



Customer Satisfaction Analysis
on a Mobile Phone Company

by

Ms. Jittinun Chonsaktrakul

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

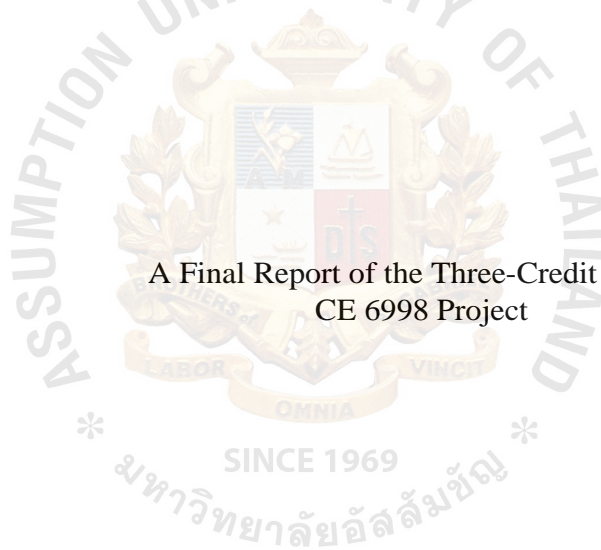
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ABSTRACT

Today is the world of communication and information technology and mobile phone usage is increasing rapidly every year. We notice that AIS is the No.1 in mobile service market and it is important for AIS marketing team to stay at No.1 always. Therefore, this research is done to determine customer's behavior in using mobile phone, and the data is analyzed for making suggestions to AIS marketing team so that they can improve their marketing or promotion campaign to improve customer's satisfaction to keep AIS at No.1 in the market.

We used the questionnaire technique as a tool for the project and collected information by interviewing 400 people who are more than 15 years old and live in Bangkok using the simple random method.

The result of this study reveals that different income levels influence customers' behavior and almost everybody is mainly concerned about promotion rate but it can be influenced by the age of users too. Therefore, marketing needs to choose a specific strategy according to each target. The analysis of customers' behavior in order to understand customers can help to reach customer's need and the result could attract customers, and increase customers' satisfaction and loyalty.

ACKNOWLEDGEMENTS

This research study cannot be accomplished without the warmest support, and encouragement of many people to whom I would like to express my sincere thank.

Fist of all, I would like to express my deepest gratitude to Dr. Thatnatphong Pratheephaweephon, who is my adviser, for his advice, intensive support, valuable suggestions, guidance and encouragement through the course of this study.

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I. INTRODUCTION

1.1 Background of the Project

The most important factor that makes profitable organizations or non- government organizations to survive is profit or income of that organizations. The profit or income of organizations is obtained by providing services or products to customers. Almost every organization can not have profit or cannot survive the business function called "Marketing" is not used.

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. However, marketing is much more than just an isolated business function- it is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with important customers.

Many people see marketing only as advertising or selling. But real marketing does not involve the art of selling what you make so much as knowing what to make! Organizations gain market leadership by understanding consumer needs and finding solutions that delight customers through superior value, quality, and service. If customer value and satisfaction are absent, no amount of advertising or selling can compensate.

Now is the world of IT or information technology. Information comes from data that is collected and then processed into information. The way to collect data is to communicate by observation, interviewing, asking questionnaire, etc., so we can say that now is the world of communication. The easiest way to communicate in Thailand is to talk with each other. We can talk to each other by direct line telephone and mobile

phone. The trend of using mobile phone is increasing every year because people can communicate with each other from everywhere.

Advance Info Service Public Company Limited or AIS is an affiliation of Shin Corporation. From being an operator in computer business in year 1986, now it is a mobile network provider of analogue cellular 900 and digital GSM. Now AIS is the leader in mobile phone market and take the highest market share in Thailand but it has many strong competitors such as DTAC, Orange and Hutch. We choose AIS to do marketing because it is very interesting to keep AIS at the top position all the time.

1.2 Importance of the study

The survey is under the topic of "CUSTOMER SATISFACTION ANALYSIS ON A MOBILE PHONE COMPANY". This research is about the customer satisfaction analysis on AIS (Advance Info Service Public Company Limited) that includes identifying the market situations , creating questionnaire for AIS customer, setting marketing mix(4P) and setting the activities plan for AIS.

The better the company becomes at analyzing data about their customers, the more effective their campaigns become.

1.3 Problem Statement

At present, mobile business in Thailand is still growing continuously but the market has high competition. Customers have become an important factor in the competition. Currently, customers have more information and knowledge for choosing products or services. We can say that the present market is the real customer market as they have more beginning power than before. So producers and marketers need to know customer behavior.

