

FACTORS AFFECT CUSTOMER'S CHOICE DECISION ON  
TELECOMMUNICATION SERVICE PROVIDER IN BANGKOK,  
THAILAND



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THAILAND



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**This Independent Study has been approved by  
the Graduate School  
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### ABSTRACT

The objective of this independent study is mainly to find out factors that affect customer's choice decision on telecommunication service provider in Bangkok, Thailand. After that, the significant relationships between the factors and customer's choice decision will be tested. Furthermore, it is to illustrate the relationships between the factors and customer's choice decision of telecommunication industry. At last, the conclusion of the independent study can be showed. This paper describes four major independent variables which are marketing mix 7Ps, brand equity, relationship, technology and their affect toward the dependent variable customer's choice decision. All of the 400 research questionnaires which were distributed to target population in the service center store of AIS, TRUE, DTAC located in top five shopping area of Central World. The researcher used both judgment and convenience of non-probability sampling.

*Keywords: Choice decision, Telecommunication service, Brand*

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## CHAPTER 1

### INTRODUCTION

This chapter mainly introduced the study of factors affecting customer's choice decision on telecommunication service providers in Bangkok, Thailand. The first part introduces the whole study, and focuses on the telecommunication industry in Thailand. Next follows the statement of the problem and the research objectives. The scope and the limitation of this study will then be introduced.

#### 1.1 Background

Today, telecommunication is an inseparable part of our everyday life. Besides telephone, now-a-days mobile phones are playing a great role to communicate from one place to another place. The phone is not only used for making calls, among many other functions it is used for communicating through text-messages, multi-media messages, as well as to connect us to the internet. In the past few years, the number of mobile phones in growth rapidly in the global market. In developed countries, this growth is more obvious. The reasons for this are multifaceted, low purchase price and availability of devices that contribute to its widespread use in the absence of small measures. The expansion of the telecommunication industry has triggered a cascade of other developments and job opportunities for people. This has also led to a global revolution in communication and innovation. The opportunities that in the telecom market seem endless and the growing demand for mobile telecommunication systems is creating

world-wide market.

Wireless communication technology, especially cellular networks, has spread rapidly over past few decades in Thailand, which making it the main form of telecommunication in the area. Mobile services are the dominant form of telecommunications in Thailand, with mobile subscriber numbers and penetration rates continuing to rise. Fixed telephone services, while still prevalent in metropolitan and urban areas, indicating that many households are moving away from fixed services in favor of mobile, particularly in rural and regional areas. The mobile market has undergone significant changes in recent years, with substantial increases in mobile data usage taking place in both emerging and developed nations across the globe, and the industry making a generational shift in mobile data technology, from 3G to 4G networks. In Thailand, mobile networks witnessed a substantial increase in mobile data demand in recent years, similar to trends in many other markets.

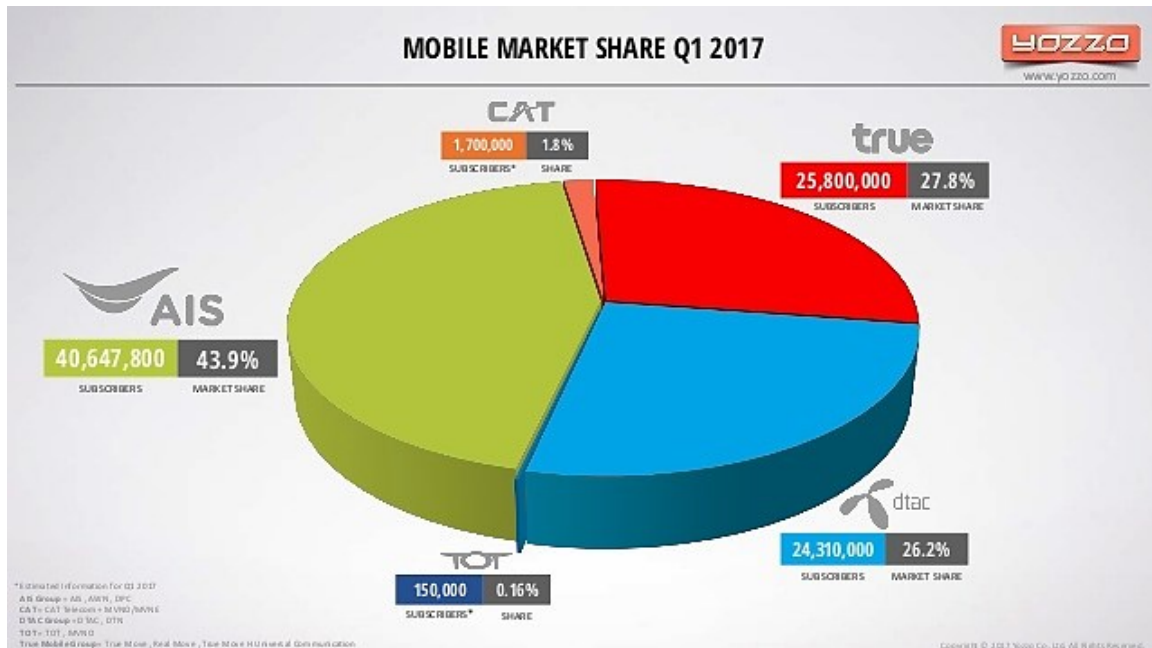


Figure 1.1: Mobile Market Share Q1 2017

Source: Yozzo. (2018). *Mobiletopup.com*. Retrieved from [http:// www.yozzo.com](http://www.yozzo.com).

From figure 1.1 showed that AIS Company got 43.9% of market share in mobile market in Thailand in year 2017 which is the top compare others. Then, followed by the TRUE Company, which was 27.8% market share in the second position. DTAC Company was the third biggest telecommunication company in Thailand which got 26.2%. Then, followed by the CAT, and TOT companies.

#### Telecommunication Provider of AIS

Advanced Info Service Public Company Limited is Thailand's largest GSM mobile phone operator. Founded in April 1986, AIS started off as a computer rental business. In October 1990, it launched analog 900 MHz mobile phone services with a 20-

year monopoly concession from the Telephone Organization of Thailand, and later became the first company allowed to operate on the GSM 900 frequency. Advanced Info Service Plc. (AIS) is transforming itself to become the “Digital Life Service Provider” by operating three core businesses: mobile, fixed broadband, and digital content. At present, AIS is the leading mobile operator in Thailand who commands 52% of market share by revenue and serving 38.5 million subscribers nationwide. The Company had been providing 2G service on 900MHz network under concession with TOT which ended in September 2015 and is being continued under the remedy period until further notice from the National Broadcasting and Telecommunication Commission (NBTC). The 3G network with nationwide coverage is operated on the 2.1GHz license, valid until 2027, granted by the NBTC in December 2012. Moreover, the Company has also launched 4G network in January 2016 on the 1.8GHz license, valid until 2033, granted by the NBTC in November 2015. Mobile services currently provided include domestic mobile services, International Direct Dialing (IDD) services, and international roaming services.

#### Telecommunication Provider of TrueMove

True Corporation Public Company Limited (TRUE) is a communication conglomerate in Thailand. True controls Thailand's largest cable TV provider TrueVisions, its largest ISP True Internet and one of Thailand's largest mobile operators, TrueMove H, which is third only to AIS and Dtac. True Group is Thailand's only fully-integrated telecommunication provider and convergence leader. True Group determines to provide high-quality products and services for Thai consumers through innovation,

advanced technology and superior networks and coverage nationwide. TrueMove is a mobile telecommunication operator provided by Real Move Co., Ltd. and True Move H Universal Communication Co., Ltd. (formerly Real Future Co., Ltd.), subsidiaries of True Corporation. It is the second largest operator in Thailand. Real Move is a mobile virtual network operator that uses CAT Telecom's 850 MHz network, acquired from Hutchison CAT Wireless MultiMedia Ltd (Hutch). True Move H uses 900 MHz, 1800 MHz and 2100 MHz, which licenses were granted by Thailand's National Broadcasting and Telecommunications Commission.

#### Telecommunication Provider of DTAC

Total Access Communication Public Company Limited, commonly known as DTAC, is the second largest GSM mobile phone provider in Thailand after AIS. DTAC is owned by Telenor both directly and indirectly, and both companies share the same logo. The prepaid segment handset subsidies, aggressive mobile number portability (MNP) campaigns, and subscribers upgrading to postpaid service. DTAC claims to have the second-widest coverage nationwide, compared to its main rival AIS, with more than 13,000 base stations installed as of 2016 on the 850 MHz, 1800 MHz and 2100 MHz bands. As of 2013 DTAC is offering both EDGE and 3G services on its postpaid and prepaid brands DTAC Happy. Unlimited Internet access stands at a price of 999 baht per month or 49 baht per day (numerous cheaper hourly packages are available, and, in 2010, traffic-based packages were also introduced, obviously due to the increasing popularity of smartphones). DTAC has international roaming agreements with 147 countries.

## 1.2 Statement of Problems

Once a mobile service provider succeeds in fulfilling the expectations of Thai users, it will be easy for it to gain shares in the market and have the advantage over other mobile service providers. It is necessary for mobile service providers to discover what influences their customers and potential customers in their choice of a mobile phone service. The situation makes mobile telecommunication companies not only to promote their service quality, but also change their marketing core strategy to holding their existing customers. On the one hand, the companies have to invest quite much time and money to attract new customers and this process always go through a longer time period associated with uncertainty and risks. So it becomes significant for telecom companies to identify factors of services that effect on customer's choice decision on telecommunication service provider in Bangkok, Thailand.

