox"/> Others..... | |

Part III: Customer's perception of apartment services received

20. How do you feel about the service of your current serviced apartment?

- Not satisfied ; Satisfied; Good ; Very good; Excellent

21. What do you think about the facilities of the serviced apartments in which you are now staying?

- Not satisfied ; Satisfied; Good ; Very good; Excellent

22. How did you find your current apartment?

- | | |
|--|---|
| <input type="checkbox"/> from friends | <input type="checkbox"/> from the organization you work for |
| <input type="checkbox"/> from advertisements | <input type="checkbox"/> from real estate agent |
| <input type="checkbox"/> from the Internet/email | <input type="checkbox"/> from Radio/TV |
| <input type="checkbox"/> from magazines | <input type="checkbox"/> Others..... |
| <input type="checkbox"/> from newspapers | |

Part IV: Please give your rating concerning serviced apartment value creation factors provided by developers in Vientiane, Lao PDR. 1 = Strongly Disagree (SD); 2= Disagree (D); 3= Neutral (N); 4= Agree (A); 5= Strongly Agree (SA).

	(SD)	(D)	(N)	(A)	(SA)
Quality					
23. The quality of service is an international standard	1	2	3	4	5
24. The quality of serviced apartment in Vientiane is better than other choices of housing	1	2	3	4	5
25. The quality of serviced apartment in which you are staying meets your needs	1	2	3	4	5
26. You are satisfied with the size of your apartment	1	2	3	4	5
27. You are satisfied with the environment surrounding your apartment	1	2	3	4	5
28. You are satisfied with your neighbors	1	2	3	4	5
Efficiency					
29. The price of rental is reasonable given the service provided	1	2	3	4	5
30. The rental price serves the needs of foreign residents	1	2	3	4	5
31. You prefer to pay a higher rental fee for better service	1	2	3	4	5
32. There are enough serviced apartments in Vientiane	1	2	3	4	5
33. The owners are professional developers	1	2	3	4	5
34. The owners are efficient developers	1	2	3	4	5

(SD) (D) (N) (A) (SA)

Innovation

- 35. The developers are consistently looking for ways to improve their facilities and services 1 2 3 4 5
- 36. The developers are highly innovative 1 2 3 4 5

Customer Responsiveness

- 37. The developer can provide total solutions for customers 1 2 3 4 5
- 38. The owners provide a safe place to stay 1 2 3 4 5
- 39. The developers are highly customer responsive 1 2 3 4 5

Part V: Recommendations for developers of serviced apartments

40. What would you like to recommend about the facilities of serviced apartments?

41. What would you like to recommend about the utility services of serviced apartments?

42. What would you like to recommend about professionalism in this sector of the property market?

43. What would you like to suggest as improvements for rental pricing?

APPENDIX C

Number of Serviced Apartments in Four Districts

Number of Serviced Apartments in Four Districts

Number of Serviced Apartments in Sikhottabong District

No.	Name	Address
1	Parkview Executive Suites	Luangprabang Road, Sikhottabong District, Vientiane, P.O. Box: 4793 Lao PDR. Tel: (+856-21) 250888
2	Mekong Apartment Hotel	Unit 11, Luangprabang Road, Ban Sithane Neua, Sikhottabong District, Vientiane Lao PDR. Tel: (+856-21) 212 937
3	Novotel Apartment Hotel	Unit 09, Luangprabang Road, Ban Khunta, Sikhottabong, Vientiane Lao PDR. Tel: (+856- 21) 213 570
4	Diamond Serviced Apartment	Ban Sihom, Sokhottabong District, Tel: (+856-21) 250 0972
5	Vientiane Serviced Apartment (same as Khunta Residence)	Luangprabang Road, Ban Khunta, Sikhottabong, Vientiane Lao PDR. Tel: (+856-21) 251 199, Fax: (+856-21) 251 198
6	Vansana Riverside Apartment Hotel	Ban Sithane Neua, Sikhottabong District, Vientiane, Lao PDR, Tel: (+856-21) 252 090-7, Fax: (+856-21) 252 088
7	Serviced Apartment belonging to Nilaxay	Ban Sihom, Sokhottabong District, Tel: (+856-21) 219 642

