

**FACTORS OF CUSTOMER SATISFACTION TOWARDS THAI'S
PHONE SERVICE INDUSTRY**



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Thematic Paper
Entitled
**FACTORS OF CUSTOMER SATISFACTION TOWARDS THAI'S
PHONE SERVICE INDUSTRY**

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FACTORS OF CUSTOMER SATISFACTION TOWARDS THAI'S PHONE SERVICE INDUSTRY

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ABSTRACT

Smart devices are being popular and growing daily and service providers are making huge profits today special focus in Thailand. Service providers believed that phone service industry payless cost if they chose to maintain customer and cost more if they preferred to attract new clients. Therefore, the purpose of this research is to crosscheck on current customer's preference and to confirm on what customer actually concerned for their satisfaction.

The research utilizes the qualitative approach using the in-depth interview. The interview was conducted in Bangkok area with 25 Thai respondents in working age folks.

This study revealed that all of 4Ps are significant to customers; products, promotion, price and place accordingly. In addition, the customer unwillingness to change, co-promotion between brands and more internet users do networking through mobile phone, which might be important keys for future trends.

KEY WORDS: Service Providers / Customer satisfactions / 4Ps of marketing mix / Phone Service Industry/ Internet users

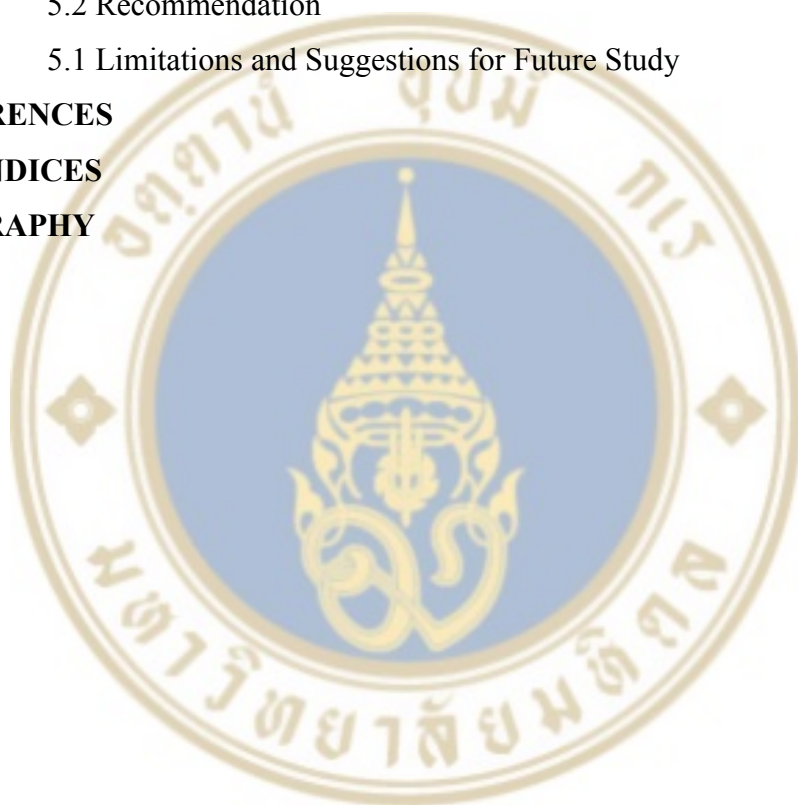
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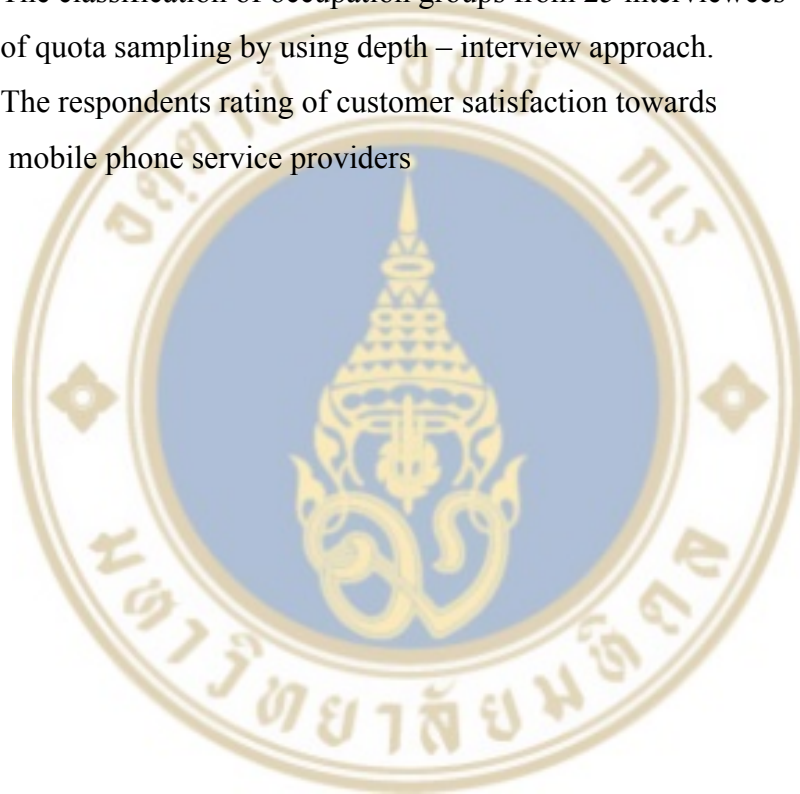
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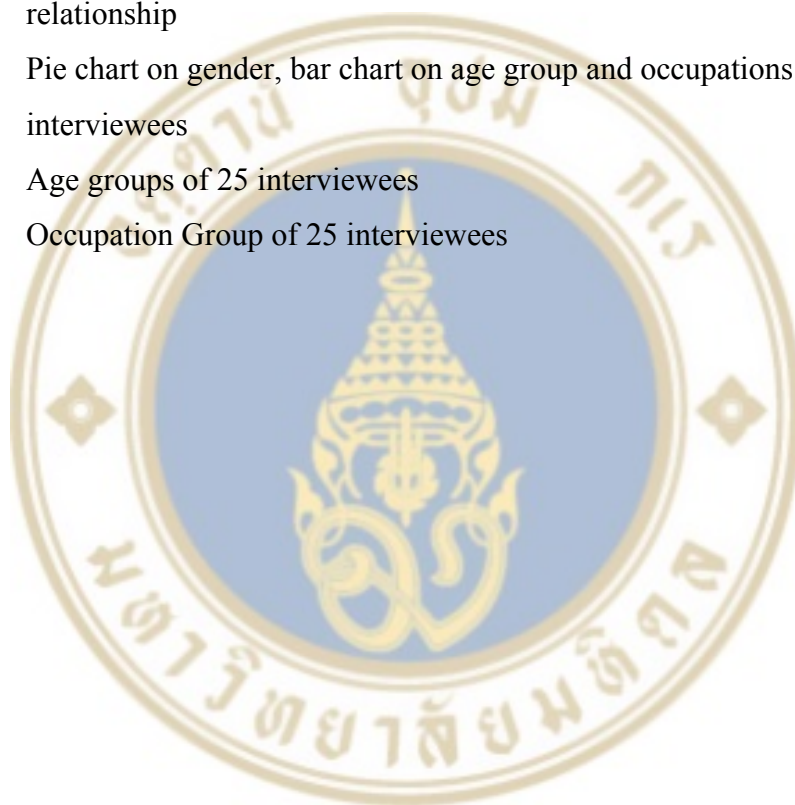
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CHAPTER I