This study would determine that how these factors are related on customer's choice decision to mobile service firms. This present study aims to explore the influence of marketing mix 7Ps, brand equity, relationship, technology (towards services offered by the mobile telecom operators) on customer's choice decision. The study focuses on factors that affect customer's choice decision on telecommunication service provider in Bangkok, Thailand. The dependent variable is customer's choice decision on telecommunication service provider in Bangkok, Thailand, and the four major independent variables which include marketing mix 7Ps, brand equity, relationship, and technology.

### 1.3 Research Objectives

The objective of this independent study is mainly to find out factors that affect customer's choice decision on telecommunication service provider in Bangkok, Thailand. After that, the significant relationships between the factors and customer's choice decision will be tested. Furthermore, it is to illustrate the relationships between the factors and customer's choice decision of telecommunication industry. At last, the conclusion of the independent study can be showed.

The objectives of this research mainly emphasizes on how factors that affect customer's choice decision on telecommunication service provider in Bangkok, Thailand. The followings are some objectives of this research:

- To study the relationship between marketing mix 7Ps and customer's choice decision on telecommunication service provider in Bangkok, Thailand.
- To study the relationship between brand equity and customer's choice decision on telecommunication service provider in Bangkok, Thailand.
- To study the relationship between relationship and customer's choice decision on telecommunication service provider in Bangkok, Thailand.
- To study the relationship between technology and customer's choice decision on telecommunication service provider in Bangkok, Thailand.

#### 1.4 Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

- The research assume that respondents have the experiences that use telecom service in Thailand
- All the feelings that respondents perceived about telecom service in Thailand are reliable.
- And the answers of questionnaire from respondents are exactly same with their thoughts.
- The data from questionnaires that researcher conduct is only valid for this study.

#### 1.5 Scope of Research

In this research, the researcher focus that the relationship between marketing mix 7Ps, brand equity, relationship, technology and customer's choice decision on telecommunication service provider in Bangkok, Thailand. The researcher targeted the customers having experience with the service of AIS, True, DTAC and the target population was ranging in both genders and with all the nationalities.

This paper describes four major independent variables which are marketing mix 7Ps, brand equity, relationship, technology and their affect toward the dependent variable customer's choice decision. All of the 400 research questionnaires which were distributed to target population in the service center store of AIS, TRUE, DTAC located in top

shopping area of Central World. The researcher used both judgment and convenience of non-probability sampling.

#### 1.6 Significance of the Study

Although, customer's choice decision is an important factor influencing company's market share and profitability, has not been addressed. Most of the studies that have been carried out cover primarily utilizing mobile phones for communicating with friends and family, accessing news, sports and for personal entertainment. For this reason, a need for a model representing brand loyalty is essential. Thus, this study will help close the gap by providing empirical information on how to choose three mobile service provider which are AIS, DTAC, TRUE and the factors which affect a consumer's decision to stay or leave that provider.

#### 1.7 Limitation of the Research

The lack of literature findings in customer's decision of Telecommunication Industry of Thailand is a limitation. This research just for three telecom providers in Thailand, not involved in any other countries, therefore, the results from the study may not be generalized beyond this location. Access to people about their telecom service experience in Thailand is limited. Cultural and other type of bias also affected in gathering information about customer's choice decision of Telecommunication Industry of Thailand.

## CHAPTER 2

### LITERATURE REVIEW

This chapter is literature review and mainly introduces the concepts of theories that give academic viewpoints to support study topic “Factors affect customer’s choice decision on telecommunication service provider in Bangkok, Thailand”. There included the literature definition and theories of factors that will study in this research. A study framework is presented. So the main purpose of chapter two is to give an insight and guide of this study.

#### 2.1 Previous Study

Solomon, et al (2017) studied topic of “Effect of Brand on Consumer Purchase Decision in the Mobile Telecommunications Industry”. The increased number of telecom service providers coupled with the introduction of mobile number portability has brought about increased competition for potential/prospective and existing telecom consumers. The objective of this study is to examine the effect of brand on purchase intention in the mobile telecommunications market or industry. The study adopted a quantitative approach. In all 100 respondents participated in the study. The study reveals that, although there are about six mobile telecommunications service providers in operation, customers do not explicitly observe any significant differences between them. The customers or respondents perceive all the mobile telecommunications service providers to be same, as far as, quality of service and service charges. Thus, the results of the study

suggests that there are no unique brands in the mobile telecommunications industry of Ghana. Following from the above, the study also revealed that customers may not hesitate to switch if they feel that good quality services are being offered by any other service provider with relatively superior service quality. So it is the role of corporate brand to make minds of the customers about it especially in this industry to add new customers. It is evident from the analysis of the results of the study that service quality was a significant motivating factor for those consumers who switched between mobile telecommunications service providers.

Nisal (2015) studied that “Impact of Brand Equity towards Purchasing Decision: A Situation on Mobile Telecommunication Services of Sri Lanka”. The purpose of the research is to examine the impact of brand equity on purchase intention on Mobile connection service provider in Sri Lanka. For the selected sample which is from the Colombo and Gampaha districts, 300 questionnaires were distributed and the results gathered from the respondents were analyzed in order to get a meaningful conclusion. To accomplish these, a conceptual framework was designed and relationships among its constructs (Brand equity, purchase intention) were hypothesized. The hypotheses which are tested based on the brand equity and purchase intention. Therefore all the hypothesis was accepted but the relationship between the independent variable dependent variables identified is varying. There is a strong positive relationship between the brand awareness and perceived quality with purchase intention. But rest of the other factor’s relationship with purchase intention is having less or moderate level relationship. Hypotheses were

tested using structural equation modeling and subgroup correlation analysis in SPSS.

Results indicated that brand equity positively influences consumer's purchase intention.

Mohammed, (2012) studied that "Customer Satisfaction in the Mobile Telecom Industry in Bahrain: Antecedents and Consequences". This study sheds some light on the importance and consequences of satisfaction in the competitive telecom industry in Bahrain. The factors related to payments and savings (such as offers, rents, and charges) are the most significant in determining satisfaction, retention, and likelihood of switching from one mobile provider to another. Conversely, intercommunication factors (such as customer service, friendly employees, and user-friendly websites) were found to be the least significant. A significant positive relationship was found between satisfaction and retention while a poor association was noticed between satisfaction/retention and loyalty.

Zohaib and Junaid (2014) had researched on "Consumer Purchase Behavior in Cellular Service Sector of Pakistan". This study reflects the latest buying behavior of people residing in Islamabad and Rawalpindi in cellular service sector which has been dominating the business world of Pakistan in today's era. As the purchasing behavior in any part of the world is reliant mainly on quality, price, promotions, and social factors, this study too focuses on these factors so as to understand and comprehend the reasons behind the purchase behavior of people in Pakistan with respect to the cellular service sector.

Rajkumar & Harish (2011) studied that "Service Quality and Customers Preference of Cellular Mobile Service Providers". A research study was conducted with an objective to understand the Indian consumers' perception choice in selecting cellular

mobile telecommunication service providers. Consumers' perception is widely varied in accordance with the Communication quality, call service, facilities, price, customer care and service provider's attributes. A structured questionnaire was developed to collect the required primary data from the consumers. Collected data were analysed, reliability and factor analysis were carried out. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting telecommunication service provider. However, product quality and availability has a significant impact on consumer perception choice in selecting cellular mobile service provider.

## 2.2 7P's Marketing Mix

The 7 P's of the marketing mix include People, Product, Price, Promotion, Place, Process, and Physical Evidence. Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering.

### Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase.

## Price

Pricing is a manager's biggest marketing headache. Much of research has quantified the effects of retail pricing on brand sales, Niklas (2012) said that price is a very important variable in the marketing mix and that price is an important selection criterion for shoppers. Price knowledge has been a research object in behavioral pricing theory for more than 40 years. We must recognize that buyers may encode price information into memory in different representational forms (Niklas, 2012). Recent developments in memory research suggest that such recall of previously encountered information represents only one type of memory, generally referred to as explicit memory. Explicit memory is characterized by conscious recollection of an exposure episode. It is now apparent that there is a second type of memory referred to as implicit memory. Implicit memory reflects non-conscious retrieval of previously encountered stimuli, often detected by respondents' improved performance in a task subsequent to exposure to the stimuli. Price knowledge, as part of the explicit memory, can be remembered consciously, while price knowledge as implicit memory, is an unconscious function. Price knowledge defined as the "ability to keep a price in mind, even when not having recently been confronted with that particular price".

## Promotion

Promotion refers to traditional methods such as advertising, personal selling, promotion and publicity including to direct market. A promotion influences on participants with physical evidence and process relevant to services. A promotion

connects to target market by communicating in the way to let customer's product's information (Price, 1995). The purpose of proving promotion is to inform customers regarding what products have been released to market and available to sale and repeating their brand to customers. The promotion is mainly aim to communication process of understanding between buyers and sellers (Dabholkar et al., 1996).

## Place

Place refers to distribution which impact on customers by having products available and place in accessible locations whenever customers visit particular places. In addition, service can be a part of place as well since customers involve with service from each industry by participating at a physical evidence or customer processing directly to place at certain time (Dabholkar et al., 1996). Furthermore, sale receipt also can use to create value supporting by information in order to access to website as another channel to do shopping beside physical store's address for further needs.

Placement or distribution is a very important part of the product mix definition. Have to position and distribute the product in a place that is accessible to potential buyers. his comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

There are many distribution strategies, including:

- Intensive distribution
- Exclusive distribution

- Selective distribution
- Franchising

## People

Every industry realize on the people who their business. These people can refer to every employee in company, beginning from lowest level to management level. People are important for company as it is an essential to drive business or services up to end customers. The company's employees are important in marketing because they are the ones who deliver the service (Dominici, 2009). It is important to hire and train the right people to deliver superior service to the clients, whether they run a support desk, customer service, copywriters, and programmers. All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

## Process

Process means a particular method of operation of actions or series of actions which involve several steps that need to be mentioned sequences. For air ticket booking online process are terms that at the begin until to the end of booking system of customers. The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for (Dominici, 2009).

