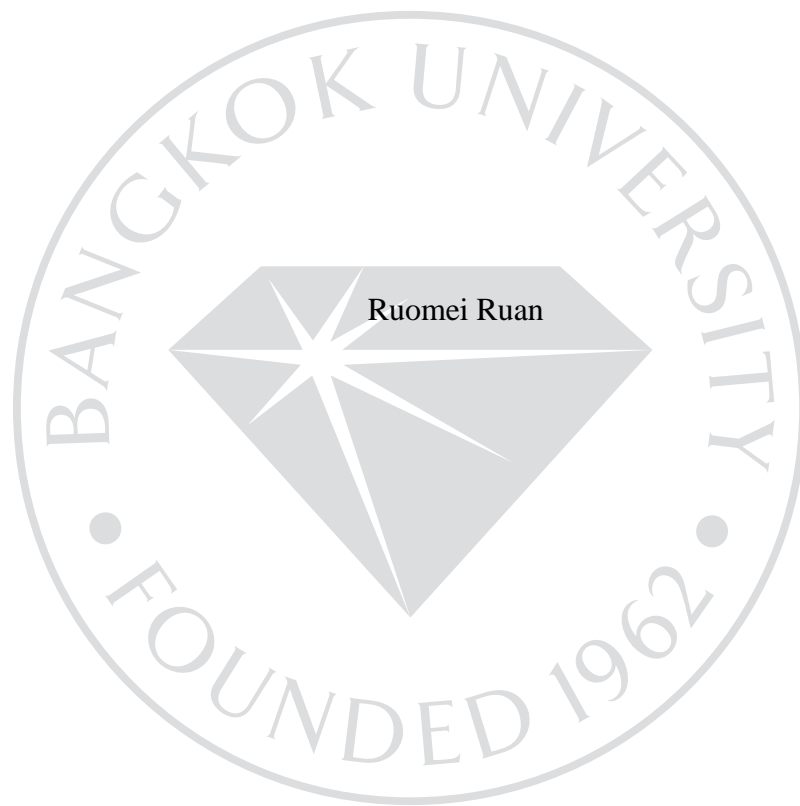CUSTOMERS SATISFACTION OF MOBILE PHONE VIVO MODEL
V3MAX IN THAILAND

CUSTOMERS SATISFACTION OF MOBILE PHONE VIVO MODEL

V3MAX IN THAILAND

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ABSTRACT

For each enterprise, customer is the biggest wealth, because only customers are satisfied with the products and services provided by the enterprise, that can enhance the competitiveness of the enterprise, and enterprise has the basis for survival and development. In simple terms, only by winning customers, it is possible to achieve long- term sustainable development of the company.

By studying customer satisfaction, Vivo can improve the accuracy of meeting the needs of Thailand's target customers, and its products or services can better adapt to market demands, thus improving the scientific and accuracy of Vivo marketing decisions.

With the use of follow-up call interview of 300 V3Max Customer, and analysis data with Excel Program, it found that V3Max customer satisfied with the design the experiments, and service of model V3Max of Vivo. Overall, customer satisfaction is still at a satisfactory level.

Keywords:Customer Satisfaction, Vivo Thai co.,th, V3Max,NPS, Likert Scale

ACKNOWLEDGMENT

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CHAPTER 1
INTRODUCTION

This chapter discusses the background, statement of problem, intention and scope of the research. The benefits and limitations of this research will also be included in this chapter.

1.1 Background

China's mobile phone industry has experienced more than 20 years of highly rapid development, mobile and terminal market competition is very fierce, Chinese market is saturated, the profit space in the field of traditional communication letter has been difficult to support the company's long- term development. Therefore, many Chinese companies choose to switch to international market to cope with the future market competition and alleviate the pressure.

There is no lack of rapid economic development of southeast Asia countries such as Thailand, Thailand is the association of southeast Asian nations member states and one of the founders, as well as the Asia-pacific economic cooperation organization, the Asia-Europe meeting (ASEM), and the world trade organization members. Thailand since by economic policies, the rapid development of economy in the 1990 s, one becomes one of the "Asian tigers", is the emerging industrial countries of the world and one of the emerging market economies in the world. Thailand is Asia's only net food exporter and one of the world's top five agricultural exporters. Thailand's electronic industry and other manufacturing industry development is rapid, also auto industry is a pillar industry, is southeast Asia's automobile manufacturing center and the east union's biggest car market, is southeast Asia's second-largest economy, second only to India.

The sales of communications equipment, especially smartphones, are largely influenced by the number of consumers and the ability to consume. In terms of population, the total population of Singapore is 5.4 million, the total population of

Malaysia is 31 million, and the total population of Thailand is 68 million, and the number of mobile phone users in China reaches 83 million (World Population Distribution By Country, 2018).

Vivo smartphone is a smartphone brand launched by BKK ELECTRONICS CORP., LTD in 2009. The declaration of the brand is "Daring to pursue true perfection, while continuously creating the surprising." Its core values were pleasure, energy, and professionalism. Vivo smartphone product series have Xplay series, X series and Y series. In 2014 Vivo started to entering international market, except Chinese domestic market, the overseas market included India, Thailand, Cambodia, Laos, Malaysia, Vietnam, Indonesia, Philippines, Myanmar, Russia. Until now, vivo has 7632 stores, 600 after-sales service centers in 600 Mainland–Chinese cities, and has 373 stores in overseas cities. [1] There were 26 brand shops in Thailand. vivo have 11 retail system partners, 3 operator partners, 5 online sales channels in Thailand. Vivo has been entry the Thai market for nearly 4 years, its overall sales rank still low. And the product sales are still in the mid - to low- end market; OPPO, which has a similar positioning, has switched its product line in Thailand to the medium- high price segment. According to the Thailand mobile phone marketing share of June,2016 to June,2017, Samsung is the leading selling brand, followed by apple and OPPO. Vivo is still in the third echelon team, which is far behind OPPO, the volume of OPPO is 1.5 times that of vivo.
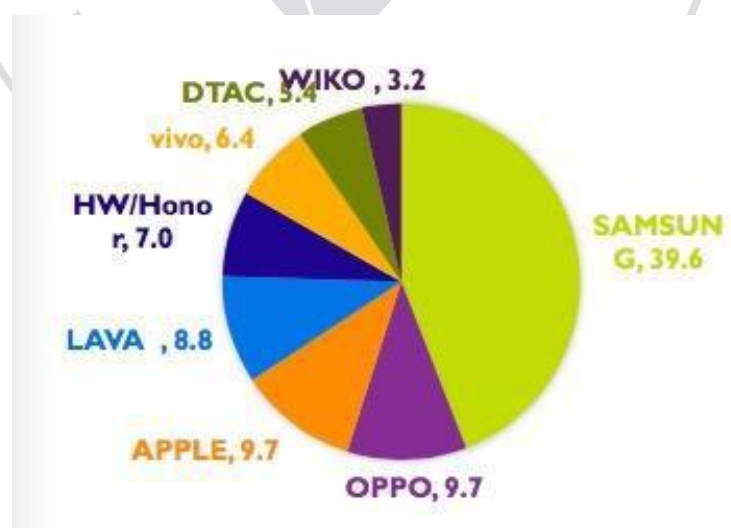
Figure 1.1: June,2016-June 2017 sales percentage

Source: Gfk data. (2017). *GfK Point of Sales Tracking*, Retrieved from
https://www.gfk.com/insights/press-release/smartphone-average-selling-price-

sees-record-year-on-year-growth-in-3q/

Mobile phone vivo model V3max launched in April, 2016. As the flagship phone for vivo in 2016, V3max sold about 64,100 since it has been launched. V3max specific is following

Table 1.1: V3max specific Table

	overview	network	os(os,cpu)	display&sensors
V3max	Announced 5 April 2016 Status in store thai Release Q2 2016 Phone price Vivo V3Max - Release price 12,990 THB (April, 2016) - Lastest price 7,990 THB	Network - GSM 850/900/1800/1900 MHz - WCDMA 850/900/2100 MHz - LTE 850/900/1800/2100/2600 MHz Data - 2G: EDGE/GPRS - 3G: HSPA+ - 4G: LTE DL , LTE UL	OS: Funtouch OS 2.5 (Based on Android 5.1 Lollipop) Processor : Qualcomm Snapdragon 652 Octa Core - CPU Speed : 1.8 GHz Memory - ROM 32GB - RAM 4GB Memory card - microSD Maximum 128 GB	Smartphone Display IPS 24-bit (True color) - Multi-Touch - Width 5.5 Inch (Diagonal) - Resolution 1080 x 1920 Pixels - Capacitive Sensor - Fingerprint Verification (Finger Print) - Accelerometer (Accelerometer) - Ambient Light Sensor (Ambient light) - Proximity Sensor - Gyroscope (Gyroscope) - Adjust the view displayed automatically (Orientation) Colours : Gold

Source : SiamPhone. (n.d.). *Vivo V3Max*, Retrieved from https://www.siamphone. com/spec/en/vivo/v3_max.htm

1.2 Statement of Problem

As China's mobile market becomes more saturated, many Chinese mobile phone brands developed overseas markets in 2012, included vivo. Since now, there have Huawei, OPPO, Lenovo, Xiaomi, Vivo that most famous Chinese mobile phone brands in Thailand market. Reported by XURI data, in 2016, Thailand top ten mobile brands were true, lava, Samsung, OPPO, iPhone, vivo, ASUS, Huawei, wiko and Lenovo, Chinese mobile bands occupied six seats, but not in the top three. The top one was Thailand Operator brands True that 22.57% , the second one was Lava, a Indian brand had 20.68%, vivo only had 5.73%, ranked No.6. Relative to the low price segments of smartphone Thailand, customers' perceptions of vivo still low.

With the increasing competition, the competition among major mobile phone manufacturers is no longer a pure technical competition, and the satisfaction of customers becomes the main factor. For mobile phone company, they need to focus on the quantifying customer satisfaction and its influencing factors. The necessary condition to seize the market is to win customer's satisfaction. To satisfy customers:

1) . grasping the market trend and produce more popular mobile phones that can meet customers' needs; 2). understanding the advantages of other rivals, to make up for their shortcomings, and to improve deficiencies. From the perspective of customers, it can not only effectively express all aspects of customers' needs, but also reflect their aspirations. Therefore, for the whole mobile phone industry, the necessary condition to compete for customers is to satisfy them and pay attention to the satisfaction of customers, which is of great significance to mobile phone company. But for mobile phone enterprises give more consideration to rigid indicators, such as turnover, profit and market share, but neglects soft indexes such as customer satisfaction. For mobile phone enterprises complete customer satisfaction strategy system are lacking, customer satisfaction is not used as a competitive weapon, therefore, customers satisfied with the product or service enterprise level is low.

There are too many similarities between Vivo and OPPO. Because they are the same parent company in China, Vivo and OPPO have very similar appearance, configuration, pricing strategy and promotion methods. OPPO entered Thailand market 3 years earlier than Vivo, consumer awareness of OPPO is much higher than that of Vivo. Products at the same price range consumer are more likely to buy OPPO.

1.3 Intention of Research

This study Research emphasis Vivo mobile phone model V3max's customer satisfaction investigation, and supplemented by influencing factors. Through this study, vivo can understand customers' satisfaction with v3max, and this study will put forward suggestions for vivo to improving customer satisfaction, and provide guidance for subsequent products and services.