INTRODUCTION

1.1 Meaning of Communication

The term communication is defined as a basic step of conveying or receiving messages, where two major parties are involved. Communication is also referring to as an information exchange through five transmission processes including message encoding, transmission of the signal, reception of signal, message decoding and finally interpretation of the messages. Moreover, communications can be classified into three categories as human beings, living organisms in general and communication-enabled devices (Gibb, 1961).

Intelligently, humans found ways of transforming the use of communication-enabled devices to generate huge profits and value from untouchable networking. Communication has become an important weapon in the 21st century (Willems & Ketler, 1999) as it has become a significant tool in connecting people and to be associated through the use of these worldwide service operators. Moreover, the Office of The National Broadcasting and Telecommunications Communications Commission (NBTC, 2015) statistics has suggested an increasingly positive constant sign of 1.35 billion within 6 years since year 2012 onwards till today.

1.2 Problem Statement & Research objectives

Thai telecommunications are mainly based on the telephone networks and services in Thailand. Generally, the telephone line can be dividing into two types: a fixed-line system and a wireless system. Presently, the domestic telecommunications consist of 5 service providers namely: Advance Info Service (AIS), Dental Technologists Association Council (DTAC), True Corporation Public Company

Limited (TRUE), CAT Telecom Public Company Limited (CAT) and TOT Public Company Limited (TOT).

The total numbers of Thailand's mobile phone subscriptions have reached to 80 million. Eventually only after three months since then, the figure has increased by 17% to 93.2 million mobile subscribers (Sakawee & Horwitz, 2014). Collateral evidence from an online newspaper written by Yozzo (2014) indicated that Thailand reached a milestone during Q1 2014 of 3G subscribers rose to 55.2 million out of a population of 67.4 million within 11 months after the 3G became commercially available in Thailand in June 2013. A report from the NBTC (2015) referred to three phone service providers holding the top three-market share being AIS, DTAC and TRUE. As a result, three market shares are highly competitive where the rest of the two need huge improvement on their businesses.

The main objective of this paper is to examine customer satisfaction toward phone service industry in Thailand in terms of 4P's of marketing mix, as numerous researchers believe that 4P's is considered as one of the significant tools that help in business development and business improvement of its future market shares (Almossawi, 2012; Leelakulthanit & Hongcharu; 2011; Nimako, Azumah, Donkor & Veronica, 2010; NTBC,2015; Yao, 2014; Yelkur, 2000).

1.3 Scope of study

This current study investigated customer satisfaction on 4P's of marketing mix in Thai telecom industry. Based on market shares static, it is believed that each service provider still has some room to gain more market shares in the future if they can improve on their products, price, accessibility and branding that are easy to recognize by users or well known to them (NBTC, 2015). Perhaps the marketing mix is considered as a basic marketing plan concept that helps lead to customer satisfaction. Therefore, marketing mix was shown as significant of dependent variables that could embrace customer-driven initiatives that seek to understand, attract, retain and build intimate long-term relationships with profitable customers in terms of customer satisfaction (Nimako, Azumah, Donkor & Veronica, 2010).

CHAPTER II

LITERATURE REVIEW

2.1 Telecommunication in Thailand

The infrastructure of Thai telecommunication is considered as oligopoly market due to a few players involved in this competitive industry. The figure 2.1 represents its timeline of each company that has existed in Thailand's market.