## Physical Evidence

Most of all services include physical elements including intangible goods that customer will pay for. In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace. It is the physical evidence of a business' presence and establishment (Dominici, 2009). Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed they are still receiving a "physical product" by this definition (Dominici, 2009).

### 2.3 Brand Equity

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron (Niklas 2012). If a person would steal the animals, anyone could detect the symbol and deduce the actual owner. However, the term has been extended to mean a strategic personality for a product or company, so that 'brand' now suggests the values and promises that a consumer may perceive and buy into.

### Brand Awareness

Brand awareness is widely misunderstood and often wrongly measured, even by experienced managers. Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages (Peter, et al. 2013). Using of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of marketers. Aaker defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”, and can be defined as “consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance”. Social networking sites are used as marketing tool by marketers in creating brand relationship. Brand awareness is the result of consumer's exposure to brand. Brand awareness is the strength of a brand's presence in the mind of the consumer. One of the oldest definition of Brand awareness is “the ability to identify the brand under different conditions”, on other hand both Aaker and Keller show that Brand awareness is based on both brand recognition and recall, Aaker defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”.

Brand awareness results in brand equity in four different ways: creating a brand node in consumer's memory, providing a sense of familiarity of the brand in the consumer's mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set. Jones, et al., (2000) show that Brand awareness is based on both brand recognition and recall. Brand awareness was found to have positive effect on brand choice.

## Brand Personality

Brand personality is the distinctive character of a brand that makes up certain personalities as human being, so that consumer audiences can easily distinguish with other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on. As explained earlier, Jones, et al., (2000) mentioned several dimensions of brand personality as competence, sincerity, excitement, sophistication, and ruggedness, while Bendapudi and Berry, (1997) illustrated the brand personality with tones of character such as 'youthful', 'colorful' and 'gentle'.

According to de Bansal and Shirley (1999) personality is a useful metaphor the brand is used to make a statement about the user'. De Chernatony and McDonald emphasized the importance of brand personality, particularly in cases where there are only minor variations in physical characteristics.

## Brand Identity

Brand identity refers to physical or tangible identities related to the brand or product that makes consumers easily identify and differentiate with other brands or products, such as logo, colors, sounds, smells, packaging, location, corporate identities, slogan, and others.

## Brand Recognition

Brand recognition is a major goal of marketing. Brand recognition is one of two

components of brand awareness. The other component is brand recall. Brand recognition is exactly what it sounds like: the ability of a consumer to recognize one brand over other brands. In other words, it's the ability of consumers to identify your product by its attributes and design elements. Design elements include such things as shape, color, illustrations, and graphics. Brand Recognition is just that: how well members of the consuming public can recognise your brand—by colour, shape, name, advertisements, voice, language, etc.

#### Brand Preference

Brand preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more effort to obtain it. Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. Brand preference is the brand that a customer chooses for a particular product category. It is often expressed as the percentage of target customers who prefer your brand.

#### Brand Loyalty

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers,

higher revenues, and customer referrals. By definition, brand loyalty is the consumer's emotionally-charged decision to purchase a specific brand again and again. The consumer perceives that the brand meets their expectations and identifies with the consumer on a personal level. This buying behavior and decision-making process can be conscious or unconscious, but it is always based in trust that the brand will deliver on the consumer's expectations for it. Brand loyalty is based on an emotional involvement that develops between the consumer and the brand. The consumer's perception is that the brand fulfills some kind of physical need or emotional want in such a unique way that some kind of emotion is evoked during the purchase process and while using the brand.

#### Brand Experience

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Brand experience is related but also conceptually distinct from other brand constructs. In particular, brand experience differs from evaluative, affective, and associative constructs, such as brand attitudes, brand involvement, brand attachment, customer delight, and brand personality.

#### 2.4 Relationship

The development of an ongoing connection between a company and its customers. The relationship involves marketing communications, sales support, technical assistance and customer service. The relationship is measured by the degree of customer satisfaction

through the buying cycle and following receipt of goods or services. See also customer relationship management. When companies implement customer relationship marketing, they make good use of their customer data and identify customers that will be of more value to the company itself. With customer relationship marketing campaigns, companies save time and money by focusing on customers that will not be as costly in terms of maintaining relationships with them; they also make better decisions about which customers have underdeveloped potential.

## 2.5 Technology Support

Technical support (often shortened to tech support) refers to a plethora of services by which enterprises provide assistance to users of technology products such as mobile phones, televisions, computers, software products or other informatics, electronic or mechanical goods (Bansal and Shirley, 1999). In general, technical support services address specific problems with a product or service rather than the provision of training, customization, or other support services. Most companies offer technical support for the products they sell, either freely available or for a fee. Technical support may be delivered over by e-mail, live support software on a website, or a tool where users can log a call or incident. Larger organizations frequently have internal technical support available to their staff for computer-related problems. The Internet can also be a good source for freely available tech support, where experienced users help users find solutions to their problems. In addition, some fee-based service companies charge for premium technical support services.

## 2.6 Brand Choice Theory

The theory of brand choice is one of the fundamental elements of marketing science. Virtually all decisions made by marketing managers involve assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) impact these decisions. Brand choice models rest upon key assumptions about how consumers make purchase decisions.

The choice has been defined by different researchers in varied aspects, (Alam, and Rubel, 2014). viewed the choice with supporting example by saying, that" the person walking down a road who hesitates at a fork in the road before choosing which route to take classically illustrates choice". To choose a brand among from available brands of low involvement product category in a situation where consumer does not know about the brands under consideration seems very critical, because the most theories of consumer behavior support the awareness as a dominant factor in consumer choice. On the other hand it was also assumed that excess of everything is dangerous, likely it can be guessed that more information may confuse the consumer about the brand to be selected.

Consumers often analyses the reasons for their brand preferences, either willfully or as a consequence of marketer tactics. For example, some advertisement encourages consumers to think of the reasons they would prefer a particular brand. Several streams of research imply that thinking about attitude should increase the strength of the attitude behavior link. For example, research based on dual-process models of persuasion indicates that greater cognitive processing of attitude relevant information increases the accessibility of this information, as well as of the attitude itself, which thus increases the

possibility that these attitudes will guide behavior. Another stream of research based on the effects of accountability suggests that justifying attitudes increases the evaluative consistency of underlying cognitions, which thus bolster the attitude and the link to subsequent behavior. Brand equity is the value consumers assign to a brand above and beyond the functional characteristics of the product. Brand equity is nearly synonymous with the reputation of the brand. Brand equity is fragile because it is founded in consumer's beliefs and can be prone to large and sudden shifts outside of management's control because of consumer's exposure to information among other factors. Customer-based brand equity, which is defined as "the differential effect that brand knowledge has on consumer response to the marketing of that brand". Although little research directly examines the impact on brand equity, some financial studies show that firms suffer large drops in stock price because of product recalls, including damage to brand equity.

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category. In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies. Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely

the consumer is to make that particular brand choice. Product attributes are important to marketers in order to differentiate products from their competitors.

### Utility Maximization Theory

Definition of utility maximization is that: in the economics concept that, when making a purchase decision, a consumer attempts to get the greatest value possible from expenditure of least amount of money. His or her objective is to maximize the total value derived from the available money. Utility maximization is the guiding notion underlying consumer choices analyzed with consumer demand theory and utility analysis. It makes sense to think that people are generally motivated to do what is best for them, to purchase the most satisfying goods, to make the decisions that do more good than harm, to improve their overall living standards and well-being, that is, to maximize their utility.

To maximize utility, given a fixed amount of income to spend, an individual will buy those quantities of goods that exhaust his or her total income and for which the psychic rate of trade-off between any two goods (the MRS) is equal to the rate at which the goods can be traded one for the other in the marketplace. That spending all one's income is required for utility maximization is obvious. Because extra goods provide extra utility (there is no satiation) and because there is no other use for income, to leave any unspent would be to fail to maximize utility. Throwing money away is not a utility-maximizing activity. The condition specifying equality of trade-off rates requires a bit more explanation. Because the rate at which one good can be traded for another in the market is given by the ratio of their prices, this result can be restated to say that the

individual will equate the MRS (of x for y) to the ratio of the price of x to the price of y ( $p_x/p_y$ ). This equating of a personal trade-off rate to a market-determined trade-off rate is a result common to all individual utility-maximization problems (and too many other types of maximization problems).