All companies want customers to choose their product or service, so top management and marketer must know many sciences and factors that directly affect customer behavior. However, customer's behavior in Thailand is known as we can see from the promotion of each company. They try to offer a variety of promotion and always change it when it cannot attract customer's interest.

Thus the study of customer's behavior enables producers and marketers to apply and use the right method to sell goods/service efficiently.

Although sales volume and the number of customer are still increasing continuously, under strong competition the study of customer behavior can help producers and marketers to make the right decision in market strategy planning according to the customers' needs to deal with the uncertainty in the future.

1.4 Objectives of the Study

- (1) To conduct a survey on customer satisfaction toward AIS products and services .
- (2) To analyze the factors that impact customer dissatisfaction.
- (3) To recommend to the company how to enhance customer satisfaction level.

1.5 Research Methodology

The project uses descriptive research to verify the current situation. Concepts of measuring AIS' s customer satisfaction are described as follows:

- (1) Data Collection Methods: Gathering results by questionnaire survey and using secondary data to support the study.
- (2) Sampling Methods: Determining the sample size by using the method from SPSS formula

(³) Data Analysis: Processing data by SPSS/PC software and analyzing data by descriptive statistics such as percentages , means , and cross tabulation.

1.6 Project Criteria

- (1) The survey will strictly follow the objectives of study.
- (2) The research studies about AIS Customer Satisfaction .
- (3) Population limit is users of AIS Network in Thailand who are aged 15 and upward and those who live in Bangkok and its outskirts.

1.7 Definition of Terms

1.7.1 Project Terms

- (a) The Mobile Phone Company for analysis about customer satisfaction is ADVANCE INFO SERVICE PUBLIC COMPANY LIMITED (AIS).
- (b) In this research, there will only be one research respondent group who is currently using AIS network .
- (c) The scope of this questionnaire is to evaluate the customers' perception of AIS network quality, service operation and customers' perspectives in choosing any tariff campaign.

II. LITERATURE REVIEW

2.1 Overview of Mobile Company

2.1.1 Company Profile

Advance Info Service Public Company Limited or AIS is an affiliation of Shin Corporation. From being an operator in computer business in year 1986, now it is mobile network provider of analogue cellular 900 and digital GSM. Today, it is widely accepted as the leading provider of mobile network system in Thailand. However, AIS never stops developing and innovating. AIS to make your mobile phone a perfect solution for lifestyle. AIS aims to let the mobile phone bring you more than a voice but an unlimited tenderness anytime anywhere with the best network today and the future.

2.1.2 Vision

To be a dynamic leader in the forefront in technology deployment, innovativeness, and superior quality of wireless communications.

2.1.3 Mission

AIS's mission is to provide excellent wireless communications services by understanding that communications are people's fundamental needs. We want to enable self expressions and social interactions, enhance their lives with inspired technology, and orchestrate the development of wireless communications society. We optimize by service quality whereas quality of service is our cornerstone. With comfort of users in mind, our products are designed to be unique from all others and to create best users experience as well as always being executed in a premium way. In addition, we are committed to actively contribute to the society in which we live in. We aim to command 50% minimum market share throughout Y2005 and maintain our dominance in market

share of revenue with net profit growth YOY. Lastly, we strive to meet our shareholders' expectation while providing first-class career opportunities for our staff

2.1.4 Business Operation & Subsidiaries

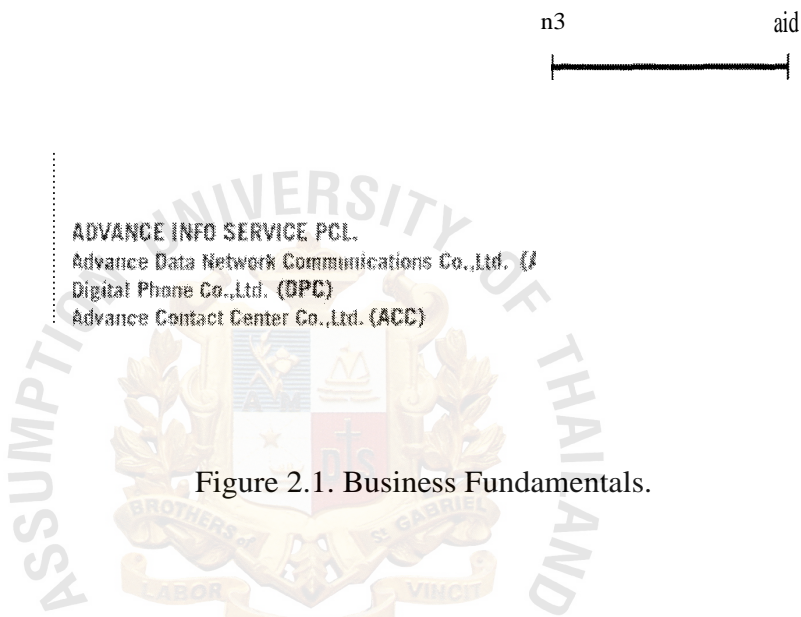


Figure 2.1. Business Fundamentals.