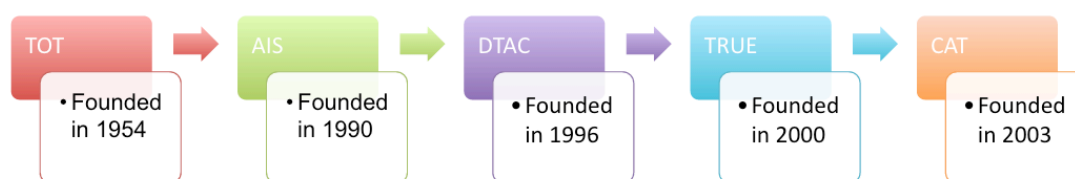


Figure 2.1: Service operators founded in Thailand
Source: Adjusting from TOT, CAT and Prado, 1999 - 2010

TOT has long existed in Thai market; however, the business appeared not to be as popular as the government expected. One of articles from the news reported that TOT still has poor development on the network connection where the speeds that are too slow, and often face with service failure (The Phuket News, 2015). AIS came along in 1990 and became the first successful phone service operator in the industry. However, the costs of the provided services are too high. In 1996, DTAC started its business as a third player in Thailand, followed by TRUE in 2000 and CAT in 2003.

Table 2.1 Quarterly Percentage of Thai domestic telecommunication market shares from year 2010 till the third quarter of year 2015.

| | 2010 | | | | 2011 | | | | 2012 | | | | 2013 | | | | 2014 | | | | 2015 | | |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q |
| AIS Group | 43.53% | 43.68% | 43.77% | 43.50% | 43.21% | 43.01% | 43.00% | 43.20% | 42.76% | 43.23% | 42.99% | 42.05% | 42.52% | 42.26% | 42.95% | 43.97% | 44.85% | 45.22% | 45.66% | 45.63% | 44.88% | 45.37% | 44.32% |
| DTAC Group | 29.93% | 30.04% | 30.04% | 30.14% | 30.22% | 30.09% | 30.01% | 29.98% | 30.23% | 30.19% | 29.90% | 30.96% | 30.48% | 30.55% | 30.16% | 30.07% | 58.33% | 29.57% | 28.97% | 28.85% | 30.41% | 30.51% | 31.16% |
| True Mobile | 23.86% | 23.81% | 23.73% | 23.87% | 24.94% | 25.12% | 24.41% | 24.45% | 24.23% | 24.17% | 24.76% | 24.67% | 24.66% | 24.78% | 24.58% | 24.62% | 24.44% | 24.46% | 24.44% | 24.36% | 23.01% | 22.11% | 22.62% |
| CAT | 2.62% | 2.45% | 2.31% | 2.28% | 1.17% | 1.24% | 1.99% | 1.71% | 2.54% | 2.13% | 2.11% | 2.10% | 2.06% | 2.06% | 1.82% | 0.78% | 0.19% | 0.20% | 0.35% | 0.56% | 0.75% | 1.09% | 0.94% |
| TOT | 0.05% | 0.02% | 0.15% | 0.21% | 0.46% | 0.54% | 0.58% | 0.65% | 0.24% | 0.27% | 0.24% | 0.23% | 0.27% | 0.35% | 0.48% | 0.57% | 0.62% | 0.54% | 0.58% | 0.61% | 0.94% | 0.92% | 0.95% |

According to the statistics of Thai telecommunication shown in Table 2.1, the dominant players are the top three service providers like AIS group, DTAC group and TRUE group who gained the highest percentage of market share of 40% - 45%, 29% - 32% and 22% - 25% accordingly. Percentage of market shares of TOT and CAT, on the other hand, are as less as 0.01% to equal or less than 3%.

The purpose of this paper is to investigate and to understand more about essential of the 4Ps' of marketing mix on customer satisfaction in telecommunication industry in Thailand.

2.2 Customer Satisfaction Definition

The term customer satisfaction has been defined by numerous researchers for example, Leelakulthanit & Hongcharu (2011), Yelkur (2000), and Almassawi (2012). One researcher has written that customer satisfaction is one of the main key points for marketers to deliver value to customers in order to satisfy their needs (Leelakulthanit & Hongcharu, 2011). Yelkur (2000) said that it is important for marketers to understand the importance of reactively adapting to customers through marketing concept. Customers experience the service through the marketing mix (product, price, place, and promotion) that can have an influence on their feelings and perceptions about the goods and services, which will be followed by either attracting new customers or retaining the existing ones. In addition, the study of Almassawi (2012) in Bahrain found that customer satisfaction should not be identified through sales figures or through manufacturer's beliefs regarding products/ service quality, but

through customers' feedback. Moreover, in order to identify satisfaction, Almosawi has proposed that customer satisfaction is based on consumer's needs and their fulfillment of wants. Almosawi also indicated the 4P's of marketing mix has a positive relationship in both the short run and long run with customer satisfaction. Niharika (2015) defined customer satisfaction as a psychological law based on perception and degree of satisfaction. Moreover, it is acting as a key performance indicator.