## 2.7 Hypothesis

H1<sub>o</sub>: Product does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H1<sub>a</sub>: Product does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H2<sub>o</sub>: Price does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H2<sub>a</sub>: Price does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H3<sub>o</sub>: Place does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H3<sub>a</sub>: Place does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H4<sub>o</sub>: Promotion does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H4<sub>a</sub>: Promotion does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H5<sub>o</sub>: People does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H5<sub>a</sub>: People does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H6<sub>o</sub>: Process does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H6<sub>a</sub>: Process does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H7<sub>o</sub>: Physical Evidence does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H7<sub>a</sub>: Physical Evidence does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H8<sub>o</sub>: Brand Awareness does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H8<sub>a</sub>: Brand Awareness does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H9<sub>o</sub>: Brand Personality does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H9<sub>a</sub>: Brand Personality does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H10<sub>o</sub>: Brand Identity does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H10<sub>a</sub>: Brand Identity does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H11<sub>o</sub>: Brand Recognition does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H11<sub>a</sub>: Brand Recognition does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H12<sub>o</sub>: Brand Preference does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H12<sub>a</sub>: Brand Preference does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H13<sub>o</sub>: Brand Loyalty does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H13<sub>a</sub>: Brand Loyalty does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H14<sub>o</sub>: Brand Experience does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H14<sub>a</sub>: Brand Experience does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H15<sub>o</sub>: Relationship does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

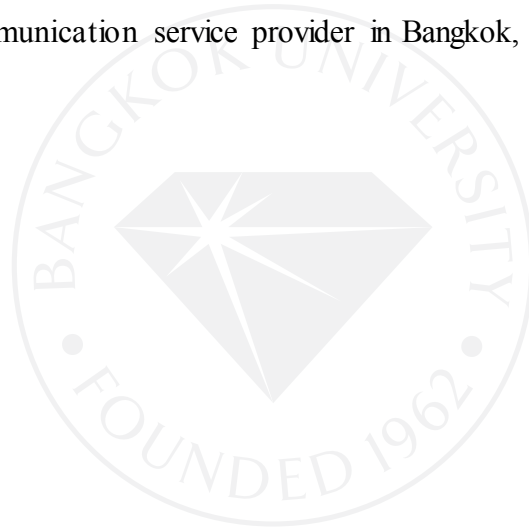
H15<sub>a</sub>: Relationship does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H16<sub>o</sub>: Advancement (Technology) does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H16<sub>a</sub>: Advancement (Technology) does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H17<sub>o</sub>: New Patent (Technology) does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

H17<sub>a</sub>: New Patent (Technology) does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.



## 2.8 Conceptual Framework

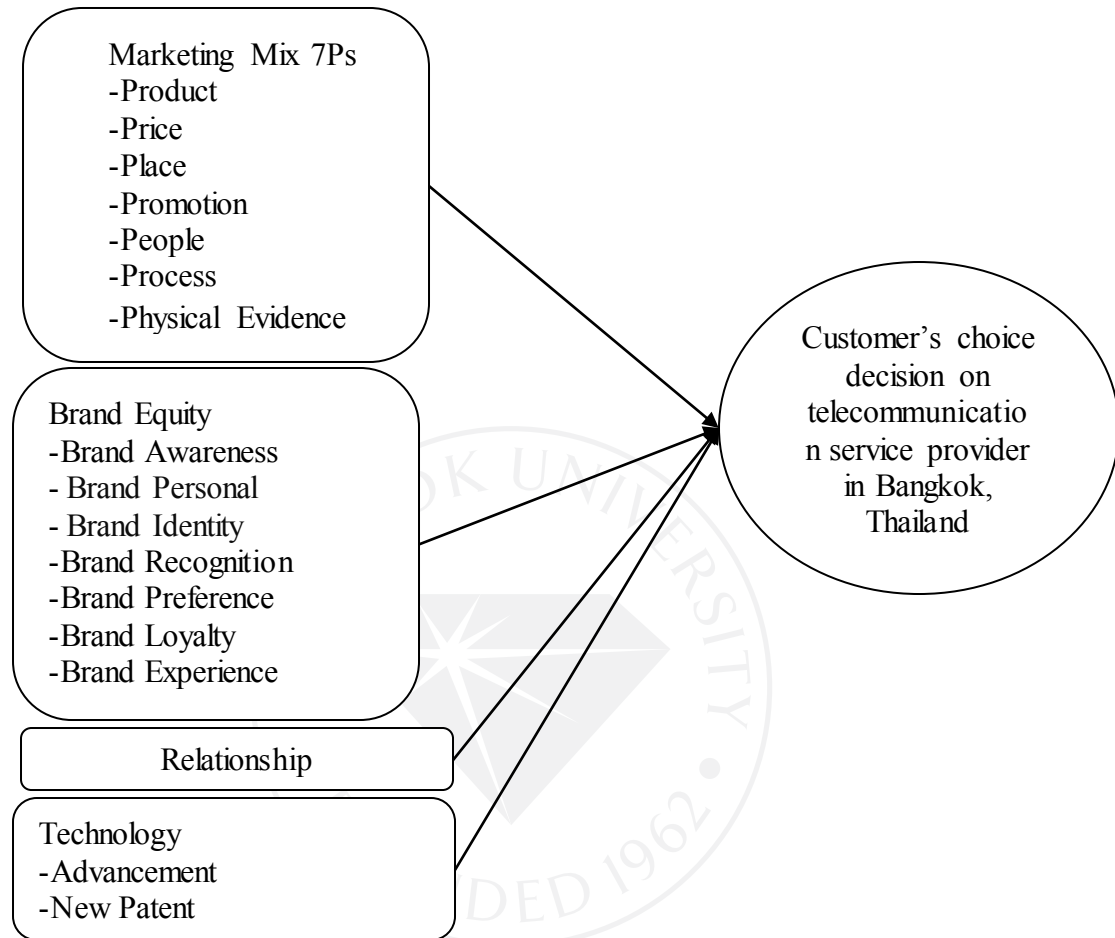


Figure 2.1: Conceptual Framework

## CHAPTER 3

### METHODOLOGY

This chapter is illustrated the information in term of research methodology which is about the process used to collect data and information on behalf of running data. In this chapter, there are seven parts including method of research design, population and sample selection, research instrument, sampling procedure, data collection procedure, research methodology, reliability analysis of research instrument respectively. Therefore, the additional information of this chapter are as follows;

#### 3.1 Research Design

The study aims to examine the relationship between the marketing mix 7Ps, brand equity, relationship, technology and customer's choice decision on telecommunication service provider in Bangkok, Thailand. A survey research is conducted to collect the data in order to investigate the correlation between marketing mix 7Ps, brand equity, relationship, technology and customer's choice decision on telecommunication service provider in Bangkok, Thailand.

Respondents were asked to accomplish the survey of questionnaire. Surveys indicate that respondents' answers are completely anonymous, but other demographic information in questionnaires such as age, income, education. Respondents' privacy is protected. All respondents are voluntary, and agree to use the data to focus their answers.

There are many types of research which can apply to several studies as exploratory

research, descriptive research and casual research respectively. However, in this study, the appropriated type of this study was conducted in term of casual research which focus on an analysis of a situation or a specific problem to explain the patterns of relationships between variables. Causal research, also called explanatory research, is the investigation of (research into) cause-and-effect relationships. To determine causality, it is important to observe variation in the variable assumed to cause the change in the other variable(s), and then measure the changes in the other variable(s). Then, this type of research is the most suitable to collect the data as well as depict the relationship between measured variables. Besides, this research also uses the techniques of survey by distributing the questionnaires as gathering the primary data with 400 customers who are who have experience to use the telecom service of AIS, DTAC,TRUE in Thailand.

### 3.2 Population and Sample Selection

The population of this study is the customers who have experience to use the telecom service of AIS, DTAC,TRUE in Thailand. The questionnaire survey was distributed as sample of this research to customers who have experience to use the telecom service of T AIS, DTAC,TRUE in Central world of Bangkok.

The researcher will determine sample size by applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{e^2}$$

$$E^2$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

In the study, researcher decides to use 400 questionnaires.

As the researcher choose to apply the non-probability sampling method to collect data by issuing questionnaires. Researcher choose the service center store of AIS, TRUE, DTAC located in shopping area of Bangkok which is Central World. The data collection plan will be at period of 7 days of April, 2018.

### 3.3 Research Instrument

This study, the researchers developed the questionnaire to be four parts. Part one is the preference choice. Part two is Measuring Variables, which researcher applied 7 Likert scale for the question which is 0 = Not any effect, 1 = Not at all important, 2 = Low important, 3 = Slightly important, 4 = Neutral, 5 = Moderately, 6 = Very important, 7 = Extremely important. Part three is Measuring Variables, which researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. Part four is Demographic Data.

### 3.4 Sampling Procedure

The non-probability sampling is applied by researcher to find the sampling unit in this study. Zikmund (2003) stated that probability sample is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by Zikmund (2003). Non-probability sampling is a sampling technique where the odds of any member being selected for a sample cannot be calculated. It's the opposite of probability sampling, where you can calculate the odds. In addition, probability sampling involves random selection, while non-probability sampling does not—it relies on the subjective judgment of the researcher. A major advantage with non-probability sampling is that — compared to probability sampling — it's very cost- and time-effective. It's also easy to use and can also be used when it's impossible to conduct probability sampling.

### 3.5 Data Collection Procedure

The following procedures described data collection for the survey. In this study, the original questionnaire is in English. In order to investigate customer's choice decision on telecommunication service provider in Bangkok, Thailand. To begin with, the questionnaires were distributed to 30 samples to be pretested. After pretesting to 30 respondents, the questionnaire was proved the credibility and feasibility. Then the questionnaires were distributed to target respondents in Thailand. The respondents filled

up the questions independently and completed the survey within 10 to 15 minutes. During the process of completing questionnaires, it roughly spent seven days to collect data and responders were selected randomly. Finally, there were 400 questionnaires to be returned and the raw data was entered in SPSS.

### 3.6 Research Methodology

#### Multinomial Logistic Regression

Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes.

That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.).

Multinomial logistic regression is known by a variety of other names, including polytomous LR, multiclass LR, softmax regression, multinomial logit, maximum entropy (MaxEnt) classifier, and conditional maximum entropy model.