1.4 Research Objective

The objective of the research study as below:

1. To interview the customer who ever bought V3max, knowing customers' satisfaction with V3max

2. To study the consumer characteristics of v3max users

3. To study the consumer behavior of v3max users

1.5 Major Research Questions and Sub-questions

Major research question of this work is as bellowing：What is the
performance of v3max consumer satisfaction segmentation？ Sub-questions of this
work are as bellowing：

1. What kind of customers bought V3max？

2. How well do customers know Vivo？

3. What aspets of V3max do customers not like？

1.6 Assumption

This study is conducted under the following assumptions:

1. Customers bought V3Max only for their own use;

2. The information and sales numbers come from Vivo internal are reliable.

1.7 Scope of Research

This research by making the phone follow up for customer who have ever
bought model V3max, getting V3max users feedback on the product performance,
configuration and service. Then through the data analysis consumer characteristics
and consumption habits. Getting the phone number of interviewees from the
consumer information filled in by warranty card of v3max. The v3max consumers
selected are not limited to Bangkok, but to Thailand as a whole.

1.8 Benefits of Research

From the perspective of macro concept, the customer satisfaction can reflect
the customer's evaluation of products and services, as well as the customer
satisfaction. From the Angle of integration, quantifying the price of products and
services, acquiring accurate data information can provide a basis for mobile phone
enterprise decision- making.

From the perspective of micro concept, customer satisfaction is the key
indicator in the quality management system, which is of great importance to mobile
phone industry. As follows:

1. It is beneficial to improve the prediction ability of mobile phone enterprise. Customer satisfaction is the guide plate for customer behavior, which can provide advice for vivo product planning and improvement.

2. Improving company's competitive edge. The one who can satisfy the customer is the one who holds the power of action.

3. Improving the profitability of company. Understanding customers' consumption characteristics and habits, and formulate personalized corporate policies, so as to find potential customers and bring higher benefits to enterprises.

1.9 Limitation of Research

Due to limited knowledge and lack of research experience, the depth of this study is not enough. There is amount of researches studying about customer satisfaction and behavior, but few research study such specific one, only one model of production. This research only investigates the vivo v3max model of customer satisfaction, no other models of Vivo and other mobile phone brands were investigated, thus cannot be compared different types, different brands of mobile phone customer satisfaction. It is impossible to determine the advantages and disadvantages of V3max compared to other mobile phones. And also cannot propose targeted strategies to improve customer satisfaction for different mobile phone models and brands.

1.10 Conclusion

In recent years, the smartphone industry has seen explosive development. The use of the phone is no longer limited to talk, but also to the Internet, reading, taking photos and simple file processing. With the saturation of the mobile phone market in Thailand, how to satisfy consumers has become the focus of this research.

V3Max was flagship mobile phones of Vivo in 2016, it is the representative product of vivo two years after it entered Thailand. To study customers' satisfaction and characteristics of this product can provide useful suggestions for Vivo's future product development and product strategy. This is also the intention of this research

By interviewing the customer who have bought V3max, to analysis the factors effect customers' satisfaction.

CHAPTER 2
LITERATURE REVIEW

Books, definitions, formulas and models will be reviewed in this chapter, included the definition of customer, customer satisfaction, behavior, buying process, customer relationship management and mobile phone market in Thailand.

2.1 Customer

Customers constitute the main body of market demand, and be divided into 2 types, one is internal customers, the other one is external customers.

2.1.1 Definition of Customer

Kotler (1931) defined Customers are people who have certain desires or needs and willing to satisfy them through exchange. Chinese professional manager Qu. yunbo and economics doctor Niu. haipeng in the book " Service advantage and overall customer service system planning" emphasized that customers are people who will come on to buy goods, or customers are people with the ability to consume or have consumption potential. Customer are defined from the size of purchasing power. Johns (1942) strictly distinguishes users from customers, and point out that customers are the people who use and pay for our products or services. This research defines the customer as: the customer can be an individual, a group or a unit, whose needs constitute the market.

2.1.2 Customer Segmentation

Geoff Tennant who is a six sigma consultant of UK categorizes customers in 2 types. When marketers, market regulators and economists use intermediate or final classifications, customers are more often divided into two categories in the field of customer service:

1. Internal customer. Internal customers are customers who are directly connected to the organization, usually (but not necessarily) customers have relationship to the organization. Such as stakeholders, employees or shareholders, but definitions also include creditors and external regulators (Tennant, 2001)

2. External customer. An organization's external customer is a customer who has no direct contact with the organization (Kendall, 2007) . According to the

relationship between external customers and organizations, external customers can be divided into types：This research is intended for external customers, those who purchase, use, or may use products or services.

2.2 Customer Satisfaction

There are 3 models of customer satisfaction, ASCI, Kano and the customer satisfaction model evolved from Maslow. Maslow model is the basic model of social demand, the research will study customer satisfaction on the basis of Maslow. Three measurements of customer satisfaction are main method to study customer satisfaction.

2.2.1 Definition of Customer Satisfaction

People began to attach great importance to the idea and concept of customer satisfaction in the middle of the twentieth century. The basis of the concept of customer satisfaction is due to material excess. Due to overproduction, customers are free choose to the products or services they satisfy. If a company wants to sell its products or services, it must try its best to meet the needs of customers and make them satisfied. American scholar Cardozo (1965) first introduced Customer Satisfaction (CS) into the field of marketing. A large number of scholars and experts have conducted in- depth studies on the " expect- difference" paradigm after Cardozo proposed that improving customer satisfaction can stimulate customers' repeated purchase behaviors. This theory takes the customer expectation as the reference object, making judgment and comparison on products and services. Oliver & Linda (1981) thinks that customer satisfaction is an emotional state, which is formed when expectations are in line with past consumption experience. Tse & Witon (1988) believed that customer satisfaction was a kind of differential evaluation, which was formed when customers compare the expected quality before purchase with the perceived quality after consumption. Westbrook & Reilly (1983) believed that customer satisfaction was emotional reaction.

This emotional reaction is caused by the psychological influence of product display and shopping environment in the process of purchasing. Philip Kotler defines customer satisfaction as a person's feeling of pleasure or disappointment that is formed by comparing their expectations value with the perceived effects of

purchasing a product. This Research adopt the definition of Philip Kotler's.

2.2.2 Customer Satisfaction Model

The Kano model a theory put forward by Nariaki, Kano(1940) classifies customer preferences into 5 categories: Must- be Quality(threshold attributes) , One-dimensional Quality(performance attributes), Attractive Quality(excitement attributes) , Indifferent Quality, and Reverse Quality. In Kano model, the relationship between customer satisfaction and the characteristics of products or services is shown as follows:
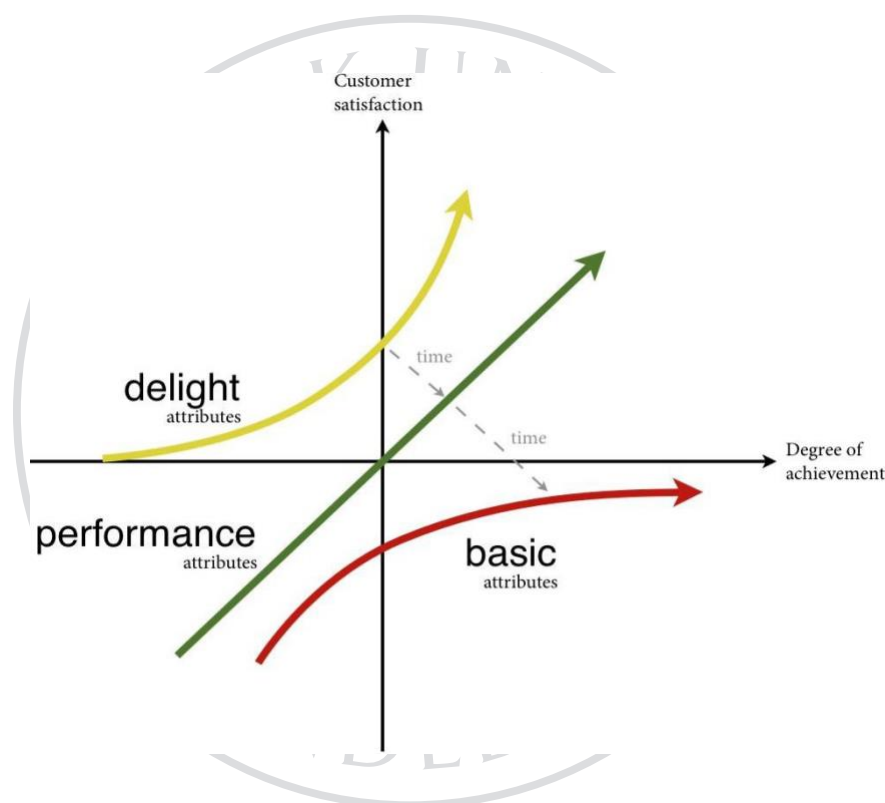
Figure 2.1: Kano model

Source : Wikipedia. (2019). *Kano model.* Retrieves from
https://en.wikipedia.org/wiki/Kano_model

As the Kano model shows if a product's features don't meet a customer's Threshold Attributes, customer satisfaction levels will be very low.

Customer Satisfaction Index (CSI) model developed by Claes Fornell (1996), Donald C. Cook, Distinguished Professor of Business Administration at the university of Michigan and chairman of the CFI group (Sipher- Mann, Leah). CSI is

defined as an overall evaluation of the post consumption experience of products or services in the minds of customers; latent variable indicated by customer satisfaction scores in 2002, 2003, and 2004 (Xueming& Bhattacharya, 2006). Based on this model, he customer satisfaction index model of their many countries are proposed. Such as Swedish Customer Satisfaction Barometer (SCSB), American Customer Satisfaction Index (ACSI), European Customer Satisfaction Index (ECSI), and Chinese Customer Satisfaction Index (CCSI) (Xinyan, 2003). The classical ACSI model is shown as Figure 2.2
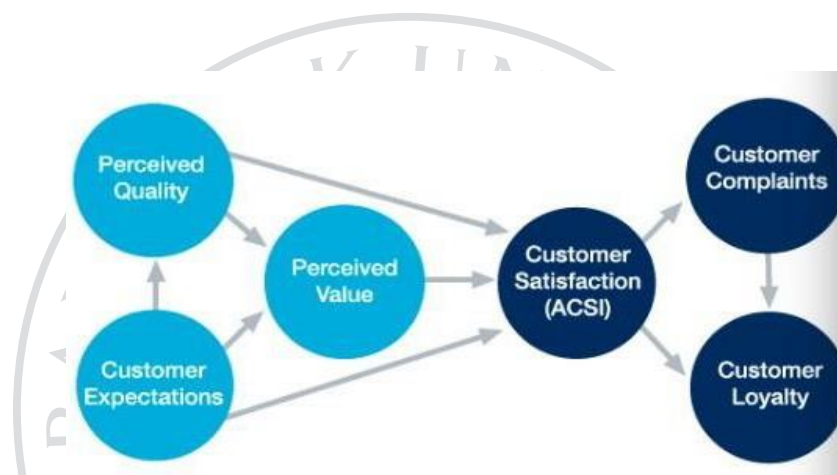
Figure 2.2: ACSI model

Source : ACSI. (n.d.). *The Science of Customer Satisfaction.* Retrieves from https://www.theacsi.org/about-acsi/the-science-of-customer-satisfaction

Maslow's theory divides need into physiological needs, security needs, social needs, respect needs and self- actualization needs, from the lower level to the higher level. This research according to Maslow's hierarchy of needs Divide customer needs into the following three levels：

1. Product Satisfaction: Customer satisfaction is first of all satisfied with the quality of the enterprise's products. The quality and internal design of the product are the basic factors of customer satisfaction;

2. Service Satisfaction: it refers to the service measures taken before, during, after sales and at different stages of the product life cycle to satisfy customers;

3. Social level Satisfaction: it refers to the customer safeguard social

interests when they purchasing products and service.