2.3 Determinants of Customer satisfaction

As mentioned earlier, the aim of this study is to identify the concerning points of telephone service providers in term of 4P's marketing mix aspect regarding to customer satisfactions in Thai telephone industry. Marketing mix usually refers to as the "four Ps", as a means of translating marketing planning into practice (Bennett, 1997). Kreutzer (1988) believed that marketing mix standardization is important when marketing is considered as a global concept. Hence, the marketing mix is a composition of four unique interdependent variables (Yao, 2014). There are indicated as follows:

2.3.1 Product

The product can be either tangible goods or intangible services that define the core business offering to the consumers, in which both of goods and services are designed to meet a specific need or demand of customers (Yao, 2014). The product in this study belongs to service industry since the network belongs to untouchable goods. Nuseir and Madanat's (2015) study found that the concepts of product of services usually based on two aspects. The first is prolific service that demonstrates core benefits and the second level are services that are tangible and augmented. According to the basic theory found that the product service decisions are related to brand images, quality service and accessories and services (NetMBA, 2002-2010).

2.3.2 Price

According to Onlaor and Rotchanakitumnui (2010), price is a critical factor, which enhances the customer satisfaction because whenever customer evaluates the value of goods or services they often think of price. Price covers the actual amount the end user is expected to pay for a product. This is linked to what the perceived value of the product is to the customer rather than an objective costing of the product on offer (Yao, 2014). Therefore, pricing here refers to pricing strategy for the service provider (NetMBA, 2002-2010).

2.3.3 Promotion

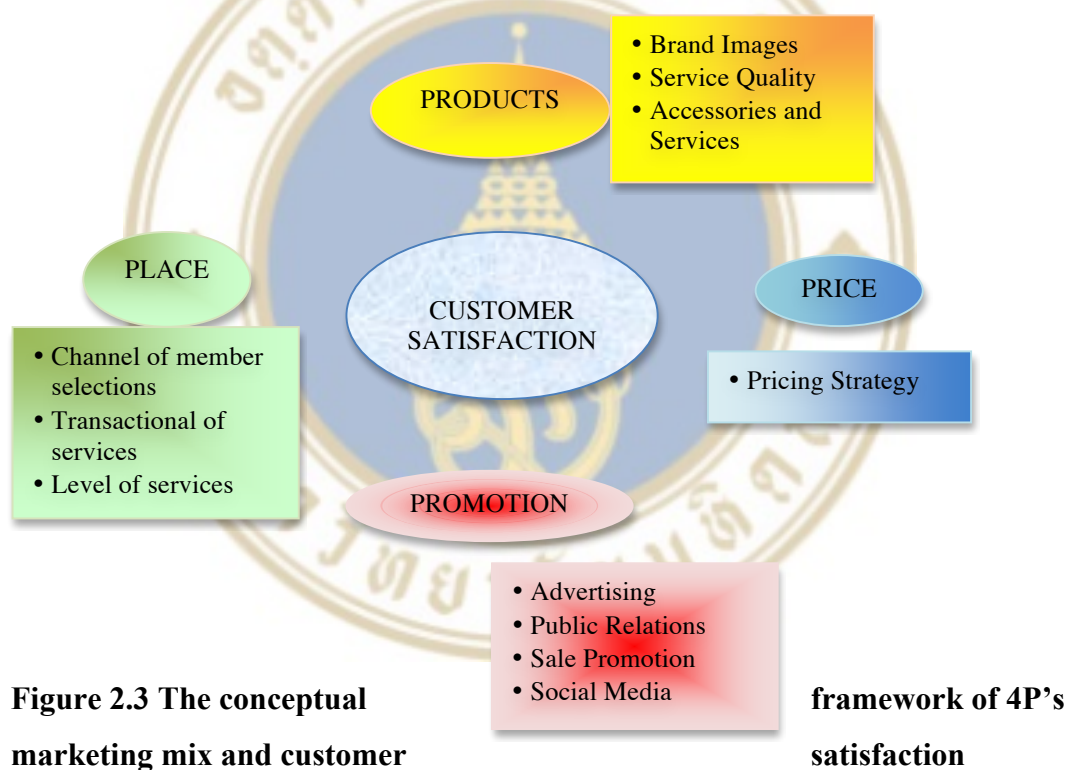
Borden (2013) defines promotion as many ways marketing agencies disseminate relevant product information to consumers and differentiate particular products or services. Promotions include elements like advertising, public relations, sales promotion and social media and more. Each touch point must be supported by positioned brand that can help to increase brand awareness, brand perception, customer perceiving on branding, etc. Similarly, some defines promotion as the act of communicating the benefits and value of your product to consumers. Then, it involves persuading general consumers to become customers of business by using the same method as mentioned above (SmallBizConnect, 2009).

2.3.4 Place

Place in terms of marketing mix can be defined as a place or placement decisions that are associated with channels of distribution that serve as the means for getting the product to the target customers. The distribution system performs transactional, channel member selection, market coverage, and level of service (Quick MBA, 1999 – 2010). Other service industry like Jordan Curative tourism also found the importance of place as a set of interdependent organizations that caters to the process of making goods or services available to the customers (Muala & Qurneh, 2012).

As shown above, there are numerous of researches and countries that try to focus on how to increase their customer satisfaction by using a basis plan of 4P's of

marketing mix. For example, Jordan tourism (Muala & Qurneh, 2012) tried to combine travelling business regarding to all of the 4Ps' mix, telecommunication in Bahrain (Almossawi, 2012), Australia (Willems & Ketler, 1999) and Ghana (Nimako, Azumah, Donkor and Veronica, 2010) as they also try to create long term relationship with customers by using marketing mix strategy to win their customer satisfaction. This represents the significant of 4P's of marketing mix since many businesses and industries believed that customer satisfaction can create sustainable of business life-time value to the customers and increase their future growth of the business. Therefore, this study aims to investigate customer satisfaction on 4P's of marketing mix in phone service industry in Thailand.