Multinomial logistic regression is used to predict categorical placement in or the probability of category membership on a dependent variable based on multiple independent variables. The independent variables can be either dichotomous (i.e., binary) or continuous (i.e., interval or ratio in scale). Multinomial logistic regression is a simple extension of binary logistic regression that allows for more than two categories of the dependent or outcome variable. Like binary logistic regression, multinomial logistic regression uses maximum likelihood estimation to evaluate the probability of categorical

membership. Multinomial logistic regression does necessitate careful consideration of the sample size and examination for outlying cases. Like other data analysis procedures, initial data analysis should be thorough and include careful univariate, bivariate, and multivariate assessment. Specifically, multicollinearity should be evaluated with simple correlations among the independent variables. Also, multivariate diagnostics (i.e. standard multiple regression) can be used to assess for multivariate outliers and for the exclusion of outliers or influential cases.

Sample size guidelines for multinomial logistic regression indicate a minimum of 10 cases per independent variable. Multinomial logistic regression is often considered an attractive analysis because; it does not assume normality, linearity, or homoscedasticity. A more powerful alternative to multinomial logistic regression is discriminant function analysis which requires these assumptions are met. Indeed, multinomial logistic regression is used more frequently than discriminant function analysis because the analysis does not have such assumptions. Multinomial logistic regression does have assumptions, such as the assumption of independence among the dependent variable choices. This assumption states that the choice of or membership in one category is not related to the choice or membership of another category (i.e., the dependent variable). The assumption of independence can be tested with the Housman-McFadden test. Furthermore, multinomial logistic regression also assumes non-perfect separation. If the groups of the outcome variable are perfectly separated by the predictor(s), then unrealistic coefficients will be estimated and effect sizes will be greatly exaggerated.

What are logits? The basic idea behind logits is to use a logarithmic function to

restrict the probability values to (0,1). Technically this is the log odds (the logarithmic of the odds of  $y = 1$ ). Sometimes a probit model is used instead of a logit model for multinomial regression. The following graph shows the difference for a logit and a probit model for different values (-4,4). Both models are commonly used as the link function in ordinal regression. However, most multinomial regression models are based on the logit function. The difference between both functions is typically only seen in small samples because probit assumes normal distribution of the probability of the event, when logit assumes the log distribution.

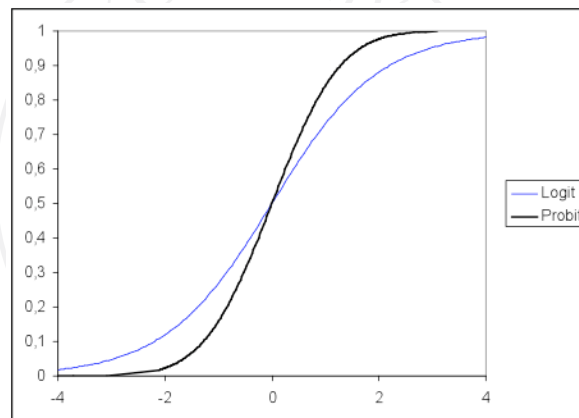


Figure 3.1: Multinomial Logistic Regression

At the center of the multinomial regression analysis is the task estimating the  $k-1$  log odds of each category. In our  $k=3$  computer game example with the last category as reference multinomial regression estimates  $k-1$  multiple linear regression function defined as

$$\text{logit}(y=1) = \log\left(\frac{p(y=1)}{1-(p=1)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \dots + \beta_p \cdot x_{in} \text{ for } i = 1 \dots n.$$

$$\text{logit}(y=2) = \log\left(\frac{p(y=2)}{1 - (p=2)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \dots + \beta_p \cdot x_{in} \text{ for } i = 1 \dots n.$$

Multinomial regression is similar to the Multivariate Discriminant Analysis.

Discriminant analysis uses the regression line to split a sample in two groups along the levels of the dependent variable. In the case of three or more categories of the dependent variable multiple discriminant equations are fitted through the scatter cloud. In contrast multinomial regression analysis uses the concept of probabilities and k-1 log odds equations that assume a cut-off probability 0.5 for a category to happen. The practical difference is in the assumptions of both tests. If the data is multivariate normal, homoscedasticity is present in variance and covariance and the independent variables are linearly related, then we should use discriminant analysis because it is more statistically powerful and efficient. Discriminant analysis is also more accurate in predictive classification of the dependent variable than multinomial regression.

### 3.7 Content Validity

The Item Objective Congruence (IOC) result which measures consistency between the objective and the questions is utilized. Inputs were obtained from five experienced experts in order to make sure content validity.

The following are information of experts:

Mr.Kasomwat Chermrungsee

Product Manager

True Distribution & Sales Company Limited

Ms.Sarah Zhang

Account Manager

Huawei Technologies (Thailand) Co., Ltd.

Dr.Natthakrit Sanguandikul

Senior BD Executive

True Universal Convergence Company Limited

Mr.Supachai Khuntisuk

Service Support Systems Assistant Director

True Corporation Public Company Limited

Mr.Micheal Liang

Account Manager

ZTE (Thailand) Company Limited

The Item Objective Congruence (IOC) Calculation formula as follows:

$$IOC = \frac{\sum R}{N}$$

IOC = Consistency between the objective and content.

$\sum R$  = Total assessment points given from all qualified experts.

N = Number of qualified experts.

There are 3 levels of assessment for each question of the questionnaire.

(1) +1 means question is consistent with the objective of the questionnaire

(2) 0 means unsure if question is consistent with the objective of the questionnaire

(3)-1 means the question is inconsistent with the objective of the questionnaire

The Item Objective Congruence index must yield a value of 0.5 or above to be accepted. After receiving feedback from five qualified experts, ensure that the index value of each question exceeds 0.5.

Result of Item Objective Congruence:

$$\begin{aligned} \text{IOC} &= \frac{70.2}{74} \\ &= 0.949 \end{aligned}$$

According to the IOC result, from the 74 questions in the questionnaire the Item Objective Congruence (IOC) index value is 0.949 without any question yielding a value of less than 0.5. Thus, all questions are considered as acceptable.

### 3.8 Reliability Analysis of Research Instrument

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient. The researcher collect 30 data for pre-test, and then, researcher make analysis into SPSS by using reliability test. The result of reliability test has been showed as followed, all the alpha are more than 0.6, which means the pre-test is reliable.

Table 3.1: The Summary of Reliability

	Coronhach's Alpha
Product	0.797
Price	0.822
Place	0.809
Promotion	0.834
People	0.855
Process	0.764
Physical Evidence	0.846
Brand Awareness	0.850
Brand Personal	0.714
Brand Identity	0.702
Brand Preference	0.735
Brand loyalty	0.738
Brand Experience	0.742
Advancement	0.833
New Patent	0.730

## CHAPTER 4

### DATA ANALYSIS

The researcher used primary data collected through self-administered questionnaires which distributed to customers who came service center store of AIS, DTAC, TRUE located in Central World within the duration of one week. Survey is a mean of using an appropriated questionnaire to gather information for a sample of population.

#### 4.1 Findings of Hypotheses Testing.

To test all the hypothesis in the study, a likelihood Ratio Tests of Multinomial Logit has been used.

Table 4.1: Likelihood Ratio Tests

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
pro1	582.864	36.859	14	.001
pri2	582.708	36.703	14	.001
pla3	564.219	18.214	14	.197
pro4	564.590	18.584	14	.181
peo5	572.296	26.291	14	.024
pro6	558.585	12.579	14	.560
phy7	574.777	28.772	14	.011
ba8	602.515	56.510	14	.000
bp9	579.479	33.473	14	.002
bi10	581.402	35.397	14	.001
bp11	571.468	25.463	14	.030

(Continued)

Table 4.1 (Continued): Likelihood Ratio Tests

bl12	571.605	25.600	14	.029
be13	566.583	20.578	14	.113
ad14	580.538	34.533	14	.002
np15	568.954	22.949	14	.061
re16	566.527	20.522	14	.115

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

From the big picture (IS conceptual framework), the multinomial logistic regression (MNL) result from SPSS shows that, given that p-values of the following variables are all less than .05, product, price, people, physical evidence, brand awareness, brand personality, brand identity, brand preference, brand loyalty and technological advancement all significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider focusing on AIS, DTAC and TRUE (all of their market share represent the majority of the market). That means researcher can reject null hypotheses (Ho) of all these independent variables and accept alternative hypotheses (Ha) that they're all significant decision variables in this regard.

Table 4.2: Likelihood Ratio Tests

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
pro17	482.840 <sup>a</sup>	7.001	6	.321
pro18	488.714 <sup>a</sup>	12.874	8	.116
pro19	481.041 <sup>a</sup>	5.201	6	.518

(Continued)

Table 4.2 (Continued): Likelihood Ratio Tests

pri20	491.711 <sup>a</sup>	15.871	8	.044
pri21	490.857 <sup>a</sup>	15.017	8	.059
pri22	478.096 <sup>a</sup>	2.257	8	.972
pla23	492.156 <sup>a</sup>	16.316	8	.038
pla24	482.203 <sup>a</sup>	6.363	6	.384
pla25	481.230 <sup>a</sup>	5.391	6	.495
pro26	498.625 <sup>a</sup>	22.785	6	.001
pro27	484.529 <sup>a</sup>	8.690	6	.192
pro28	481.021 <sup>a</sup>	5.182	6	.521
peo29	476.887 <sup>a</sup>	1.047	6	.984
peo30	487.314 <sup>a</sup>	11.475	8	.176
peo31	496.418 <sup>a</sup>	20.578	8	.008
peo32	495.903 <sup>a</sup>	20.063	6	.003
pro33	478.735 <sup>a</sup>	2.895	6	.822
pro34	477.689 <sup>a</sup>	1.850	6	.933
pro35	492.605 <sup>a</sup>	16.766	8	.033
phy36	484.536 <sup>a</sup>	8.697	8	.369
phy37	487.047	11.208	10	.342
phy38	492.677 <sup>a</sup>	16.837	8	.032

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

However, the further insight MNL analysis into details of each independent variables reveals the following results:

- Given p-value of pri20 < .05, therefore we can reject H2o and conclude that the value with quality and service of TSP significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.