Shin Corporation Group classifies its business into four areas with AIS, as a subsidiary, focusing on wireless communications. AIS provides mobile phone services in the 900 MHz frequency range utilizing Analog NMT and Digital GSM systems. It was granted a concession from the Telephone Organization of Thailand (TOT) to operate a mobile telephone system under a joint operation agreement dated March 27, 1990, and related supplementary agreements executed thereafter. AIS is required to pay 25-30% of its annual revenue before tax from mobile phone operations to TOT or the minimum amount as prescribed in the agreement.

Such a joint operation agreement is a BTO contract (Build - Transfer - Operate Concession) meaning that the company invests in the building of an infrastructure project and upon completion of the project, relinquishes ownership to TOT without compensation.

2.1.5 Subsidiaries

Other than providing services for mobile phones in two different systems, AIS has invested in other four subsidiaries in order to strengthen its position as The Telecommunications Leader.

2.1.6 Awards & Recognition

(a) 1998

Asia Money Magazine conducted a survey of the 100 best managed companies in the Asia Pacific region. From the survey results in Thailand, AIS was ranked

- (1) The best strategically organized corporate organization in Thailand.
- (2) The second best strategically managed corporation in Thailand.
- (3) The third best corporation in terms of investor relations in Thailand.

AIS was also ranked 24 out of 100 best managed companies in Asia Pacific, equaling the ranking given to Thailand's Thai Union Frozen Products, Singapore's Singapore Telecom and Japan's Sony Corporation. (Remark: The result was announced in the year 1999.)

(b) 1999

AIS was listed among the top 200 companies in Review 200: Asia's Leading Companies Winner Program, and cited as a corporate high-flyer amidst the Asian economic storm. Business Management Association of Thailand Presented AIS with the 1999 Gold Award in the category of Products and Services, for the best product-marketing plan.

(c) 2000

AIS is the best corporation in terms of operations management in Thailand.

(1) Far Eastern Economic Review Magazine; Listed AIS as one of the top ten leading companies in Thailand.

(2) Business Management Association of Thailand Announced that the AIS ready-to-use mobile phone, One-2-Call! was the Gold Award Winner in the area of best products marketing plan and services in 2000.

(d) 2001

(1) Finance Asia Magazine ; AIS was listed in their Asia's Best 200 Companies and received ranking in four company categories:

- (a) First in Best Managed Company
- (b) First in Most Committed to Shareholder Value
- (c) Second in Best E-commerce Strategy
- (d) Third in Best Investor Relations

(2) Investor Relations Magazine; As part of the Asia 2001 Awards, AIS was presented with Thailand's Best Investor Relations Company Award.

(3) Asia Money Magazine; Ranked AIS as Thailand's best managed company, including listing AIS as first in seven categories: Overall Best Investor Relations, Investor Relations, Corporate Governance, Corporate Strategy, Management of Financial, and Treatment of Minority Shareholders.

(4) Far Eastern Economic Review Magazine; Listed AIS in the top ten most reliable companies in Thailand, and presented AIS with Asia's Leading Company Award.

(5) National Youth Bureau; Selected 'Kon Keng Hau Jai Krang' of AIS 's Sam Rak Project for best in the category of Best Television Program for Children Aged Between 15-25

(e) 2002

(1) Finance Asia Magazine; Ranked Asia's Best Companies of 2002 and listed AIS as the best performer in 6 categories :

- (a) Best Managed Company
- (b) Most committed to Corporate Governance
- (c) Strongest Commitment to Enhancing Shareholder Value
- (d) Best in Investor Relations
- (e) Best Financial Management
- (f) Best CFO: Ms. Siripen Sitasuwan.

(2) Stock Exchange of Thailand; SET Board of Governors presented AIS with Disclosure Award 2002 for being the best in information disclosure.

(3) Asia Money Magazine ;Awarded AIS with the Corporate Governance: Company Self Assessment Award for being number one in internal assessment.

(4) Far Eastern Economic Magazine; Recognized AIS for its leadership in the year 2002.

(f) 2003

(1) Far Eastern Economic Review Magazine; The Far Eastern Economic Review ranked AIS Number One in Thailand's trustworthy and leading Companies (Asia's Leading Companies) and Number One in being the role model for operation of other organizations. (Companies that others try to emulate).