CHAPTER III

RESEARCH METHODOLOGY

This chapter will describe the research methodology used as a finding tool to clarify customer service especially on the user experience, which will consist of the research design, population and sampling, data collection and analysis.

3.1 Research Design

According to previous studies, most of the researchers found that it is essential to obtain and to maintain customer affair and satisfaction through 4Ps of marketing mix as they believed that retain customer is much cheaper than attracting new one (Nimako, Azumah, Donkor & Veronica, 2010; Yao, 2014, Leelakulthanit & Hongcharu (2011), Yelkur (2000); Almosawi, 2012). Qualitative research will be used to explore customer experience and feeling towards their service satisfaction experiences in Thai's phone service industry. The use of rigorous qualitative research will help enhance the development of quality measures, the development and dissemination of comparative quality reports, as well as quality improvement efforts where most of service industry will try to analyze on specific factors on goods/services (Sofaer, 2002). Furthermore, the qualitative approach in this paper was conducted as an illustration tool to the following theories: Ethnographies, grounded theory, case studies & phenomenological research and narrative research. The current study will involve with only two types of research strategy namely, phenomenological research and narrative research (Creswell, 2007). Bound (2011) defines phenomenon as "A deep understanding of a phenomenon as experienced by several individuals" (p.10). Similarly, the narrative inquiry is a means by which systematically gather, analyze, and represent people's stories as told by them, which challenges traditional and modernist views of truth, reality, knowledge and personhood (Etherington, 2007).

3.2 Populations and Sampling

Carroll (1980) has defined the term of population in statistic as a group of study, or information collected for data driven decisions. Others define population as all elements from a set of people, items, or events from a larger population that are collected and analyzed to make inferences as a representative for the entire population (Minitab, 2015). Since, it is impossible to collect data from a large population due to time limitation and budget limitation, a conceptual idea of target population selection was applied accordingly. An appointment was made before an interview with a group of target selected consisting of 25 interviewees who were willing to take part in this study under the quota sampling method.

Quota sampling is a type of non-probability sampling that involves a two-step process to specify a list of relevant control categories or quotas such as age, gender, income or education. Then a sample that has the same properties as the target population is collected (Kray, 2015). Below is summary of the sample size result from this study:

Table 3.2 The classification of occupation groups from 25 interviewees of quota sampling by using depth – interview approach.

| Occupation Group categorized from depth-interview | Sample size | Percentage (%) |
|---|-------------|----------------|
| Self –Employment | 2 | 8% |
| Public Employees | 11 | 44% |
| Private Employee | 12 | 48% |

3.3 Data collection

The characteristic of research evaluation is the process of gathering information on the relevant program or intervention, in order to evaluate and to analyze each determinant of what are the most effective data or factors. Then, the next important step is to be aware of how to deal with those received insight information including how marketers can maintain and improve for better products or services that

business is serving to their clients (Rabinowitz & Fawcett (2014). Another definition of data collection is the ongoing systematic collection, analysis, and interpretation of health data necessary for designing, implementing and evaluating on the needed topics to develop and improve on their information (Sminkey, 2015). Therefore, the data collection method can be used to explore customers deeper views on mobile phone service, their experience, their beliefs and motivations of individual participants.

The pattern of interview was in the format of semi-formal conversation, which took about 15 – 30 minutes to complete one conversation. The interview questions have been adjusting from quantitative survey of Lin (2012). The questions were divided into three parts including the introduction questions, open-end questions and demographic questions. Each part focused on difference types of users' experiences. The detail is discussing below:

- Introduction questions: Talked about their level of satisfaction, customer's using life time, and average spending per month
- Open – ended questions: What do they like or dislike about the services?
- Demographic questions: Asked about their personal information

3.4 Data Analysis

Data analysis is the part of investigation process that usually happens only after all data have been well collected. This is to evaluate and to answer the research assumption: to investigate the customer satisfaction on 4P's of marketing in Thai telecom industry.

The purpose of this study is to understand the big picture of factors that could lead to win customer satisfaction, which is good for business sustainability. Coding data analysis is a simple process that people usually do when reading books or something important underlines, highlight passages, or even make margin notes of those particular articles for self-understanding. Coding analysis is referred to briefly using essential keywords that can be used to proof this paper theory (Seidel, 1998).

Here the interview data were analyzed on the basis of a systematic coding where breaking down of data to a code list or code system.



CHAPTR IV

RESEARCH FINDINGS

The purpose of this chapter is to present the findings of the current study – customer satisfaction towards mobile phone service providers.

4.1 Overall Demographic of the Respondents

Overview demographic profiles of all 25 respondents; the finding results are shown as follows: 16 of the subscribers were female and nine of them were male which accounts for 64% and 36% accordingly. The age groups are between 21 – 30 years old for eight users, 31 – 40 years old as the majority users of 11 persons and three were between 41 – 50 years old or older. Groups of selected occupations are other professional, which accounts for 12 persons (48%) from state enterprises, 2 or 8% from self-business ownership and 11 or 44% of them are private employees. The amount of salary earned is 10,001 – 20,000 baht for 12 persons, between 40,001 – 50,000 baht for five persons and 4 each for 20,001 – 30,000 baht and 30,001 – 40,000 baht.