Figure 2.3: Level of Customer Satisfaction

This research mainly discus product satisfaction and service satisfaction, Social needs are not discussed.

2.2.3 Customer Satisfaction measurement

Customer Satisfaction, also known as the Customer Satisfaction index. It is the abbreviation of customer satisfaction survey system in service industry. Customer satisfaction is a relative concept, matches degree between customer expectation and customer experience. In other words, it's an index that gets through customer comparing the perceived effects with their expected value. There are three mainly customer satisfaction measurements as fallows:

1. Customer Satisfaction Score (CSAT)

This is the most classic indicator of customer satisfaction, which was put forward by Cardozo " An experience study of customer effect, expectation and satisfaction" in 1965. Ask customers to assess their business, product or service satisfaction. The CSAT score is the average score of customer response.

$$\text{Customer satisfaction} = \textbf{Total Customer Scoring} \times 10 \, Sampl \, Siza$$

The ratio is usually between 1 and 10. A larger scale is not always

better because of cultural differences in how people rate their satisfaction.

CSAT does have some downsides. The people who are most motivated to do these kinds of surveys are either very happy or very unhappy, so you can't truly measure the entire customer. CSAT is not always a good indicator of customer loyalty; it's more about measuring how much customers trust the business performance.

2. Net Promoter Score (NPS)

NPS was first put forward by Frederick F. Reichhled who is founder of Bain's customer loyalty business in 2003 published "One Number You Need to Grow". The article mentioned that there is no doubt that NPS can be seen as part of the customer satisfaction, but the index is more intuitive, and it is not only direct reaction to the customer to enterprise's loyalty or purchase intention, it also to some extent to predict for current and some time to com of enterprise development trend and sustainable

$$\text{profitabNilPitSy.} = Recommended\ number \times 100\ \% - Derogatory\ number \times 100\%$$

NPS scale is $SasamFipgluereSi2z.e4.$ Sample Size

Net Promoter Score Analysis

Fugure 2.4: Net Promoter Score Analysis

3. Customer Effort Score (CES)

CES was first proposed in a July 2010 article in the article "Stop Trying to Delight Your Customers" by Mattew Dixon, Karen Freeman, and Nicholas Toma. CES measures the difficulties customers face when buying a product. CES scores can be a wake-up call when enterprise make customers work too hard, they might go somewhere else. Although this measure only focus on one aspect of your business, it is important to check and make sure that customers still belongs to the enterprise. In other worlds, CES can be understood as "how much effort does the user have to make to be your customer and to remain your customer."

Figure 2.5: CES

CES excels CSAT and NPS in predicting consumer behavior, But CES is the newest one. NPS will be used in this research.

2.3 Consumer Behavior

Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler (2009) states that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Hence, it is imperative to grasp comprehensively consumer behavior in order to figure out how prospective customers will react upon the development of the new product or service. In addition, it also helps companies identify opportunities and contingencies which are not presently integrated.

2.3.1 Scope of Consumer Behavior

According to Rajneesh Krishna (2014) , Dean of FLAME School of Communication Pune, to understand the process of consumer behavior holistically, relies on significant contributions from sociology, anthropology, and psychology. In this section, the study summarizes the three disciplines.

Under Sociology, it can be said that social groups impact on the consumption behavior in two ways. First, they create internal preferences through the process of internalization and second, they impose sanctions on deviant consumption behavior. Meanwhile, Anthropology emphasizes the importance understanding the impact of material and the non- material aspects of culture on consumer behavior. Without any doubt, both sociological and anthropological perspectives explain the impact of culture on consumer behavior. On the other hand, in Psychology, it is evident that all forms of consumption are specific types of behavior and hence, the theories such as Freud's Psycho-analytical Theory of Personality and Maslow's hierarchy of needs, which were developed in the generalized context of psychology can be easily applied to understand consumer behavior.

In short, consumer behavior is a complex and a multidimensional process however, as a discipline it can be deduced that it has borrowed extensively from other social sciences to fully understand the process of consumption.

2.3.2 The Influencing Factor of Consumer Behavior

Inferring from the previous discussion, it can also be concluded that consumer behavior is mainly concerned with cultural, social, personal and psychological as these four factor inevitably affect the marketing strategies of individual companies.

Primarily, culture operates primarily by setting boundaries for individual behaviors and by influencing the functioning of each institution as the family and mass media (Chaudhry, 2014) . Thus, culture plays a very vital role in the determining consumer behavior which can be subdivided in Culture, Sub- Culture and Social Class. Secondly, it is explanatory to take into consideration the social factors in consumer behavior, as they have great impact how people react into marketing messages before making purchasing decisions. For instance, how using a prominent figure can influence buyers. Social factors are also subdivided into the following; Reference groups, Family and Role and status. Personal factors explain the unique

characteristics (i.e. decision making process, habits and interest, and notions) of an individual despite being part of the same group. The sub factors under personal factor are listed as; Age and life cycle stage, Occupation, Financial or economic situations, Lifestyle and Self concept and personality.

Psychological factors can include the relative perception of a person's personal needs, his learning or comprehension abilities, and attitude, as each individual responds to a marketing message based on those components. The four psychological factors that affect consumer behavior are; Motivation, Perception, Learning and experience and Attitude and beliefs.

The study of consumer behavior helps marketers in analysis the following factors; cultural, social, personal and psychological, which influence on the buying decision of the consumers. If the marketers failed to understand these factors, it is inevitable that they would also fail in their respective industries.

Overall, the importance of understanding the consumer behavior through their decision making process is, to create value for consumers and more importantly profit for the organization.

2.4 Consumer Buying Process

The customer buying process describes the experience of what customers go through before purchasing a product. For this reason, understanding customer's buying process is necessary as it enables business stakeholders to align their sales strategy accordingly. John Dewey first introduced the five stages in 1910 (as cited in Johnston, 2016) namely; Problem/ need recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase behavior.

The first and most important step in the customer' s decision process is considered to the Problem/ need recognition. This is true because an individual cannot make any purchase without recognizing its necessity which may be triggered by any internal such as hunger, thirst, etc., or external stimuli like any forms of advertisement.

Then, having recognized the need, the next step a customer may take is the information search stage. This is when a customer seeks to find the best solution to identify and evaluate information sources related to the central buying decision. For most cases, a customer will evaluate different products or brands on the basis of

alternative product attributes. At this stage, the customer's attitude towards the products heavily influences his decision making. The second-to-last stage is where the purchase takes place. Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback. Finally, customers will make some comparison with their previous expectations of the purchased produces, and thereupon, they will be either satisfied or dissatisfied. On this basis, it is common for customers to circulate their positive or negative feedback about the product which nowadays can be through reviews on website, social media platforms or word of mouth advertising.

2.5 Customer Relationship Marketing (CRM)

Customer Relationship Management (CRM) is basically an information industry term for methodologies and software with the use of internet functions that support any enterprise in handling customer relationships in an organized and convenient way. Dr. Philip Kotler (2009) defines Customer Relationship Management (CRM) as "the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction."

Looking briefly at the two trends which have brought CRM to the forefront (as cited in Berry, n.d. para. 6-7), Boston University professor Tom Davenport explains, first, as global competition has increased and products have become harder to differentiate, "companies have begun moving from a product-centric view of the world to a customer-centric one,". Second, technology has ripened to the point where it is possible to put customer information from all over the enterprise into a single system. In other words, with the advancement of cutting edge technology, it has brought CRM software in the big picture.

In the past, CRM systems allowed marketers and salespeople to better focus their marketing activities by mining the system for better business intelligence. Nowadays, CRM system has become much more proactive. In fact, it puts more emphasis on recording and interpreting data, creating, synthesizing, correlating and displaying visual presentations to identify patterns, relationships and new sale opportunities. For this reason, many companies are turning to customer- relationship management systems to better understand customer's wants and needs.

In summary, CRM allows companies to gather and access information about customers' buying histories, preferences, complaints, and other informative data so they can better anticipate what customers will want and at the same time, promote customer loyalty through use of technological innovation.

2.6 Mobile Marketing in Thailand

It has been said that in the past few years, mobile technology has undeniably become more and more pervasive in Thailand as smartphone's popularity increases due to its practical features in comparison with personal computer. However, this renown is not just an occurrence in Thailand as it is true to other countries around the world.

In fact, according to statistics, smartphone is the fastest-selling gadget in history outperforming the traditional desktop computer by a ratio of 4: 1 which means that approximately 50% of the adult population globally own a smartphone. Assenting to such information, it is inevitable that a number of people are looking at the contemporary and potential impact of the technology on a developing nation like Thailand in which this study ventures to explain comprehensively.

In January of 2014, Pew Research Centre reports that Thailand has 97 million mobile subscriptions domestically, and most of which are availed through prepaid plans. This simply puts emphasis on the idea that 23 million of Thai population use the internet through their mobile devices regularly which consequently, increases smartphone marketing convenience in the country. In addition, this data has put Thailand as one of the top 10 of all the developing nations recorded in the survey for acquiring smartphone gadgets.

On another note, Statista (2018) claims that the number of smartphone users in Thailand from 2014 at 15.4 million, is estimated to get to 30.05 million in 2022 (Number of smartphone users in Thailand from 2013 to 2022). This data provides an empowering information about Thailand's mobile market for various smartphone companies to have a detailed market analysis, and plan their corporate strategy.

To sum up, smartphone penetration to the Thailand's mobile market is predicted to continuously increase in the following years, providing a competitive market to all smartphones providers in the country.

2.6.1 Vivo's Introduction to Mobile Marketing in Thailand

As Thailand' s hyper- competitive smartphone market intensified its popularity in 2014, Vivo the China's fifth- largest handset company was set to obtain at least a 5- 8% share in the Thai smartphone market by 2017 according to Feng Lei, vice-president and chief marketing of Vivo Communication Technology Co. (Leesa-Nguansuk, 2014). At that time, a number of smartphone companies such as Samsung, Apple, and other local brands already dominate Thai's smartphone market share. However, as it focused on strategizing its marketing and advertising in order to build brand awareness and strengthen its reputation, Vivo now is one of the top competitor of Thai's largest market share.

2.7 Conclusion

The literature review has discussed definition of customer and customer segmentation, and customer satisfaction, as well as customer buying process, CRM and the current situation of the mobile phone market in Thailand. For Vivo, learning and understanding the relative theory and the current state are conducive to develop better products.

Firstly, by discussed the customer definition and segmentation of literature, concluded that the main object of this study is an individual person whose needs constitute the market.

Second, many scholars have defined customer satisfaction, in general most scholars think customer satisfaction is a emotion to the product. Customer satisfaction have 3 model to reflect, Kano model, ACSI model, and Maslow model. It is consistent with this paper that Maslow model studies customer satisfaction from the perspective of customer demand.

Third, by reviewing customer behavior, buying process, CRM, companies can have a deeper understanding of consumers.

Finally, knowing the current market situation of Thailand can we better judge the market trend.

CHAPTER 3
METHODOLOGY RESEARCH

This chapter will summarize the research methods used in this study, and firstly review the literature on general research methods related to this study. After that, the research methods used in this study will be described.

3.1 Research Methodology Review

Marketing research can be separated into three functional categories: descriptive studies, causal studies, and predictive studies (Wentz, 1972). Each of the three functional categories has the same overall goal, and they must assist decision markers, but they also have distinct functions.

3.1.1 Descriptive Research

Descriptive research, this type of research is the most common, and the fundamental reason for completing descriptive research is to find out what happened (Research methods). For descriptive research, also can be called "statistical", it provides data about the population or the universe that is under studying, but it can only describe a situation in which "who, what, when, how", cannot describe the cause of this situation.