(2) Asian Money Magazine; The Asia Money ranked AIS "Best Financial Management" and the Company best extending opportunity to investors to access to senior management (2002's Best Access to Senior Management)

(3) The Asset Magazine ;The Asset ranked AIS Thailand's best managed Company "Best in Corporate Governance in Thailand."

2.1.7 Product :

Table 2.1. AIS Product

		
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(a) GSM advance : Enjoy a clear signal across the Kingdom as well as various privileges and value-added services from us. You can enjoy a special promotion and various services offered only for special customers like you .

(b) One-2-Call! : Freedom to communicate. You can plan your payment pattern without needing to register.

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(c) GSM1800 : GSM 1800, the only one mobile network in Thailand that offers you to select from 2 efficient networks of more than 5,600 base stations from GSM 1800 network that cover Bangkok and its vicinity, central, east, west regions and the most populated provinces or AIS network that has the widest coverage area in Thailand.

(e) Services

(1) AIS Shop - Today, the renovated 27 AIS shops nationwide is AIS community where AIS users can access information and join our activities to be familiar with us. We can, therefore, serve all your needs. The services are as follows:

(2) Customer Care - New technologies are installed to increase the efficiency to support payment and registration services such as auto service kiosk where you can make payment and other services automatically by yourself

(3) MobileLIFE zone is where you can get information of mobileLIFE services while having our staff demonstrate and guide you to use the service.

(4) Relax Zone is where you can take a rest and enjoy the provided facilities such as internet service, book and magazine corner, rendering machines that you can control by your mobile phone. This area is used to arrange monthly activities for you. This new look of AIS shop is meant to provide the best services and serve the need of AIS customers.

(5) Telewiz - Well over 350 Telewiz shops nationwide are like another home for AIS customers where you can have the same standard of service as you have at AIS Service Centers. The shop add more convenience with attentive and impressive service for your highest satisfaction with the following services:

(6) AIS Call Center 1175 - For every question, there is an answer! At AIS Call Center 1175, we are always ready to answer your questions whether they are about promotions, supplementary services or even the phone operation of each model. With

information and services provided by our experienced and well-trained professionals, you can depend on us 24/7, wherever you are!

(7) International Roaming - How good it would be if you could make a call as easy as you do in Thailand. So far yet so near wherever you are, you can keep connected with your beloved with your tender voice as clear as it can be by using the same phone, same number and IRS from GSM Advance covering 6 continents in 98 countries worldwide.

(8) Smart Solution - Understanding various business conducts, AIS develops several services to serve the different needs of different businesses. With our network quality and services, you can move forward confidently with the highest efficiency at the lowest cost.

(9) Online Service - Adding convenience to your lifestyle, our online service could be the answer to all your queries.

(a) Providing Information - AIS gives you the information you need anytime, anywhere. Whether you want to check your monthly statement, verify your Minute Plus point collection or make an online payment through our Internet system.

(b) Providing Services : You can apply for supplementary service, modify your personal information, apply for International Roaming or even download your favorite music and graphics .. via our Online Service.

2.2 Attitudes of Customer

2.2.1 Understanding Attitude (Philip Kotler,1996)

Marketing is the philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with important customers. But the marketing department cannot accomplish this goal by itself, it must team up closely with other departments in the

company and partner with other organizations throughout its entire value-delivery system to provide superior value to customers .

Product is anything that can be offered to a market to satisfy a need or want. Usually product suggests a physical object but the concept of product is not limited to physical objects; anything capable of satisfying a need can be called product.

Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted .

Total quality management is a program designed to constantly improve the quality of products, services, and market processes.

There are five alternative concepts under which organizations conduct their marketing activities and they are as follows:

- (1) Production concept is the philosophy that consumers will favor products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency.
- (2) Product concept that is the idea that consumers will favor products that offer the most quality, performance, and features and that the organization should therefore devote its energy to making continuous product improvements.
- (3) Selling concept is the idea that consumers will not buy enough of the organization's products unless the organization undertakes a large-scale selling and promotion effort.
- (4) Marketing concept is the marketing management philosophy that holds that achieving organizational goals depends on determining the needs and wants

of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do.

(5) Social marketing concept is the idea that the organization should determine the needs, wants, and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves the consumer's and society's well being.

Marketing mix is the set of controllable tactical marketing tools-product, price, place, and promotion-that the firm blends to produce the response it wants in the target market.