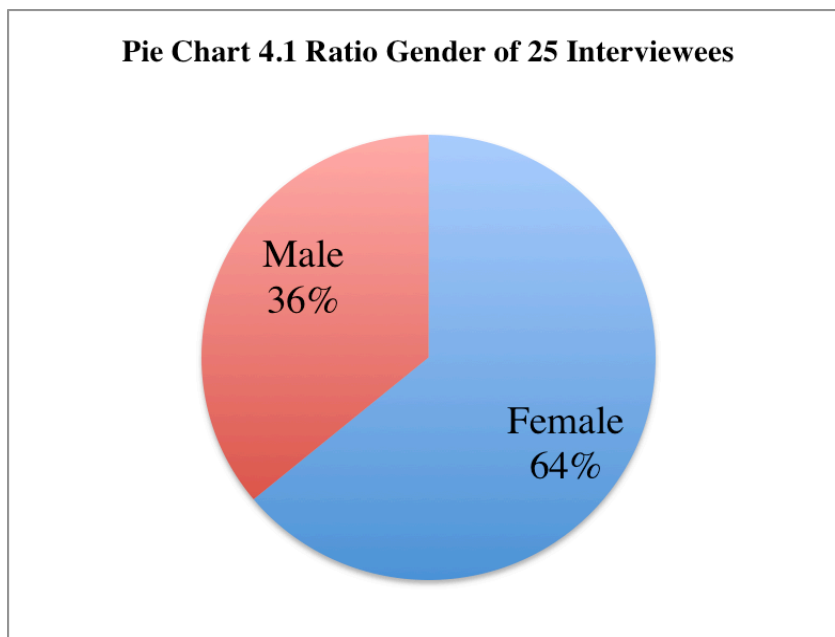


Figure 4.1 Gender, age, and occupations of respondents

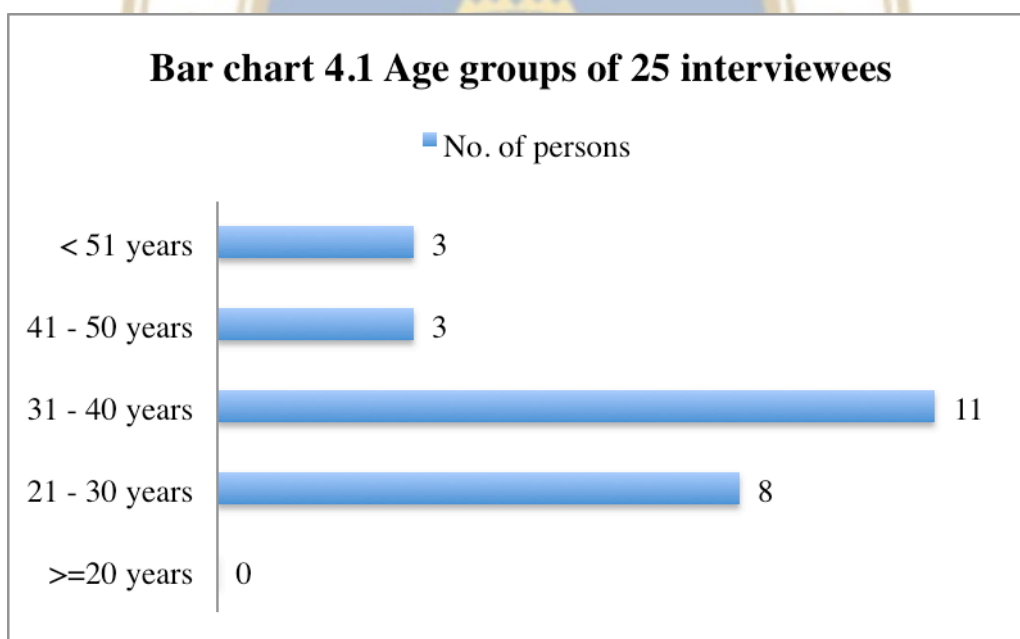


Figure 4.2 Age group of 25 interviewees

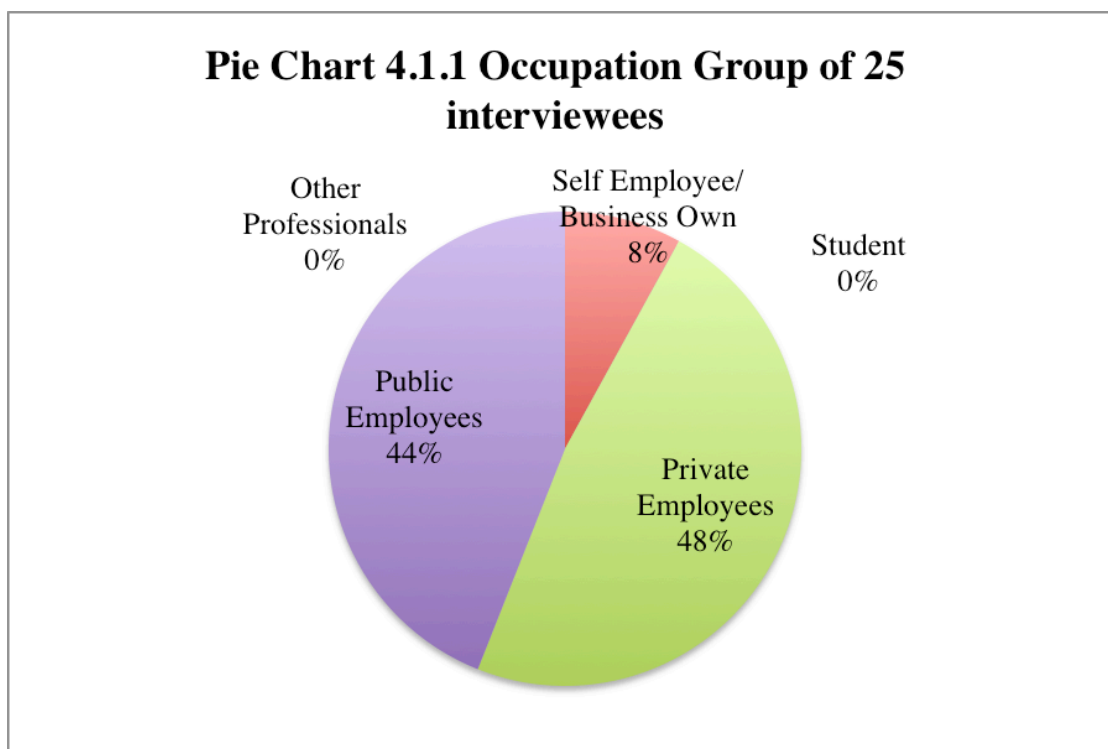


Figure 4.3 Occupation Group of 25 interviewees

4.2 Customer satisfaction towards mobile phone service providers

Aside from the demographic part, this paper sourced out in-depth – interviews from 25 respondents. The research found out an overall rating of their satisfaction towards mobile phone service in general. Level of customer satisfaction: Ranking from 1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Average, 4 = Satisfied and 5 = Very Satisfied. This table below represents the results of general point of view of 25 interviewees rating on mobile phone service operators.

Table 4.2 The respondents rating of customer satisfaction towards mobile phone service providers

| Satisfaction ranking | 5 | 4 | 3 | 2 | 1 |
|--------------------------|---|----|---|---|---|
| No. Of people responding | 4 | 11 | 7 | 1 | 2 |

According to the overall result of findings from the table, the majority of 11 out of 25 interviewees are satisfied with network service providers and 7 are gave average ranking for their experiences used. However, there are 4 users who are very satisfied with the services where only few of them responded on being dissatisfied and very dissatisfied. Therefore, there is some room for services providers to learn on their marketing improvement strategies. Hence, those 11 interviewees can move up from 4th rank to 5th ranks; 7 of them can move from 3rd rank to 4th and 5th rank; 2 of them can move scale up from 2nd rank to 3rd, 4th, and 5th rank as well as 1st rank can move to 2nd, 3rd, 4th and 5th level.

In addition, the findings on customer satisfaction toward each 4Ps' of marketing mix are presented below:

4.2.1 Products/ Services

Regarding Thai mobile phone service industry, almost half of the respondents (12 out of 25 respondents) preferred to have a good mobile phone service quality served to the customers even if the price will be a bit higher than usual. Being a good quality service provider can earn the most trust from customer that could affect on future of customer lifetime. Furthermore, service quality was the first factor that it is an important concern for customers. The following statements are quoted from interviews as examples to support the clause.

“I like the service quality because it is very clear and good in most of the places I have been to” (female, private employee)

“My current service provides me with good quality service for 10 – 14 years since I started to use my first mobile phone and I love its network very much” (female, public employees)

“I think it is perfect service I ever used because I rarely travelling to other province, but I suppose it should be covering to most areas especially that it works so well especially in Bangkok, Thailand” (female, private employee)