Therefore, descriptive studies are used when the goal is to provide as a description of the system realistic and accurate as possible. It provides some number or frequency of occurrences, and suitable for statistical calculation such as to determine the average number or central tendency. For example, the descriptive study could be used to find out which age group is buying a particular brand of product, or to find out how many competitors a company has in the market (Research Methods,) . One of the major limitations of descriptive research is that it does not help determine the cause of a particular behavior and motivation. In simple terms, it cannot establish causation (Descriptive Research) . The two most common descriptive study designs are "observation" and "investigation". Descriptive research can be divided into two types :1) quantitative descriptive research is to quantify the data and extend the sample results to interested people, and measure the incidence of views and opinions in selected samples; 2) qualitative descriptive research provides in-depth insight into the problem

setup and provide ideas or assumptions for future quantitative research (Koul, 2009).

  3.1.2 Causal Research

    Causal studies are designed to determine the extent and nature of causality , and can be conducted to assess the impact of specific changes on existing norms, processes, etc ((Brains, 2011). Causal studies focus on the analysis of a situation or a specific question to explain the pattern of causality between variables. There are two objectives of causal research: 1) Find out from the variables which are the cause and which are the result; 2) Determine the nature of the relationship between causal variables and forecast effects. Causal studies play an important role in identifying a range of underlying causes, and can provide the advantages of replication if its necessary, and are more efficient internally due to the choice of research subjects. But there are also some disadvantages of causal studies, such as it would be difficult to draw proper conclusions from causal research, and to identifying cause variables and the impact.

  3.1.3 Predictive Research

    Predictive analytics include a wide variety of statistical techniques, from data mining, predictive models, and machine learning, to analyzing current and historical facts and making predictions about future or other unknown events (Chales, 2007).

    Predictive research is usually defined as forecasting at a more detailed level of granularity, i. e. To generate a predictive score (probability) for each individual organizational element. This is different from the prediction. For example, "predictive analytics - techniques learned from experience (data) to predict individual future behavior to drive better decision-making." (Siegel, 2013).

  3.1.4 Comparison of Basic Research

    Through the comparison (see Table 3.1), descriptive research is described market market characteristics and functions, causal is determined cause and effect relationship, and predictive is discovered ideas and insights. The methods of three categories are different. Descriptive research main method is secondary data analysis, i.e. quantitative research, causal used experiments, predictive almost is qualitative research.

Table 3.1: Comparison of Descriptive, causal and predictive Research (Bhatia, 2010)

	Descriptive	Causal	Predictive
Objective	Describe market characteristics or functions	Determine cause and effect relationships	Discover ideas and insights
Characteristics	Marked by prior formulation of specific hypotheses; preplanned and structured design.	Manipulation of one or more independent variables; control of other mediating variables	Flexible; versatile; often the front end of total research design
Methods	Secondary data (analyzed quantitatively); survey; panels; observational and other data.	Experiments	Expert survey; pilot survey; Secondary data (analyzed qualitatively); qualitative research

This research adopts the method of quantitative research to study the customer satisfaction implications for mobile phone Vivo model V3max in Thailand market.

3.2 Method of Inquiry

This research is an inductive study. The factors influencing Thai consumers' satisfaction with v3max were examined through inductive reasoning. Some responses can be estimated from the results and the most important factors can be determined.

The telephone follow- up calls survey was used in this study. The telephone follow- up calls survey is a survey method in which the market research related staff make inquiries to the respondents by telephone to understand the market situation. It is a survey method in the access method. It is an indirect method of investigation because it does not touch each other directly but takes place through the intermediary tool of telephone (Luo, 2017).

The merits of follow-up calls survey:

1. Access to market information is fastest;

2. Save investigation time and money;

3. The coverage is broad and can be investigated by any region, unit or individual with a telephone;

4. The interviewees can speak freely without the pressure.

As an investigator must note that the potential impact of the use method on the error of the control and measurement coverage, the error of the no responses, and the measurement method. Focusing concern on sampling error is an " incomplete and unsatisfactory way" (Groves, 1989).

The error survey of follow-up calls survey:

1. Error with no response: Consumer calls changed, or for any other reasons can not accept the interviews;

2. Error in the general range: The results of the telephone survey can only be inferred from the general population of the telephonic objects, which has inherent defects of the parent, which is not conducive to the comprehensiveness and integrity of data collection.

3.2.1 Research Procedure

This research used telephone follow- up calls survey to study customers' satisfaction of Vivo smartphone model V3Max. The content of telephone follow-up calls included basic information of the respondents such as gender, age, education background, occupation, personal and family monthly income. In addition to the basic

information, the reason why the customer bought v3max, the model of the last mobile phone, compared mobile phones when customer bought V3Max, and the function customer likes and dislikes are also the information that needs to be learned through telephone survey.

3.3 Data Collection

Primary data and secondary data are two parts of data. This research data mainly from primary data. Zikmund (2003) pointed out that the primary data were collected and recorded for the purpose of the project at hand.

3.3.1 Population and Sampling

V3Max has sold 49,935 units (not include employees buying) since it started selling in whole Thailand, Organization group cooperation customers (CSC, Jaymart, TG, Maxlink, and Banana IT) and Operator cooperation customers (True, AIS) have sold 29,464 units, Bangkok dealer customers have selling 3,853 units, online platform (Lazada, Shopee and 11Streets) have selling 711 units (data from internal system). Because online platform easier to get customer information (telephone number, name and gender), so this research adopts 711 units as the total population. According to the sample size confirmation formula proposed by Taro Yamane (Yamae, 1967):

$$n=N/(1+N*e^2)$$

n: sample size

N: total population

e: the acceptable sampling error

Usually the confidence level and p= 0.05 are assumed (Fisher, 1925). The total population of this research is 711, according to this formula sample size is 256. This research called 256 telephone number from the channel, and the results was 218 effective responses. That gives response rate of 85.33%.

3.3.2 Data Collection

The customer of V3Max contact information from Lazada, 11 street and Shopee online platforms. The sampling is 36% of population, randomly selected interviewees from each online channel based on this ratio. The samplings of each three online channels are as bellowing:

Table 3.2: Samplings of Each Channels

Channels	Sales Units	Sampling
Lazada	590	212
11 Street	109	39
Shopee	12	5
Total	711	256

3.3.3 Method and Data Analysis

The effective feedback survey is presented in the form of Microsoft Excels chats, and the data analysis is mainly in the form of percentage.

The two scales adopted in this research as follows:

1. Likert scale: This scale is composed of a set of statements, each state has "strongly agree", "agree", "not necessarily" or "disagree" or "strongly disagree" five kind of answer, respectively to 5, 4, 3, 2, 1, each respondent's attitude score is customers answer to the problem is the sum of scores, the total score reflex the attitude strength customers or different states of this scale (Trochim, 2006). In this research 5 points means absolute satisfaction, and 1 points means serious dissatisfaction. Table 3.3: Likert Scale

Table 3.3: Likert Scale

Absolute Satisfaction	Relative Satisfaction	Low Satisfaction	Dissatisfied	Serious Dissatisfaction
>90%	80%-89%	70%-79%	50%-69%	<49%

2. NPS: Net recommendation value (NPS), also known as net promoter score, is an index that measures the probability that a customer will recommend a certain enterprise or service to others (Jennymkaplan, 2016)

NPS= Percentage of Promoters – Percentage of Detractors

For example, the ratio of 5 points (absolute satisfaction) to 50%, and the ratio of 3 points (dissatisfaction) and below to 20%, the NPS of satisfaction is 30%. Table 3.3 Table 3.4: NPS Scale

Table 3.4: NPS Scale

Excellent	Good	General	Slightly less	Poor
>40%	30%-39%	20%-29%	10%-19%	<9%

I nterviewer survey has two kind of statistics analysis: content and thematic analysis. Content analysis interview survey commonly used analysis methods, the format can be a variety of formats of text, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a reproducible and systematic way (Alan, 2001). This research will adopt content analysis, and use MicroCase convert qualitative data into quantitative statistical analysis.

3.4 Conclusion

This research is a quantitative study. Data related to customer satisfaction are collected by telephone return visit. The simple size of the research is 300, the effective responses is 261.NPS and Likert scale are used to measure customer satisfaction. The statistic analysis of this research is content analysis, the method of this analysis is MicroCase.

CHAPTER 4
DATA ANALYSIS

This chapter will present the results of receipt collection and data analysis. Data analysis will be discussed in two parts, one is basic characteristics of customers, the other one is customer satisfaction.

4.1 Data Test

In order to test the credibility and independence of data, this paper adopts Cronbach's Alpha Test and Chi-squared test.

4.1.1 Cronbach's Alpha Test

Cronbach's alpha or Cronbach's is a statistic, which refers to the average value of the half-fold reliability coefficient obtained by all possible item division methods of the scale. It is the most commonly used reliability measurement method (Cronbach, 1951). The value of usually between 0 and 1. If the coefficient does not exceed 0.6, it is generally considered that the internal letter is insufficient; When the scale reaches 0.7- 0.8, it indicates that the scale has considerable reliability; when the scale reaches α 0.8-0.9, it indicates that the scale has very good reliability (Grorge, 2003). The research used Cronbach's alpha to test the data's reliability, and the calculation result is 0.73, belongs the range of 0.8-0.7, it means the acceptable.

4.1.2 Chi-squared Test

The chi- square test is the deviation degree between the actual observed value and the theoretical inferred value of the statistical sample. The deviation degree between the actual observed value and the theoretical inferred value determines the chi- square value. On the contrary, the deviation is smaller. If the two values are exactly equal, the chi- square value is 0, indicating that the theoretical value is completely consistent (Fisher R. A., 1922). The researcher used Chi- squared test to test three different online channels and customer satisfaction have indicidual connection. The P value of this test is 0.029, smaller than common P value 0.05, it means 11 street and Lazada have no connect.

4.2 Introduction

In chapter 3rd the study discussed about research methodology and pointed out Excel Program is the main means of analyzing data. There are basic information data of customers:
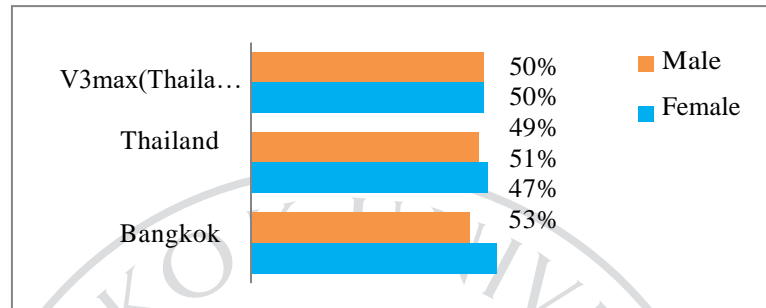

Figure 4.1: Gender

The gender distribution of V3max consumers is basically the same as the ratio of male and female in Thailand and Bangkok. The Male ratio of V3Max customer is 50%, and the female ration of V3Max is 50%, too.
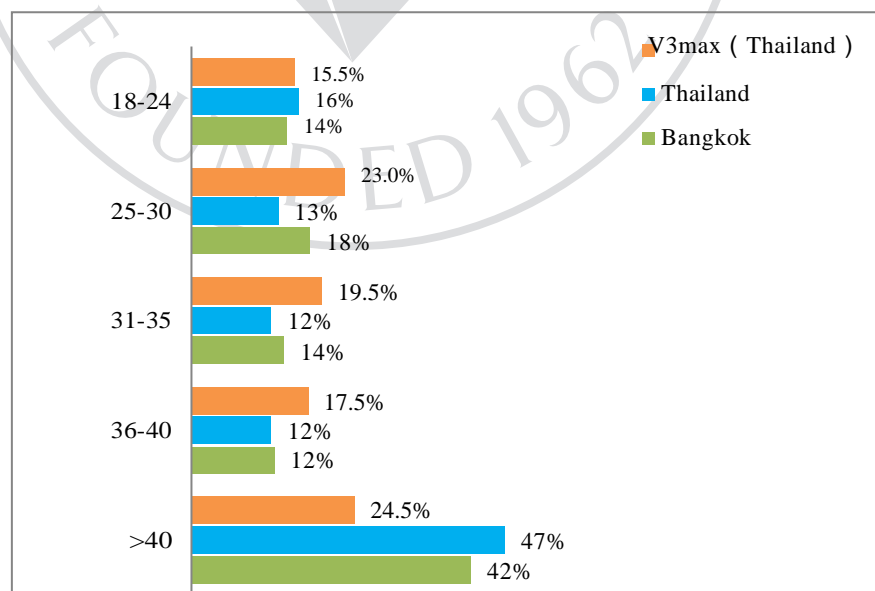
Figure 4.2: Age

As can be seen from the table, the age of v3max customers is mainly between 25 to 30 and above 40 years old, the ratios are 23% and 24.5%. The people aged 25 to 30 most are white- collar workers, and the people above 40 years old most are senior supervisors. The proportion of v3max customers aged 25 to 40 is significantly higher than the average in Thailand and Bangkok.