- Given p-value of  $pla23 < .05$ , therefore we can reject  $H3o$  and conclude that accessibility of TSP significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of  $pro26 < .05$ , therefore we can reject  $H4o$  and conclude that consumer preference on purchasing TSP's related products significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of  $peo31$  &  $peo32 < .05$ , therefore we can reject  $H5o$  and conclude that patience and knowledge & skills of TSP staffs significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of  $pro35 < .05$ , therefore we can reject  $H6o$  and conclude that the fact that step to cancel service or product of TSP is convenient significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of  $phy38 < .05$ , therefore we can reject  $H7o$  and conclude that the fact that the decoration style of TSP office is unique significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.

Table 4.3: Likelihood Ratio Tests

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
ba39	549.265	12.586	8	.127

(Continued)

Table 4.3 (Continued): Likelihood Ratio Tests

ba40	550.847	14.168	8	.077
ba41	543.507	6.828	8	.555
bp42	547.289	10.610	8	.225
bp43	547.006	10.327	6	.112
bp44	548.910	12.232	8	.141
bi45	562.010	25.331	8	.001
bi46	551.819	15.140	8	.056
bi47	549.458	12.779	8	.120
bp48	549.088	12.409	8	.134
bp49	550.930	14.251	8	.075
bp50	572.230	35.551	8	.000
bl51	547.330	10.651	8	.222
bl52	570.705	34.026	8	.000
bl53	553.350	16.671	8	.034
be54	545.000	8.321	8	.403
be55	555.279	18.600	8	.017
be56	544.368	7.690	8	.464
ad57	540.171	3.493	8	.900
ad58	551.363	14.684	8	.066
ad59	551.500	14.821	8	.063
ad60	549.625	12.946	8	.114
re61	544.855	8.176	8	.416
re62	541.448	4.770	6	.574

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model.

The null hypothesis is that all parameters of that effect are 0.

- Given p-value of bi45 < .05, therefore we can reject H10o and conclude that the reasonable price of TSP significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of bp50 & bp52 < .05, therefore we can reject H12o and conclude that

friends' recommendation of TSP both ways (either your friends recommend you or you recommend your friends) significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.

- Given p-value of  $b153 < .05$ , therefore we can reject H13o and conclude that the fact that when you want to use network, you will think about telecommunication service significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.
- Given p-value of  $be55 < .05$ , therefore we can reject H14o and conclude that the fact that TSP can assess your needs correctly significantly influence Bangkok consumer's brand choice decision in choosing telecommunication service provider.

#### 4.2 Cross Table Analysis

The cross table analysis is about demographic factors with dependent variables which is customer's choice decision on telecommunication service provider in Bangkok, Thailand.

Table 4.4: Cross Table of Age

**age \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
age	20 – 30 years	33	50	37	120
	31 – 40 years	40	70	63	173

(Continued)

Table 4.4 (Continued): Cross Table of Age

41 – 50 years	11	23	32	66
More than 50 years	18	14	9	41
Total	102	157	141	400

For age, TRUEMOVE got dominant in 20 – 30 years, and 31 – 40 years, DTAC got dominant in 41 – 50 years, AIS got dominant in age more than 50 years.

Table 4.5: Cross Table of Gender

**gender \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
gender	male	16	86	70	172
	female	86	71	71	228
Total		102	157	141	400

For gender, TRUMOVE has dominant with male, and AIS has dominant in female.

Table 4.6: Cross Table of Marriage

**.Marriage \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
.Marriage	Married	26	52	41	119
	Single	73	102	93	268
	Divorced	3	3	7	13
Total		102	157	141	400

For marriage, TRUEMOVE got dominant in married respondent, and Single respondent, DTAC got dominant in divorced respondent.

Table 4.7: Cross Table of Education Level

**Education level \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
Education level	High School	25	38	31	94
	Bachelor's Degree	30	45	45	120
	Master' Degree	46	66	61	173
	Doctor Degree	1	8	4	13
Total		102	157	141	400

For education level, TRUEMOVE got dominant in education of high school,

master and doctor, and TUREMOVE and DTAC got dominant in education of bachelor.

Table 4.8: Cross Table of Occupation

**Occupation \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
Occupation	Public Companies and State Enterprises	14	23	26	63
	Private Companies	22	27	33	82
	Business Owner	15	15	17	47
	Student	35	66	48	149
	Others	16	26	17	59
Total		102	157	141	400

For occupation, DTAC got dominant in occupation of public companies and state enterprises, private companies, and business owner. TRUEMOVE got dominant in occupation of student and others.

Table 4.9: Cross Table of Income

**Income \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
Income	Less than 30,000 Baht per Month	49	60	67	176
	30,000 – 50,000 Baht per Month	32	65	53	150
	50,001 – 70,000 Baht per Month	17	25	16	58
	70,001 – 90,000 Baht per Month	2	4	2	8
	More than 90,000 Baht per Month	2	3	3	8
Total		102	157	141	400

For income, DTAC got dominant in income of less than 30,000 Baht per month. TRUEMOVE got dominant in income of 30,000 – 50,000 Baht, 50,001 – 70,000 Baht, and 70,001 – 90,000 Baht. TRUEMOVE and DTAC got dominant in income of more than 90,000 Baht per month.

Table 4.10: Cross Table of “What is your most favorite hobby?”

**What is your most favorite hobby? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
What is your most favorite hobby?	Travel	18	34	36	88
	Sports	15	28	31	74
	Reading or writing	10	13	13	36
	Computer or mobile games	16	28	18	62
	Music, Movie or other artistic hobbies	20	26	25	71
	Online shopping	7	12	6	25
	Collection	9	11	2	22
	Others	7	5	10	22
	Total	102	157	141	400

For hobby, DTAC got dominant in hobby of travel, sports and others. TRUEMOVE and DTAC got dominant in hobby of reading or writing. TRUEMOVE got dominant in hobby of computer or mobile games, music, movie or other artistic hobbies, online shopping and collection.

Table 4.11: Cross Table of “Where do you like to spend your holiday?”

**Where do you like to spend your holiday? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
Where do you like to spend your holiday?	Beach	14	33	21	68
	Mountain	20	25	23	68
	Prairie	2	9	5	16
	Ancient town	14	30	21	65
	flourishing city	28	28	40	96
	Abroad	9	7	6	22
	Stay at home	7	12	14	33
	Others	8	13	11	32
Total		102	157	141	400

For the question of “Where do you like to spend your holiday?”, TRUEMOVE got dominant in spending holiday in beach, mountain, prairie, ancient town and others. AIS and TRUEMOVE got dominant in spending holiday in flourishing city. AIS got dominant in spending holiday in abroad. DTAC got dominant in spending holiday in stay at home.

Table 4.12: Cross Table of “How often do you travel abroad?”

**How often do you travel abroad? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
How often do you travel abroad?	Never	52	65	62	179
	Once a year	26	47	43	116
	2-3 times a year	8	16	17	41
	4-5 times a year	10	13	9	32
	More than 5 times a year	6	16	10	32
Total		102	157	141	400

For the question of “How often do you travel abroad?”, TRUEMOVE got dominant in frequency to travel abroad of never, once a year, 4-5 times a year, and more than 5 times a year. DTAC got dominant in frequency to travel abroad of 2-3 times a year.

Table 4.13: Cross Table of “How many hours a day are you online?”

**How many hours a day are you online? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
How many hours a day are you online?	Less than one hour	8	10	9	27
	1-2 hours	28	45	34	107
	2-3 hours	16	26	25	67
	4-5 hours	20	25	32	77
	More than 5 hours	29	52	41	122
Total		102	157	141	400

For question of “How many hours a day are you online?”, TRUEMOVE got dominant in hours online of less than one hour, 1-2 hours, 2-3 hours and more than 5 hours. And DTAC got dominant in hours online of 4-5 hours.

Table 4.14: Cross Table of “How many hours a day are you online?”

**How many hours a day are you online? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
How many hours a day are you online?	Less than one hour	18	27	21	66
	1-2 hours	30	48	48	126
	2-3 hours	18	24	18	60
	4-5 hours	20	24	26	70
	More than 5 hours	16	34	28	78
Total		102	157	141	400

For question of “How many hours a day are you online?”, TRUEMOVE got dominant in hours per day online of less than one hour, 2-3 hours and more than 5 hours. TRUEMOVE and DTAC got dominant in hours per day online of 1-2 hours. DTAC got dominant in hours per day online of 4-5 hours.

Table 4.15: Cross Table of “What do you spend time the most on your mobile phone?”

**What do you spend time the most on your mobile phone? \* What among following choice decision one is your most favorite telecommunication service provider in BKK? Crosstabulation**

Count

		What among following choice decision one is your most favorite telecommunication service provider in BKK?			Total
		AIS	TRUEMOVE	DTAC	
What do you spend time the most on your mobile phone?	Line	15	25	17	57
	Instagram	20	19	27	66
	Facebook	6	10	6	22
	Linkedin	18	25	28	71
	Mobile game	20	37	24	81
	Internet	6	8	8	22
	Phone calls or message	8	20	16	44
	Others	9	13	15	37
Total		102	157	141	400

For question of “What do you spend time the most on your mobile phone?”, TRUEMOVE got dominant in spending time on Line, Facebook, Mobile game, phone calls or message. DTAC got dominant in spending time on Instagram, Linkedin, and others. TRUEMOVE and DTAC got dominant in spending time on Internet.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

The study focuses on factors influencing customer's choice decision on telecommunication service provider in Bangkok, Thailand. The dependent variable is customer's choice decision on telecommunication service provider in Bangkok, Thailand, and the independent variables which include marketing mix 7Ps, brand equity, relationship, and technology.