“Currently, I am working in Bangkok, and I founded that the signal is still excellent when I use it back home in southern part of Thailand” (Male, public employee)

“I only like the brand image, because I think it has a strong looking and seems to be very trendy on using it” (female, private employees)

Thus, this indicates that most of the service users are concerned on product quality rather than price of products/ services. Sometimes phone users are willing to pay even higher price to get the best service quality provided by the trusted network.

4.2.2 Promotion

Seven out of 25 participants were mentioning the second most about the promotion expected from the service provider. The service provider can easily attract their customers through promotions. A cheap package promotions and emotional appealing advertisements seems to be helpful to attract customers as following samples found by the interviews.

“I like the way they advertise the service on the television. I think it is touching and attracts me emotionally because the colors, tones and theme are classic and modern and could increase my impulse purchases intention” (male, public employee)

“I think the sale package promotion offered can help to save 50% of my pocket money for almost two years now” (male, public employee)

“The only thing that keeps me uses the service because of package promotion, because I paid for 0.25 baht/ minute.” (Male, public employees)

“I think they have a good strategies to engage public relations by launching membership rewards to keep them coming back and keep them updated on news, new promotion and other sale packages” (male, private employees)

“I have a lot of friends who are using the same package promotion. So, I just decided to use the same, so I can make free calls to keep up with them for free and cheaper price.” (Male, private employees)

4.2.3 Price

Price is one of determinant factors of 4Ps' of marketing mix according to face to face interview. Six out of 25 respondents talked about price as their main concern. The following statements are some samples to support on pricing matter.

“I think it is affordable with monthly service charge. But I am still looking for cheaper packages.” (Female, public employees; female)

“I think that the price is reasonable with quality received. I am quite satisfied with it” (male, 31 - 40 years, private employee)

4.2.4 Place

Five out of 25 respondents talk about place. Place refers to the convenience in assessing to stores, shops, or new branches. Customers are paying monthly expenses mostly through the shop depending on their convenience and lifestyle. Hence based on an interview, these are statements samples from the respondents:

“It is very convenient for me to make a payment because they have a lot of shops, branches and machines to make payments.” (Female, public employees)

“There are a lot of branches on my way home, and it is very near to my house” (female, private employees).