Table 4.1: Average Age

	Average Age
Thailand	34.4
Bangkok	33.9
V3max Customer	32.7

The average age of V3Max customer is 32.7 years old which is lower than the Thailand average age 34.4 years old and Bangkok average age 33.9 years old.
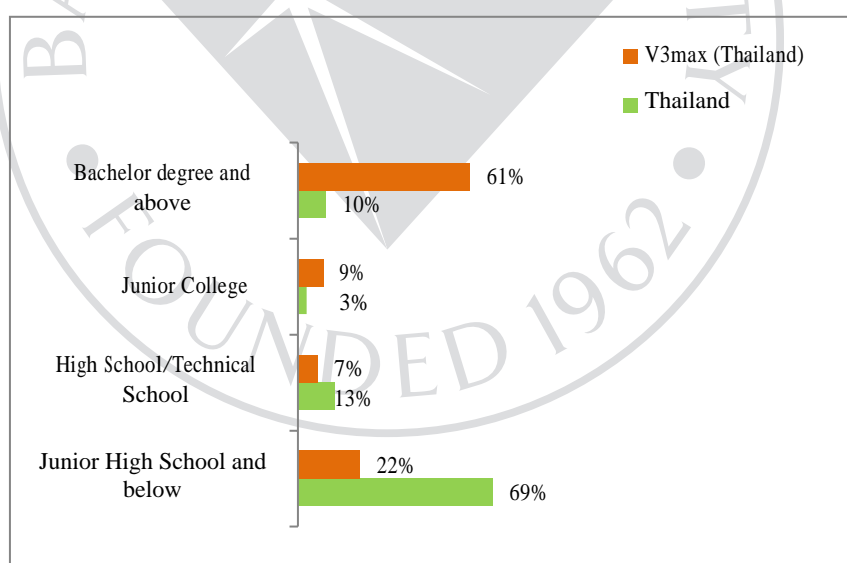
Figure 4.3: Education Background

In Thailand, 70% of V3max users have received higher education (college degree or above), far higher than the overall level of Thailand. among which 61% have received bachelor degree and above. And the proportion of bachelor's degree and above is as high as 61%.
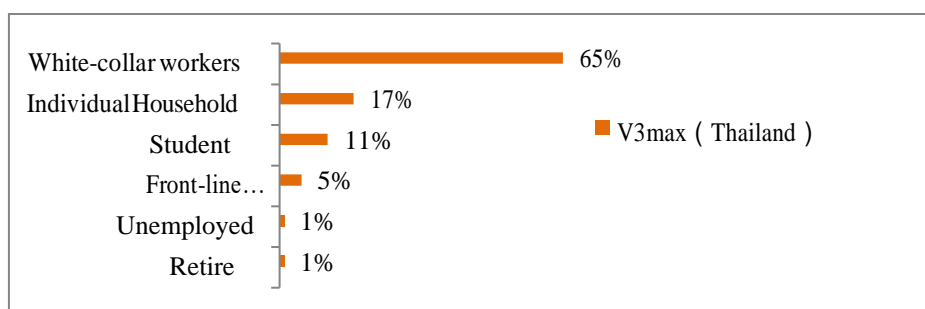
Figure 4.4: Occupation

In the occupation distribution, V3max customers are mainly white- collar workers, the rate is 65%, 47% of them are junior white- collar workers and 12% are freelancers.

Table 4.2: The details of Student/White-collar workers

Student	19	11%
High school	9	5%
Bachelor degree	6	4%
Master degree	4	2%
White-collar workers	110	65%
Junior Staff	80	47%
Junior Manager	3	2%
Senior Manager	1	1%
Civil service/institution personnel	3	2%
Professionals	3	2%
Freelancer	20	12%

Of the 65% of white- collar workers, 47% are junior employees and 12% are freelancers. Of the 11% of student, 5% are high school students.
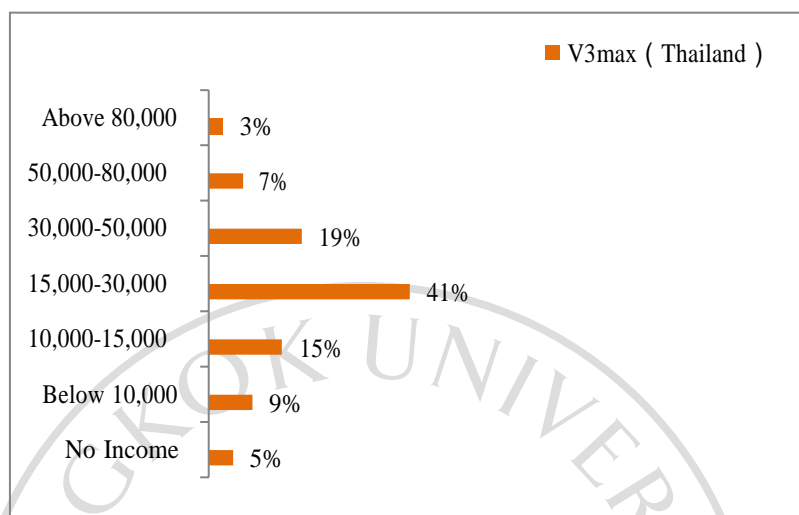
Figure 4.5: Personal Monthly Income (Baht)

The average monthly income of V3max users in Thailand is 25,417 baht, among which 70% of users earn more than 15,000 baht. There are 41% V3Max customers' income between 15,000 baht to 30,000 baht.
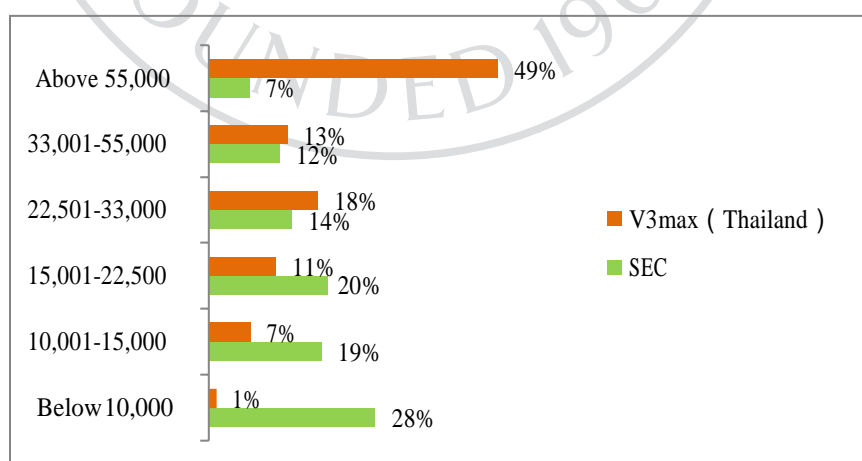
Figure 4.6: Family monthly Income (Baht)

Nearly half of v3max consumers have a monthly household income above 50,000 baht, while only 1% of v3max consumers have a monthly income below 10,000 baht.

Table 4.3: Average Family Household Income (Baht)

	Average Family monthly Income（Baht）
Average SEC	**22,240 Baht**
V3max Customer	**52,573 Baht**

The average family monthly income is 52,573 baht, it is twice as the average SEC 22,240 baht.

Table 4.4: The final results of the year 2012, yield 8 classifications of SES for each area

Class	BKK		UPC – URBAN		UPC – RURAL	
E	0 – 7,500	6%	0 - 5,000	7%	0 – 3,200	8%
D	7,501-18,000	32%	5,001 – 10,000	21%	3,201-6,500	23%
C-	18,001 – 24,000	14%	10,001 – 15,000	19%	6,501 – 11,000	26%
C	24,001 – 35,000	16%	15,001 – 22,500	20%	11,001 – 20,000	24%
C+	35,001 – 50,000	12%	22,501 – 33,000	14%	20,001 – 24,000	5%
B	50,001 – 85,000	12%	33,001 – 55,000	12%	24,001 – 35,000	7%
A	85,001 – 160,000	6%	55,000- 85,000	5%	35,001 – 58,000	5%
A+	160,000+	2%	85,000+	2%	58,000+	2%

As can be seen from this table, residents' monthly income in Thailand is divided into 8 levels. Most Bangkok residents in the D levels which earn between 7,500 and 15,000 baht a month, and accounting for 32%. In urban area, the largest proportion of residents with monthly income of 5,000- 10,000 baht is 21%. In rural area, the highest number of people are in level c which monthly income is between 6,500 baht to 11,000 baht. 49% of v3max customers earn more than 55,000 baht a month, this income rated level B in Bangkok, rated level A in urban area, and the same level in rural area.
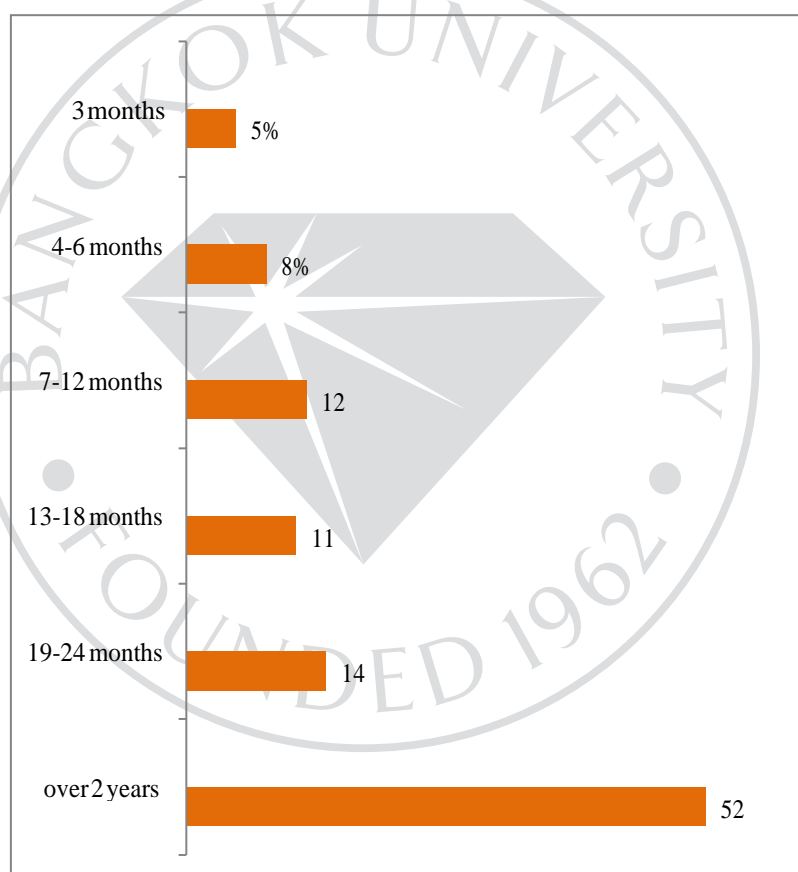
Figure 4.7: Service Time of Last Mobile