#### 5.1 Conclusion

After researcher analysis data in chapter four, researcher got result of this study has been showed as followed:

For Hypothesis testing:

(Accept) H1<sub>o</sub>: Product does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H1<sub>a</sub>: Product does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H2<sub>o</sub>: Price does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H2<sub>a</sub>: Price does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H3<sub>o</sub>: Place does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H3<sub>a</sub>: Place does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H4<sub>o</sub>: Promotion does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H4<sub>a</sub>: Promotion does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H5<sub>o</sub>: People does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H5<sub>a</sub>: People does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H6<sub>o</sub>: Process does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H6<sub>a</sub>: Process does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H7<sub>o</sub>: Physical Evidence does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H7<sub>a</sub>: Physical Evidence does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H8<sub>o</sub>: Brand Awareness does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H8<sub>a</sub>: Brand Awareness does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H9<sub>o</sub>: Brand Personal does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H9<sub>a</sub>: Brand Personal does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H10<sub>o</sub>: Brand Identity does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H10<sub>a</sub>: Brand Identity does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H11<sub>o</sub>: Brand Recognition does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H11<sub>a</sub>: Brand Recognition does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H12<sub>o</sub>: Brand Preference does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H12<sub>a</sub>: Brand Preference does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H13<sub>o</sub>: Brand Loyalty does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H13<sub>a</sub>: Brand Loyalty does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H14<sub>o</sub>: Brand Experience does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H14<sub>a</sub>: Brand Experience does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H15<sub>o</sub>: Relationship does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H15<sub>a</sub>: Relationship does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H16<sub>o</sub>: Advancement does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H16<sub>a</sub>: Advancement does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Accept) H17<sub>o</sub>: New Patent does not significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

(Reject) H17<sub>a</sub>: New Patent does significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand.

For demographic testing:

For younger generation, TRUEMOVE dominates however AIS dominates in the older segments (age over 50). For gender, most AIS customers are female, whereas TRUEMOVE & DTAC customers' gender are about the same. Moreover, AIS share in male segment is relatively weak compared to both TRUEMOVE & DTAC, so AIS might want to be more aggressive to acquire more male customers to gain market share instead of trying to compete more for female customers whom AIS already dominates.

TRUEMOVE got more attention from customers who in all the education levels, which customers with master degree are more prefer to use TRUEMOVE. Even students are the major target customers of TRUEMOVE. However, other occupations customers are almost equally use AIS and DTAC. Low income customers are more prefer to use DTAC, and the middle income customers are more likely to use TRUEMOVE. AIS draw customers intention is equally in different income level. TRUEMOVE is been used by

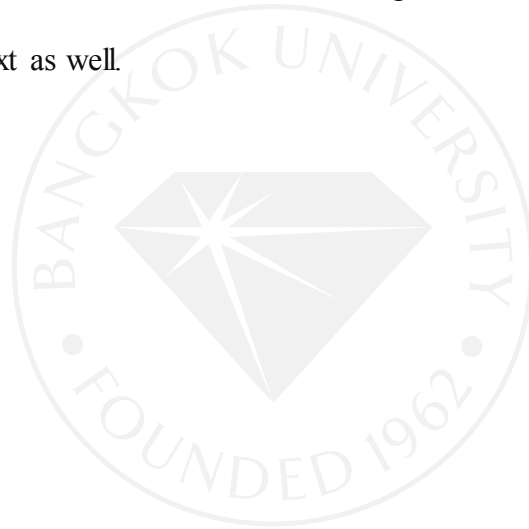
customers mostly at any level of hours that customers online per day, and there are minimum customers to choice use at all level of hours that customers online per day. TRUEMOVE customers would likely to spend most time on Line, Facebook, Mobile game, phone calls or message. DTAC customers would likely to spend most time on Instagram, LinkedIn.

## 5.2 Discussion

The discussion of the findings is in relation with the objectives of the study. Factors which price, place, promotion, people, process, physical evidence, brand identity, brand preference, brand loyalty, brand experience can significantly influence with customer's choice decision on telecommunication service provider in Bangkok, Thailand. It's determined that if TRUE, DTAC, AIS operators strive to improve the factors (price, place, promotion, people, process, physical evidence, brand identity, brand preference, brand loyalty, brand experience), they will get the benefit of attracting customers attention, and make purchase decision. The reason should be that customers put more attention on the cost of telecom services, the conveniences, the entire process of service that staff provider to customers, and the brand benefit that the telecommunication company create which directly influence customer's purchase decision.

### 5.3 Limitation and Suggestion for Future Study

Limitation in sampling procedure, the data only collected in Thailand, and the samples customers in Thailand. Thus, the findings may not represent consumers in other countries since the size of customers are very large the life-style factors might be different. Future studies should look further in studying other factors such as service quality, customer satisfaction, customer loyalty and other industries at other countries. Future studies should include several manufacturing and service provision companies into the study context as well.



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Could you please make (✓) in this entire questionnaire.

### Q1Telecommunication service provider in BKK

What among following choice decision one is your most favorite telecommunication service provider in BKK?

1. AIS      2. TrueMove      3. DTAC

## **Q2Factors affect decision on telecommunication service provider in BKK**

Please indicate your response of decision on telecommunication service provider by marking the (✓) box which corresponds to your opinion.

0 = Not any effect, 1 = Not at all important, 2 = Low important, 3 = Slightly important, 4 = Neutral, 5 = Moderately, 6 = Very important, 7 = Extremely important

Factors	Opinion Level							
	0	1	2	3	4	5	6	7
<b>Marketing Mix ( 7Ps)</b>								
1. Product								
2. Price								
3. Place								
4. Promotion								
5. People								
6. Process(Pre-sale, Sale and Post-sale Service)								
7.Physical Evidence (impressive logo design, humanized service and modern decoration style)								
<b>Brand Equity</b>								
8. Brand Awareness								
9. Brand Personal								
10. Brand Identity								
11. Brand Preference								
12. Brand loyalty								
13. Brand Experience								
<b>Technology</b>								
14. Advancement								
15. New Patent								
<b>16. Relationship</b>								

### **Q3. Factors of Marketing Mix (7Ps)**

Which following factors (Marketing Mix 7Ps) relate to your decisions on telecommunication service provider in Bangkok?

Please indicate your response of factor marketing mix (7Ps) by marking (√) the box which corresponds to your opinion.

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

Marketing Mix (7Ps)	Opinion Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
<b>Product</b>					
17. Strong and stable network signal					
18. Fast network speed					
19. The network covers a wide area					
<b>Price</b>					
20. The value with quality and service					
21. Terms of payment					
22. The basic service charge is reasonable (monthly)					
<b>Place</b>					
23. Easy to accessible					
24. Located at good environment					
25. Located in the city center					
<b>Promotion</b>					
26. Consumer preference on purchasing telecommunication service provider's related products					
27. Free WiFi connection					
28. No advance payment					
<b>People (sale staff's behavior)</b>					
29. Friendliness					

30. Politeness					
31. Patience					
32. Knowledge and skill					
<b>Process</b>					
33. The step to buy service or product is convenient					
34. The step to change service or product is convenient					
35. The step to cancel service or product is convenient					
<b>Physical Evidence</b>					
36. The logo design is unique					
37. Special caring message and gifts in special days for customers					
38. The decoration style of the office is unique					

#### **Q4. Factors of Brand Equity**

Which following factors of Brand Equity relate to your decisions on telecommunication service provider in Bangkok?

Please indicate your response of factor Brand Equity choosing telecommunication service provider by marking (✓) the box which corresponds to your opinion

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

Brand Equity	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Brand Awareness (The recognition of the existence of the brand in the consumer's mind)</b>					

39.The TSP is good reputation.					
40.The TSP is good recognition					
41. The TSP is good recalling.					
<b>Brand Personal (The represents the identity of the product)</b>					
42.Telecommunication service makes work and life more efficient					
43.Service halls are focusing on the perfect location such as shopping mall center					
44.You can enjoy your services in your own way					
<b>Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)</b>					
45. Reasonable Price					
46. Affinity					
47. Unique brand culture					
<b>Brand Preference</b>					
48.You decide to buy telecommunication service after viewing the advertising.					
49.You decide to buy telecommunication by sale staffs' recommendation					
50. You decide to buy telecommunication service by friends' recommendation					
<b>Brand Loyalty</b>					
51.you buy telecommunication service only.					
52. You will recommend your friend to buy telecommunication service					
53. When you want to use network, you will think about telecommunication					

service					
<b>Brand Experience</b>					
54.The website navigation is concise					
55.Assess your needs correctly					
56.Professional consulting services					

### **Q5. Factors of Technology**

Which following factors of technology relate to your decisions on telecommunication service provider in Bangkok?

Please indicate your response of factor technology choosing high end condominium by marking (√) the box which corresponds to your opinion

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

<b>Technology</b>	<b>Opinion Level</b>				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
<b>Advancement</b>					
57.You think the latest technology such as 5G will influence your choices					
58.You think the new technical investment will influence your choosing process					
<b>New patent</b>					
59.You think the number of the patents will influence your choices					

60.The operator is the membership of the telecommunication standard association will influence your choices					
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#### **Q6. Factors of Relationship**

Which following factors of relationship relate to your decisions on telecommunication service provider in Bangkok?