“I like the coffee shop area. I can sit and do my work while waiting for my girlfriend after work. There are comfortable seats, plugs for recharge my smart devices” (female, private employees).

CHAPTER V

DISCUSSION AND LIMITATIONS OF THE STUDY

5.1 Discussion

The main objective of this study is to investigate on customer satisfaction towards Thai's phone service industry in term of 4P's of marketing mix: products, place, price and promotion. Based on the mobile phone service providers, face to face interview represent results in general at level 4 of customer satisfaction mean most of them are satisfied with current phone service provider. The results after 25 interviews to all selected candidates are mostly responding with the same or the similar answers with the answers varying only from one interviewee. Therefore, the results of the interviews were almost similar to theory stated in chapter 2; however, this below is their focus of customers that fascinate to 25 of respondents.

Product/ service:

Most of customers 11 out of 25 pay attention to the service quality as their main concerned. The brand image and its name has become another concerning point for the service users as it could influence product positioning in the mind of customers. This represent that branding is the second most significant after the product/ service quality.

Promotion:

Second most concerned after product and service is about promotion. Most of respondents (7 out of 25) are looking for a good package promotion that could fit with their lifestyles and usages.

Price:

Third concerned after promotion is pricing, a good evidence to support that the quality is the most popular approach for customers if the price is a bit higher than average; however, it should be affordable for middle income and lower income folks.

Place:

The last concerned from the group representative is place. They just need the brand to have a convenient channel for payment. Moreover, only two out of 25 interviewees were concern about the café area. Nevertheless, the rest just mentioned about the easiness to find branches and shops when they needed any help from counter service.

The result suggested that customers' decision-making based on price factor, promotion factor, place factor and product factor itself. Therefore, customer satisfaction is significantly affective particularly when a customer is pleased and satisfied by the services offered to him/her; he/she remains customer and uses even more services of the same company (Kumar & Raju, 2014).

5.2 Recommendations

Based on 25 interviews, it was found that if mobile phone service providers need to gain more customer satisfaction or market shares they should concentrate on the development of all four factors especially product quality as the first priority choice; hence, the Internet speed is included. As mentioned earlier there are about 80% internet users who do research and rely more on smart device like mobile phone and other smart device in 2014 (Sakawee & Horwitz, 2014) along with huge profit made by 1.35 billion baht in 2012 (NBTC, 2015). Secondly, promotion or advertisement should always be clear as written on the brochures or television advertising as it should not hidden an important messages to confuse customers and understanding only what they see in the big picture. For example, the promotion is written for 300 baht including 500MB internet speed leaving out further important detail of overall price. Then, the price should be reasonable not too overpriced and the

billing system should be clear and accurate so it that will not confuse customers as if they have made a payment already, but there still messages sent to ask for another payment. Lastly, places should be easy for customer to pass by and the walk-in shops and branches should always be clean and neat to welcome customers.

Besides, the 4Ps of marketing mix the current study also found that some people do not really feel like changing either brand or phone number as they possess it for such a long time. Therefore, some are just being brand loyalty.

5.3 Limitations of the Study and Suggestions for Future Research

Although the findings of this study provide some insights information on mobile phone users' satisfaction based on their experiences, there are two limitations of the study. Firstly, sample size is limited to only 25 respondents. Secondly, only qualitative research design was employed in this study.

Therefore, future research should use a larger size of samples and employ both qualitative and quantitative method. The qualitative method helps clarify the quality of the products and provide an opportunity for clients to express of their true feelings and moods about the product, whereas quantitative approach helps figure on quantify problem and understand how prevalent it is by looking for projectable results to a larger population.

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APPENDIX A

An interview question for customer's satisfaction related to 4P's of marketing mixes towards Thai's telecommunication.

1. What is your service provider that you are using currently?

1. TRUE
2. AIS
3. DTAC
4. CAT
5. TOT

✓ Please give a rating to service satisfaction that you are using at the moment

1. 1 Very Dissatisfied 1.2 Dissatisfied 1.3. Average 1.4 Satisfied 1.5 Very satisfied

2. How long have you use the service from this company?

1. 0 - 3 year
2. 4 – 6 years
3. 7 – 9 years
4. 10 - 12 years
5. < 13 years /

3. How much are your average expenses monthly?

- a. Less than 1,00 bath
- b. 1,001- 2,000 baht
- c. 2,001 – 3,000 baht
- d. 3,001 – 4,000 baht
- e. 4,001 – 5,000 baht
- f. More than 5,001 baht

4. In term of 4P's of market mix, what do you like about this service provider?

5. What do you dislike about this service?

6. Any suggestion/ recommendation for the company to do to increase your satisfaction?

7. Gender

- a. Male
- b. Female

8. Age

- a. ≥ 20
- b. 21 – 30 years old
- c. 31 – 40 years old
- d. 41 – 50 years old
- e. < 51

9. Occupation

- a. Student
- b. Self-Employed/ Business
- c. Private Employees
- d. Public Employees
- e. Other Professions

10. Monthly income

- a. Less than 10,000
- b. 10,001 – 20,000 baht
- c. 20,001 – 30,000 baht
- d. 30,001 – 40,000 baht
- e. 40,001 – 50,000 baht
- f. More than 50,001 baht