Number of Serviced Apartments in Chanthabouly District

No.	Name	Address
1	City Inn Serviced Apartment	Pangkham Road, Chanthabouly District, Vientiane, Lao PDR. Tel: (+856-21) 218333, Fax: (+856-21) 218444
2	The New Garden Serviced Apartment	Unit 17, Saylom 2 Rd, Ban Thongkhankham Tai, Chanthabouly District, Vientiane, Lao PDR Tel: (+856-21) 213 633-4
3	Khampiane Serviced Apartment	Ban Thongkhankham, Chanthabouly District, Vientiane, Lao PDR Tel: (+856-21) 223 762
4	Family Serviced Apartment Hotel	P.O.Box 39 Panhkham Road, Vientiane, Lao PDR Tel: (+856-21) 260 448, Fax: (+856-21) 260 447
5	Serviced Apartment for rent belonging to Tun	Ban Watchan, Chanthabouly District, Vientiane, Lao PDR. Mob: (+856-20) 220 2805
6	Lao Heritage Serviced Apartment	No. 125 Phnompenh Road, Anou Village, Vientiane Lao PDR. Mob: (+856-20) 5505840
7	Avalon Serviced Apartment	Ban Anou, Chanthabouly District. Tel: (+856-21) 263 597
8	Southiphong Serviced Apartment	39 Unit 05 Setthathirat Rd, Ban Xieng NyeunTha, Chanthabouly District. Tel: (+856-21) 251 179
9	Lao Style Serviced Apartment	122/1, Unit 15, Ban Watchan, Chanthabouly District

No.	Name	Address
		Tel: (+856-21) 241 538
10	Sokdy Serviced Apartment	Samsenthai Rd Ban Xieng Nyeun, Chanthabouly District Tel: (+856-21) 215 653
11	Serviced Apartment of Mr. Manolith	Ban Sibounheuang, Chanthabouly District. Mob: (+856-20) 551 5818
12	Serviced Apartment of Ms. Phoulavanh	Ban Sibounheuang, Chanthabouly District. Tel: (+856-21) 315266

Number of Serviced Apartments in Sisattanak District

No.	Name	Address
1	HHI Serviced Apartment	Ban Sokpalaung, Sisattanak District, Vientiane, Lao PDR
2	Soladith Serviced Apartment	Ban Dongpalan, Sisattanak District, Vientiane, Lao PDR
3	Serviced Apartment belonging to Mr. Syphaseuth Phanphengdy (in front of Mother and Child Hospital	Mob: (+856-20) 550 595
4	Santisouk Serviced Apartment	Mob: (+856-20) 561 8725
5	Chansone Serviced Apartment	Mob: (+856-20) 551 6575
6	AVS Serviced Apartment	135 Phonsinuan St, Sisattanak District, Tel: (+856-21) 222 015
7	TNK Serviced Apartment	Sisattanak District, Tel: (+856-21) 314 229, Fax: (+856- 21) 313 860
8	Sengchanh Serviced Apartment	453 Ban Phonsinuan, Sisattanak District, Mob: (+856-20) 561 2629

Number of Serviced Apartments in Xaysettha District

No.	Name	Address
1	Hongkham Serviced Apartment	280 Unit, Ban Viengchaleun, Xaysettha District. Tel: (+856-21) 413165
2	Vasana Serviced Apartment	Ban Phonthanneua, Xaysettha District. Tel: (+856-21) 413717
3	Ban Champa & Champi Serviced Apartment	Ban Nongbone, Xaysettha District Mob: (+856-20) 550584
4	Serviced Apartment of Mr. Advine	Ban Naxay, Xaysettha District Mob: (+856-20) 288822

HISTORY OF RESEARCHER

Name: Ms. Manosouk Muongmany
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