There are 52% of V3Max customers their last mobile phone had been used over 2 years, and 14% their last mobile had been used 19-24 months. The average service time of their last mobile was 18.9 months.
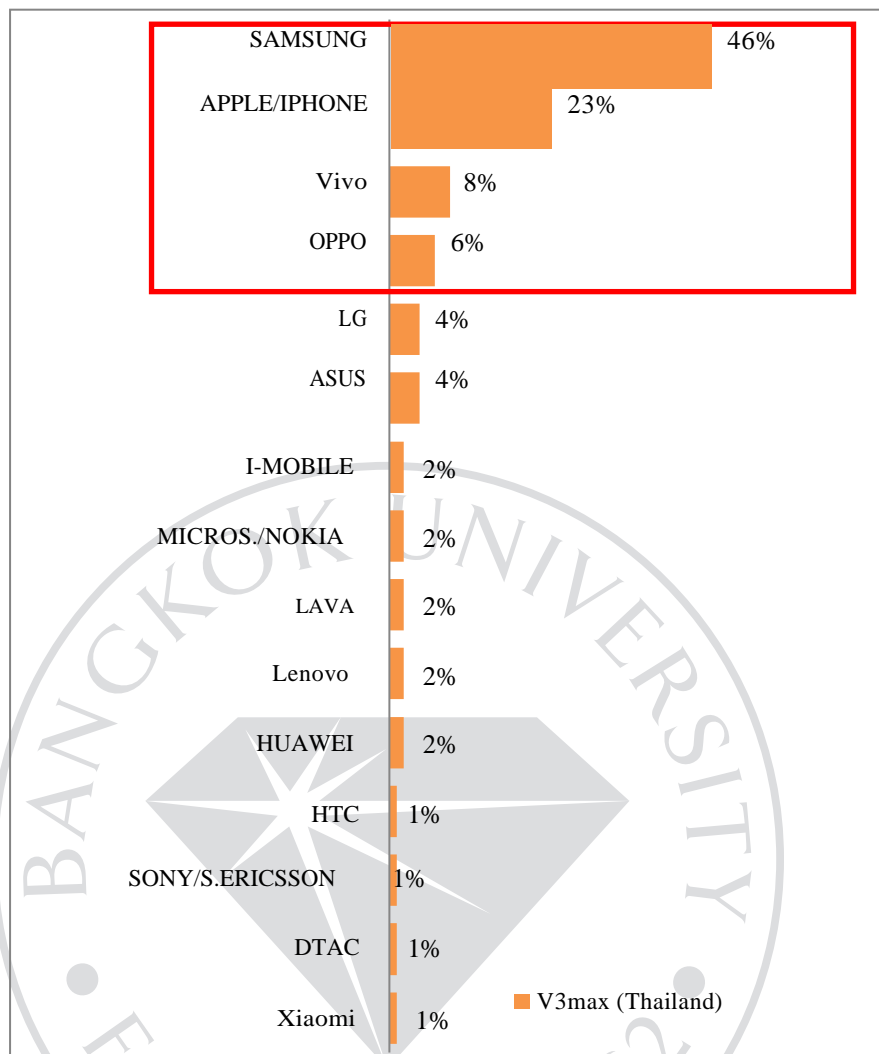
Figure 4.8: The Brand of Last Mobile

The last mobile of V3Max customer mostly are Samsung, iPhone, Vivo and OPPO, the proportions are 46%, 23%, 8%, 6%. 8% of the customers who have used vivo mobile phone before still choose vivo, and the average service time of their last vivo mobile phone is 15.2 months.

Table 4.5: The Brand of Last Mobile Service Time over 2 Years

Brand	Total Number	Total number/ratio service time over 2 years	
Samsung	91	44	48%
Apple/iPhone	45	33	73%
OPPO	11	6	55%
Vivo	15	3	20%
LG	7	3	43%
ASUS	7	3	43%

Table 4.6: The series of last mobile

Brand	Total Number	Ratio
Samsung：Total number 91		
Galaxy Note	21	11%
Galaxy Grand	18	9%
Galaxy S	16	8%
Apple/iPhone：Total number 45		
iPhone 4/4s	25	56%
iPhone 5/5s	17	38%

Over half of V3Max customers their last mobile phone service time over 2 years, the brand of mobile phone that used over 2 years most are Samsung and iPhone.

The ratio of Samsung is 48%, and the ratio of Samsung Galaxy note, Grand and S are 11%, 9% and 8%. The ratio of iPhone is 73%, mostly are iPhone 4/4s and iPhone 5/5s.

4.3 Data Analysis of Customer Satisfaction

The main factors influence customer satisfaction are the performance and function of mobile phones and the brand. This research discussed V3Max customer satisfaction with quality, design, using experience, service and overall satisfaction.

Reasons for purchase

Large memory and high cost performance are two factors that consumers pay the most attention to when buying V3Max, accounting for 26%, far higher than other indicators. Secondly, good photography and good appearance also play a key role in driving consumers to purchase behaviors, accounting for 9% and 8% respectively.

Figure 4.9: Reasons for Purchase V3Max

Compered mobile phone brand and models Samsung, OPPO, iPhone and HUAWEI are the major mobile phone brands that v3max customers have compared when buying v3max, accounting for 60%, 27%, 17% and 11% respectively. Only 6% V3Max customer compared other models of Vivo (Figure 4.10).
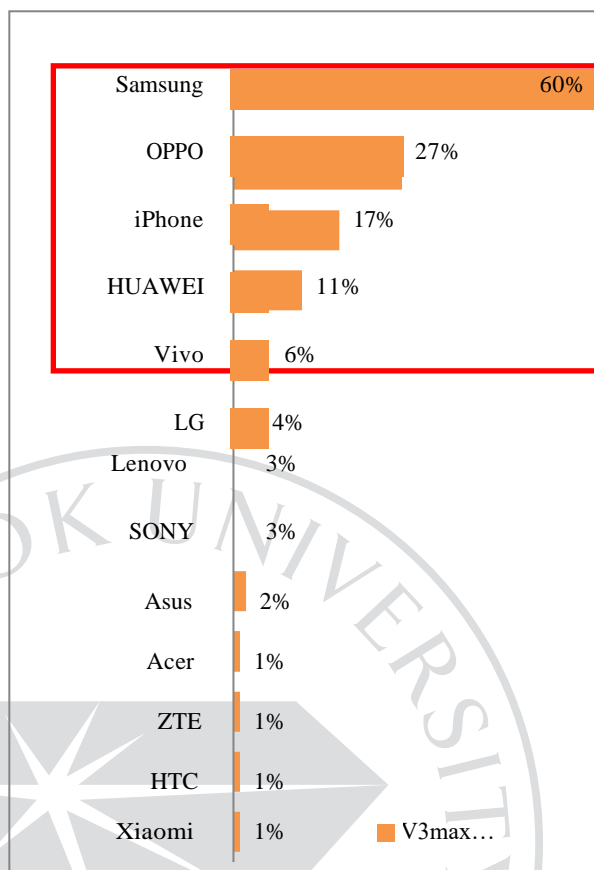
Figure 4.10: Compared mobile phone brands

When buying v3max, customers compare the models of Samsung galaxy J7, A7 and Grand, OPPO F1 Plus, iPhone 6 and HUAWEI P8. Customers compared the V3Max with Samsung galaxy J7 the most, at 11% (Table 4.7).

Table 4.7: Compared models

Compare Models		
Brand	**Models**	**Ratio**
Samsung	Samsung Galaxy J7	11%
	Samsung Galaxy A7	9%
	Samsung Galaxy Grand	7%
OPPP	OPPO F1 Plus	7%
Apple	iPhone 6	7%
HUAWEI	HUAWEI P8	3%

Satisfaction of V3max Customer

This research only discusses four indicators that effect customer satisfaction: appearance design, function, using experience and service. And use Likert scale and NPS this two method to measure V3 Max customer satisfaction.

Appearance Design

V3 max customers' satisfaction with the overall appearance design and feels in hand is more than 90% , which is in an absolutely satisfactory range. Using NPS evaluation, the NPS values of appearance design and feels in hand are both more than 60%, are excellent performance (Figure 4.11).
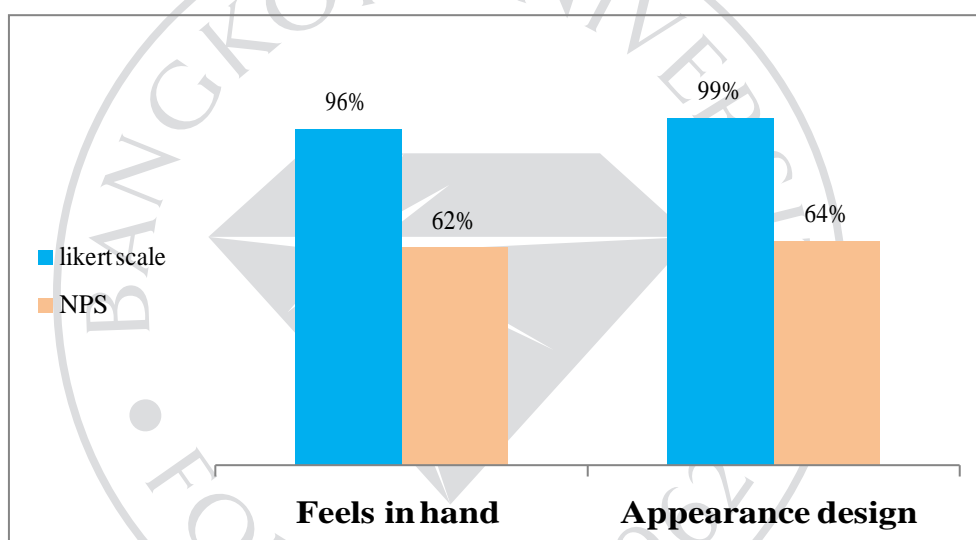

Figure 4.11: Satisfaction of Appearance Design Satisfaction of Function

From Likert scale index, the basic functionality of the v3max is in a satisfactory range, except for battery performance. In terms of the NPS is the same consequence, except battery only 35%, other four factors in a excellent range (Figure 4.12).
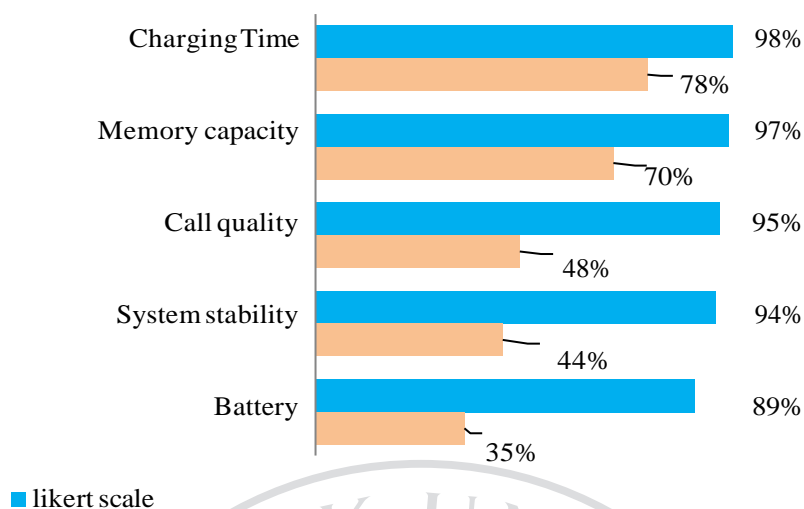
Figure 4.12: Satisfaction of Function

V3Max customer dissatisfaction with battery performance because of battery consumption too fast, and easy to hot. Especially power consumption rate was mentioned 22 times (Table 4.8).