Please indicate your response of factor relationship choosing high end condominium by marking (√) the box which corresponds to your opinion

2 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

Relationship	Opinion Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
61.You will buy from sale representative recommended by your acquaintances					
62.You will buy from sale representative that you think is the best					

#### **Q7. Demographic factors influencing your choice decision on telecommunication service provider in BKK.**

##### **63.Age**

1. 20 – 30 years                      2. 31 – 40 years                      3. 41 – 50 years                      4. More than 50 years

##### **64.Gender**

1. Male                      2. Female

**65.Marriage Status**

1. Single                      2. Married                      3. Divorced

**66.Education level**

1. High School                      2. Bachelor's Degree  
3. Master' Degree                      4. Doctoral Degree  
5. Others (Please specify).....

**67.Occupation**

1. Public Companies and State Enterprises                      2. Private Companies  
3. Business Owner                      4. Student  
5. Others (Please specify).....

**68.Income**

1. Less than 30,000 Baht per Month                      2. 30,000 – 50,000  
Baht per Month  
3. 50,001 – 70,000 Baht per Month                      4. 70,001 – 90,000  
Baht per Month  
5. More than 90,000 Baht per Month

**Q8. Factors of Lifestyle****69.What is your most favorite hobby?**

1. Travel                      2. Sports                      3. Reading or writing  
4. Computer or mobile games                      5. Music, Movie or other artistic hobbies  
6. Online shopping                      7.Collection  
8. Others (Please specify).....

**70.Where do you like to spend your holiday?**

1. Beach                      2. Mountain                      3. Prairie  
4.Ancient town                      5.flourishing city

6. Abroad

7. Stay at home

8. Others (Please specify).....

**71. How often do you travel abroad?**

1. Never

2. Once a year

3. 2-3 times a year

4. 4-5 times a year

5. More than 5 times a year

**72. How many hours a day are you online?**

1. Less than one hour

2. 1-2 hours

3. 2-3 hours

4. 4-5 hours

5. More than 5 hours

**73. How many hours a day do you spend on your mobile phone?**

1. Less than one hour

2. 1-2 hours

3. 2-3 hours

4. 4-5 hours

5. More than 5 hours

**74. What do you spend time the most on your mobile phone?**

1. Line

2. Instagram

3. Facebook

4. LinkedIn

5. Mobile game

6. Internet

7. Phone calls or message

8. Others (Please specify).....



Question	The Experts					Total ScoreΣR	ΣR N	Interpretation
	1	2	3	4	5			
Q1Teleco								
Most favorite telecommunication service provider in BKK?	1	1	1	1	1	5	1	Acceptable
Q2Factors affect decision on telecommunication service provider in BKK								
Market Mix(7Ps)								
Product	1	1	1	1	1	5	1	Acceptable
Price	1	1	1	1	1	5	1	Acceptable
Place	1	1	1	1	1	5	1	Acceptable
Promotion	1	1	1	1	1	5	1	Acceptable
People	1	1	1	1	1	5	1	Acceptable
Process	1	1	1	1	1	5	1	Acceptable
Physical Evidence	1	1	1	1	1	5	1	Acceptable
Brand Equity								
Brand Awareness	1	1	1	1	1	5	1	Acceptable
Brand Personal	1	1	1	1	1	5	1	Acceptable
Brand Identity	1	1	1	1	1	5	1	Acceptable
Brand Preference	1	1	1	1	1	5	1	Acceptable
Brand loyalty	1	1	1	1	1	5	1	Acceptable
Brand Experience	1	1	1	1	1	5	1	Acceptable
Technology								
Advancement	1	1	1	1	1	5	1	Acceptable
New patent	1	1	1	1	1	5	1	Acceptable
Q3Factors of Marketing Mix ( 7Ps)								
Product								
Strong and stable network signal	1	1	1	1	1	5	1	Acceptable
Fast network speed	1	1	1	1	1	5	1	Acceptable
The network covers a wide area	1	1	1	1	1	5	1	Acceptable
Price								
The value with quality and service	1	1	1	0	1	5	0.8	Acceptable
Terms of payment	1	1	1	1	1	5	1	Acceptable
The basic service charge is reasonable (monthly)	1	1	0	1	1	5	0.8	Acceptable
Place								
Easy to accessible	1	1	1	1	1	5	1	Acceptable
Located at good environment	1	0	1	1	0	5	0.6	Acceptable
Located in the city center	1	1	1	0	1	5	0.8	Acceptable
Promotion								
Purchase related products more favorite	0	1	1	1	1	5	0.8	Acceptable
Free WiFi connection	1	1	1	1	1	5	1	Acceptable
No advance payment	1	1	1	1	1	5	1	Acceptable
People (sale staff's behavior)								
Friendliness	1	1	1	1	1	5	1	Acceptable
Politeness	1	1	1	1	1	5	1	Acceptable
Patience	1	1	1	1	1	5	1	Acceptable
Knowledge and skill	1	1	1	1	1	5	1	Acceptable
Process(Pre-sale, Sale and Post-sale Service)								
The step to buy service or product is convenient	1	1	1	1	1	5	1	Acceptable
The step to change service or product is convenient	1	1	1	1	1	5	1	Acceptable
The step to cancel service or product is convenient	1	1	1	1	1	5	1	Acceptable
Physical Evidence (impressive logo design, humanized service and modern decoration style)								
The logo design is unique	1	1	1	1	1	5	1	Acceptable
Special caring message and gifts in special days for customers	1	1	1	1	0	5	0.8	Acceptable
The decoration style of the office is unique	1	1	1	0	1	5	0.8	Acceptable
Q4Factors of Brand Equity								
Brand Awareness (The recognition of the existence of the brand in the consumer's mind)								
The TSP is good reputation.	1	1	1	1	1	5	1	Acceptable
The TSP is good recognition	1	1	1	1	1	5	1	Acceptable
The TSP is good recalling	1	1	1	1	1	5	1	Acceptable
Brand Personal (The represents the identity of the product)								
Telecommunication service makes work and life more efficient	1	1	1	1	1	5	1	Acceptable
Service halls are focusing on the perfect location such as shopping mall center	1	1	1	1	1	5	1	Acceptable
You can enjoy your services in your own way	1	1	1	1	1	5	1	Acceptable
Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)								
Reasonable Price	1	1	1	1	1	5	1	Acceptable
Affinity	1	1	1	0	1	5	0.8	Acceptable
Unique brand culture	1	1	1	0	0	5	0.6	Acceptable
Brand Preference								
You decide to buy telecommunication service after viewing the advertising	1	1	1	1	1	5	1	Acceptable
You decide to buy telecommunication by sale staffs' recommendation	1	1	1	1	1	5	1	Acceptable
You decide to buy telecommunication service by friends' recommendation	1	1	1	1	1	5	1	Acceptable
Brand Loyalty								
you buy telecommunication service only	1	1	1	1	1	5	1	Acceptable
you will recommend your friend to buy telecommunication service	1	1	1	1	1	5	1	Acceptable
When you want to use network, you will think about telecommunication service	1	1	1	1	1	5	1	Acceptable
Brand Experience								
The website navigation is concise	1	1	1	1	0	5	0.8	Acceptable
Assess your needs correctly	1	0	1	1	1	5	0.8	Acceptable
Professional consulting services	1	1	1	1	1	5	1	Acceptable
Q5Factors of Technology								
Advancement								
You think the latest technology such as 5G will influence your choices	1	1	1	1	1	5	1	Acceptable
You think the new technical investment will influence your choosing process	1	1	1	1	1	5	1	Acceptable

New patent								
You think the number of the patents will influence your choices	1	1	1	1	1	5	1	Acceptable
The operator is the membership of the telecommunication standard association will influence your choices	1	1	1	1	0	5	0.8	Acceptable
Q6Factors								
You will buy from sale representative recommended by your acquaintances	1	1	1	1	1	5	1	Acceptable
You will buy from sale representative that you think is the best	1	1	1	1	1	5	1	Acceptable
Q7Factors								
Age	1	1	1	1	1	5	1	Acceptable
Gender	1	1	1	1	1	5	1	Acceptable
Marriage Status	1	1	1	1	1	5	1	Acceptable
Education level	1	1	1	1	1	5	1	Acceptable
Occupation	1	1	1	1	1	5	1	Acceptable
Income	1	1	1	1	1	5	1	Acceptable
Q8Factors								
What is your most favorite hobby?	1	1	1	1	1	5	1	Acceptable
Where do you like to spend your holiday?	1	1	1	1	1	5	1	Acceptable
How often do you travel abroad?	1	1	1	1	1	5	1	Acceptable
How many hours a day are you online?	1	1	1	1	1	5	1	Acceptable
How many hours a day do you spend on your mobile phone?	1	1	1	1	1	5	1	Acceptable
What do you spend time the most on your mobile phone?	1	1	1	1	1	5	1	Acceptable



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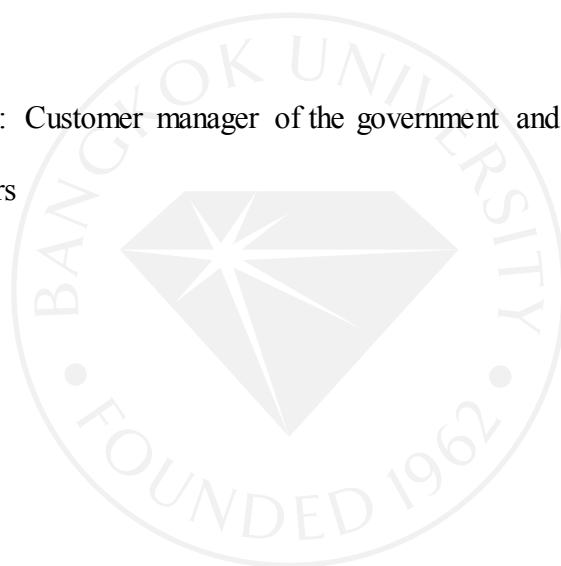
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