Table 4.8: Dissatisfaction of Battery

Dissatisfaction/ battery	Feedback times
Battery consumption too fast	22
Easy to hot	2
合计	24

Satisfaction of Experience

In general, V3Max customer are satisfy with function experience. Whether using Likert Scale or NPS index, customer satisfaction belongs to the scope of absolute satisfaction and excellence. Relatively speaking, front-facing camera, headset, network speed performance is weaker (Figure 4.13).

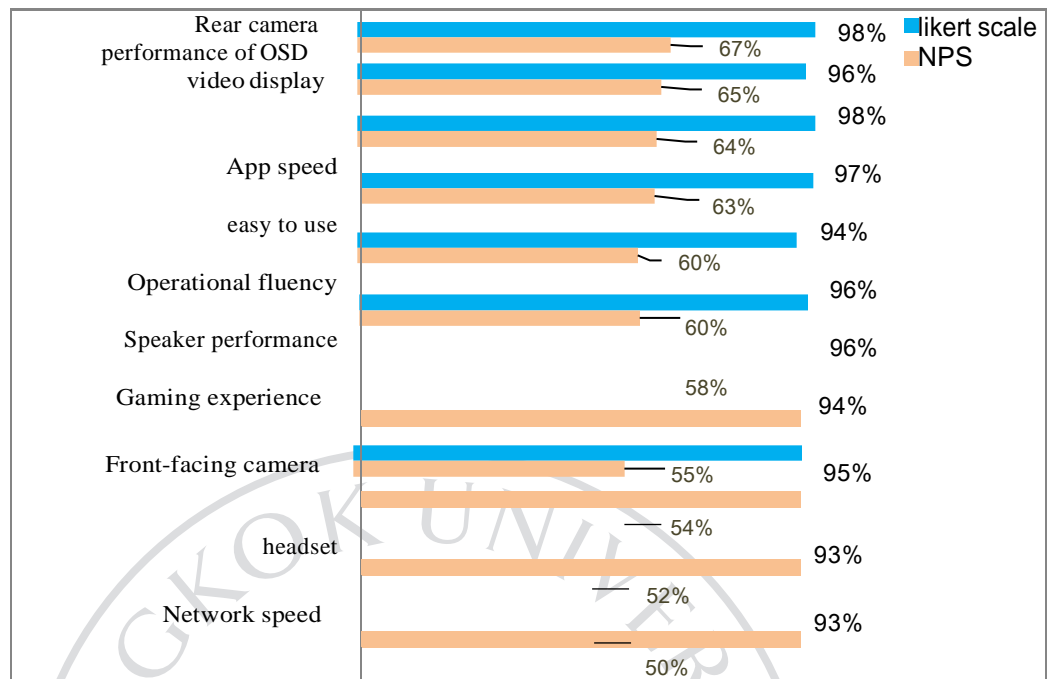Figure 4.13: Satisfaction of Experience Satisfaction of Service

From Likert Scale, V3Max customer are satisfy with shopping service while after sale service in a range of relative satisfaction. In NPS evaluation, both shopping service and after sale service (Figrue 4.14). Because only 80 V3Max customers of total example have experienced after sale service, the satisfaction of after sale service for reference only.
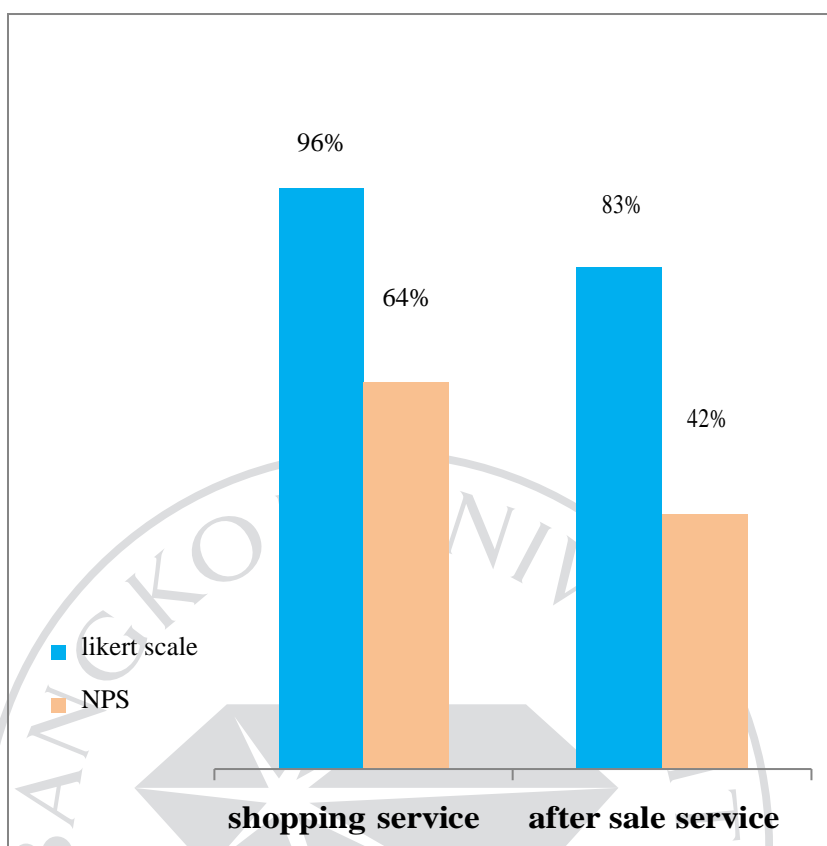
Figure 4.14: Satisfaction of Service

     This below table are complain about after sale service (Table 4.9).

Table 4.9: Customer Complains

Mainly mentioned after-sales service related issues
It takes too long to repair
There is no solution to the problem
The problem was dealt with so slowly that the warranty expired
After-sales attitude is not good enough, not enthusiastic enough
After - sales do not ask clear situation directly to inform the ask headquarters to solve the problem
Not examining problems carefully enough, especially for sometimes good and bad
No detailed solution was given and no response was received after waiting for a long time

Overall Satisfaction

In terms of Likert scale, V3Max customer satisfaction are absolutely satisfaction while NPS value equals 37%, in the range of good (Figure 4.24). The reasons of NPS value below 40% is customer recommendation rate and repurchase rate, this two factors rate are 36% and 15%. The charging time, memory capacity, rear camera and OSD are in a range of excellence (Figure 4.15).
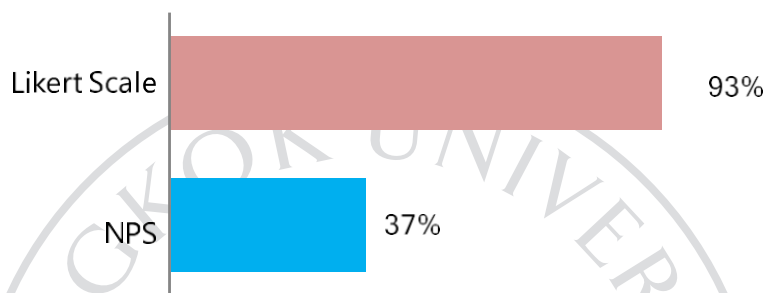
Figure 4.15: Overall Satisfaction of V3Max Customer

Table 4.10: NPS Value

Category	Indicator	NPS	Satisfaction
NPS>=65%	Charging time	78%	Excellent
	Memory Capacity	71%	Excellent
	Rear camera	67%	Excellent
	OSD	66%	Excellent
NPS=<40%	Recommendation	36%	Good
	Repurchase	15%	Slightly less

V3max (Thailand) customers' satisfaction with mobile phones mainly focuses on good photo taking effect, smooth system and fast operation speed. However, the dissatisfaction mentioned above mainly focuses on low external sound and poor voice signal (Table 4.10 and Figure 4.16).
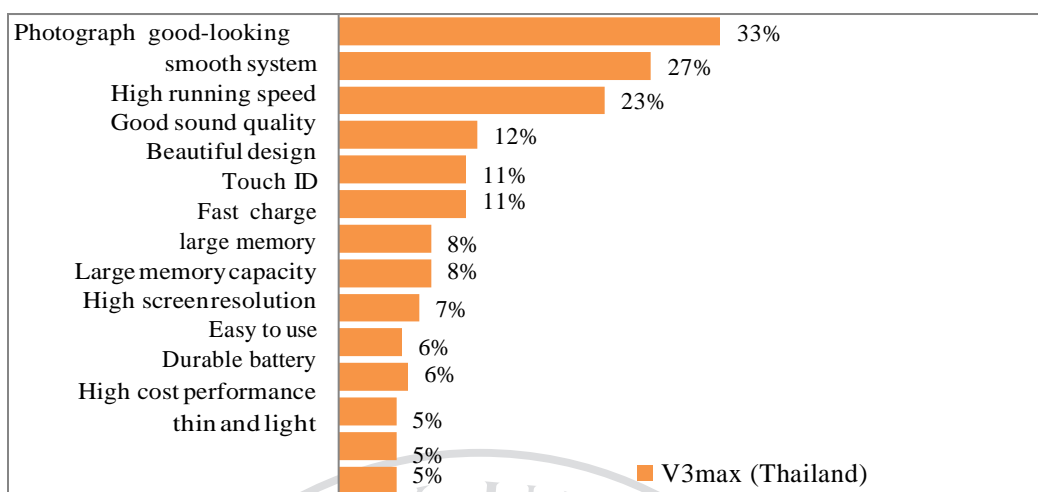
Figure 4.16: Satisfactory Aspects

Table 4.11: Dissatisfaction Aspects

Reason	mentions
Speaker sound is low	3
Poor voice signal	2
Weak network signal	1
Camera automatically focuses slowly	1
Low contrast	1
Cannot save images from Google	1
No system update alert	1
OTG cannot send sound to mobile phone	1
Little accessories	1
Small screen	1
Screen is dark/blue	1
Have echo in the sound	1
Too thick	1
suddenly shut down	1
Speaker instability	1
Camera can't record all the sounds	1

Repurchase/Recommendation Intention V3max customer repurchase intention and recommendation intention fall into the range of relatively satisfactory and absolute satisfaction, but the NPS value performs poorly, with the recommendation intention of 36% , performing well; Repurchase intention is only 15%, slightly worse performance. Mainly comes from the lack of confidence in the brand (Figure 4.17).
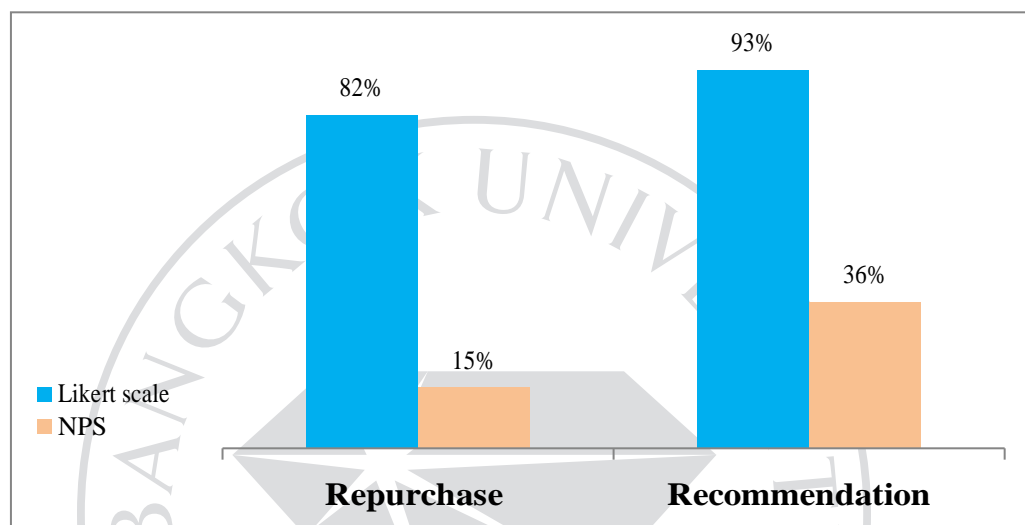

Figure 4.17: Ratio of Repurchase/Recommendation Intention

4.4 Analysis of Data

This section summarizes the data analysis of the follow-up call survey.

From all the demographic information about the interviewer, it is found that most V3Max customer aged 25 to 30 and above 40. The customer aged 25 to 30 basically conform to v3max target population positioning. The ratio of customer aged above 40 is 25.4%, because there are so many people of this age range in Thailand and Bangkok. From table 4.5, up to 65% of V3Max customers are white-collar workers, this is consistent with the age of V3max customers.

From table 4.14, the most important two reasons for V3Max customer bought V3Max are large memory capacity and high cost performance. The large memory refers to RAM, ROM and supported memory card. Today's mobile phone is not only a communication tool, it is also a computer, a camera, an mp3 player, a game machine, it takes a lot of memory to support these features. As a result, 26% of V3Max

customers care about the storage size of their phones. No matter what things are purchased, high cost performance is consistent with what consumers are pursuing, so the high cost performance accounting for 26%, the same as large memory.

As the result shown in tables 4. 15 and 4. 16, V3Max main competitors are Samsung galaxy J7 and A7, OPPO F1 Plus and HUAWEI P8. Samsung galaxy A7, OPPO F1 Plus and HUAWEI P8's price, function is similar with V3Max (Table 4.12).

Table 4.12: Competitors Model Details

Model	Price(Baht)	Memory (RAM+ROM+Memory Card)	Front Camera	Digital Camera
Vivo V3Max	12,990	4G+32G+128G	8MP	13MP
Samsung Galaxy A7	15,900	3G+16G+128G	5MP	13MP
OPPO F1 Plus	15,990	4G+64G+128G	16MP	13MP
HUAWEI P8	15,990	3G+16G+128G	8MP	13MP

V3max customers have low loyalty to vivo brand. This can be seen from tables 4. 24 and 4. 27. Both two tables show that V3Max customer have low intention to recommend or repurchase Vivo, this comes from a lack of confidence in the brand.

In general, V3Max customer satisfaction falling is mainly caused by the battery consumption is too fast, the speaker sound is too small, and the voice signal is not good.

4.5 Conclusion

This chapter analyzes the data, the data shows the customer of V3Max gender balance, the average age is 32.7, most of the customers are white- collar workers, and the highest degree in the majority with a bachelor's degree. Customer satisfaction from the perspective of appearance design, experience, service and overall, V3Max satisfies customers.

CHAPTER 5
DISCUSSION

In this section, the author will summaries from data analysis, and make discussion for this research.

5.1 Customer Characteristics

In general, V3max customer are junior white- collar workers, private owners/ self- employed and students with higher education. They are mainly converted from Samsung and iPhone, and their family income is relatively high. Photography, appearance, memory and cost performance are the main drivers for purchase; High degree of product satisfaction, but lack of confidence of Vivo. The average use time of the last mobile phone was 18.9 months, while the average use time of Vivo was 15.2 months, slightly lower than the overall level.

V3Max Customer Characteristics:

1. The ratio of male and female buyers of V3max is 1: 1, which is neutral, basically consistent with the overall distribution in Thailand and Bangkok;

2. The average age was 32.7 years old, lower than that of Thailand (34.4 years old) , and the proportion of 25- 40 years old was significantly higher than that of Thailand;

3. The main occupations are white-collar workers (65%, 47% of whom are junior white- collar workers and 12% are freelancers) , private owners/ self- employed people (17%) and students (11%);

4. The majority of V3Max customer accept higher education, 70% of them have college degree or above, and 61% of them have bachelor degree or above;

5. Income is much higher than Thailand's overall level, with nearly half of users (49%) earning more than 55,000 baht a month;

6. More than half (52%) of users have used their last mobile phone for more than 2 years. V3max (Thailand) users are mainly converted from Samsung (46%), iPhone (23%) and OPPO (6%), with an average use time of 18.9 months. Vivo was the last mobile phone brand used by 8% of the users, and the average usage time was 15.2 months.

5.2 Customer Buying Drive

The reasons why customer bought V3Max were shown as 4th chapter, the top four reasons are large memory, performance is better than that of other products at the same price, pictures taken by V3Max is beautiful, nice design. Besides this, the author found two features of V3Max customer when the buying V3Max:

1. The main competitors of V3max in Thailand are Samsung (60%), OPPO (27%), apple (17%) and HUAWEI (11%). Only 6% of users will compare Vivo with other models;

2. V3max customer main purchasing drivers are high memory (26%), high cost performance (26%), photo effect (9%) and appearance (8%).

5.3 Satisfaction performance

To sum up, V3Max customer totally satisfied with V3max, the concrete performance is as follows:

1. Customer have high overall satisfaction with V3max, but the NPS value of repurchase intention and recommendation intention is low, mainly due to insufficient confidence in the brand;

2. V3max customer satisfaction with their mobile phones mainly focuses on good photo taking effect, smooth system and fast operation speed;

3. V3max customer dissatisfaction with mobile phones mainly focuses on low external sound, poor voice signal, fast battery consumption, etc;

4. In terms of detail, most of the indicators in the category of absolute satisfaction and excellence, while only the battery in the category of good.

5.4 Conclusion

This chapter summarized 4th chapter from 3 aspects: customer characteristics, buying reasons and customer satisfaction. The V3Max customer are about 30 years old white- collar young people, because of the V3Max high performance both in price and function they bought it. After purchase, V3Max customer satisfied with V3max.

CHAPTER 6
CONCLUSION AND RECOMMENDATION

This chapter will summarize the findings of 4th and 5th chapters, and give recommendation for Vivo.

6.1 Conclusion

Nowadays, the mobile phone market competition is fierce, different brands of different models of mobile phones are countless. Understand the customer satisfaction, according to customer satisfaction to adjust the characteristics of future mobile phone, and market strategy. The "Customer- Oriented" concept is becoming an indicator of business daily operation, and obviously, customer satisfaction has become a key indicator of business results ((Qing-jie, 2010).

This research provides a direction for the development of other mobile phones under Vivo by studying the characteristics, buying driven and satisfaction of V3max customer. From 4th chapter, V3Max customer satisfied with the photograph function, the smooth system and high running speed, but dissatisfied with the speaker sound, voice signal, battery of V3Max. This data provides a strong basis for the improvement of the next Vivo phone. HanSung H. pointed user satisfaction can use a conceptual model to evaluation: User Satisfaction = f (design features)

Customer satisfaction not only linked with the service but also in close connection with phones colors, shapes, materials and functions (Han, 2003) . Data analysis shows highly cost effective (26%) and large memory (26%) are the key factors when customer to choose a new phone. Phones on the market generally have the same memory, especially android phones, most of which support memory card expansion, so another factor, the price becomes particularly important.

In general, V3Max customer satisfied with V3Max, that is a good information for Vivo, but at the same time it also exposed some problems. Such as brand cognitive, customer loyalty.

This research only discuss V3Max customer satisfaction, can not represent customer satisfaction with Vivo full product line, and band itself. And this research focuses on v3max customer satisfaction, as well as the factors of customer

satisfaction, the factors of customer dissatisfaction are only slightly understood, and no in- depth investigation and percentage analysis.

In the 21st century, the mobile phone industry is still a rapidly developing industry, market demand, industry trends are changing very quickly. Grasp customer needs, study customer satisfaction with product, then adjust product timely to that can keep a position in the industry.

6.2 Recommendation

For Vivo, V3Max is a good product that win high satisfaction score of customer. However, due to consumers' lack of confidence in the brand, customer loyalty decreases, which indicates that Vivo still lacks in brand promotion. In this two years, Vivo in order to improve brand awareness, launched many advertisements in mark.

Such as Suvarnabhumi Airport billboard, BTS Busco advertisement and BTS station advertisement. Online launched YouTube and Google. As for mobile phones function that impact user experiments, Vivo in constant adjustment. Because of customer dissatisfaction with battery, Vivo launched fast charge in 2017. But this is not enough, through this research to know Samsung, OPPO, HUAWEI that the three main competitor of Vivo, always pay attention to the new products of the competitors, competitive products with the same price segment, adjust the marketing promotion strategy at any time that can achieve better sales.

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APPENDIX
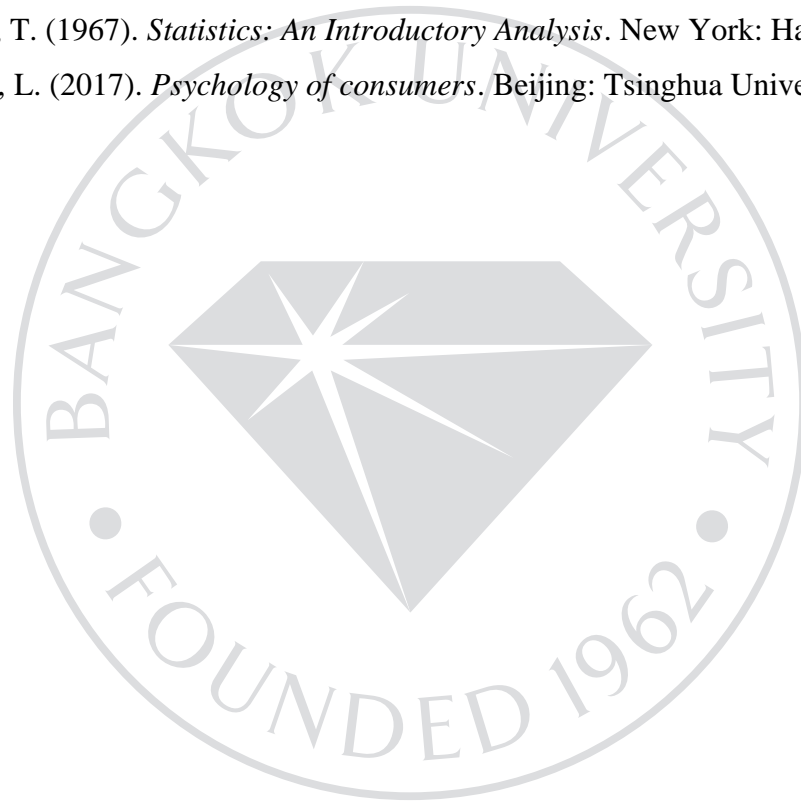
All interviews were conducted in Thai, the following interview questions were translated from Thai. Because this research adopts call- back interview, all answers are recorded and presented in chapter 4.

Interview Main Questions are fallows:

1. Could you tell me how old are you?

2. What's your highest degree?

3. What's your occupation?

4. Could you tell me your monthly income?

5. Could you tell me your family monthly income?

6. How long did you use your last mobile phone?

7. What's brand of your last mobile phone?

8. Why are you choosing V3Max?

9. What other phones do you compare to when you buy V3Max?

10. What do you think of the overall design and hand feels of the V3Max?

11. What do you think the basic quality of V3Max?

12. How do you feel while using V3Max, especially the using experiments, such as camera, video display, headset, etc?

13. How do you feel with the service?

14. How do you think of V3Max in general?

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