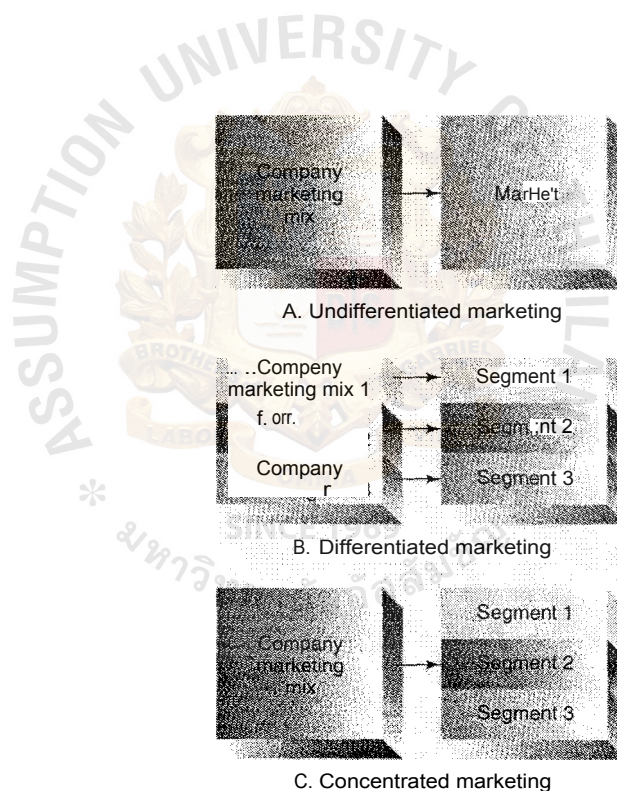


Figure 2.2. Three alternative market-coverage strategies.

There are three alternative market-coverage strategies that consist of:

- (1) Undifferentiated marketing is a market-coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer.
- (2) Differentiated marketing is a market-coverage strategy in which a firm decides to target several market segments and designs separate offers for each.
- (3) Concentrated marketing is a market-coverage strategy in which a firm goes after a large share of one or a few sub markets.

The logistics concept emphasizes teamwork, both inside the company and among all the marketing channel organizations, to maximize the performance of the entire distribution system.

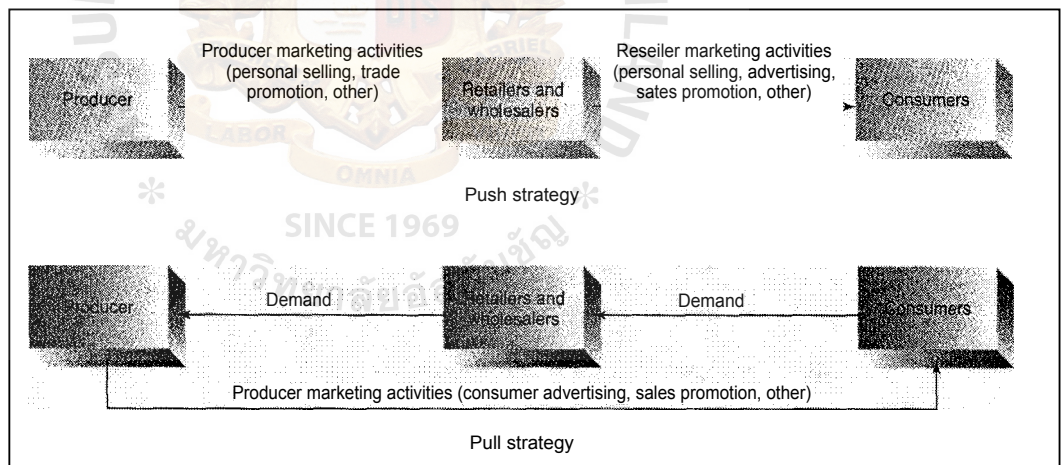


Figure 2.3. Push versus pull promotion strategy.

Most training programs view the selling process as consisting of several steps that the salesperson must master. Selling process are the steps that the salesperson follows when selling, which include:

- (1) Prospecting is the step in the selling process in which the salesperson identifies qualified potential customers.
- (2) Reproach is the step in the selling process in which the salesperson learns as much as possible about a prospective customer before making a sales call.
- (3) Approach is the step in the selling process in which the salesperson meets and greets the buyer to get the relationship off to a good start.
- (4) Presentation is the step in the selling process in which the salesperson tells the product "story" to the buyer, showing how the product will make or save money for the buyer.
- (5) Handling objections is the step in the selling process in which the salesperson seeks out, clarifies, and overcomes customer objections to buying.
- (6) Closing is the step in the selling process in which the salesperson asks the customer for an order.
- (7) Follow-up is the last step in the selling process in which the salesperson follows up after the sale to ensure customer satisfaction and repeat business.

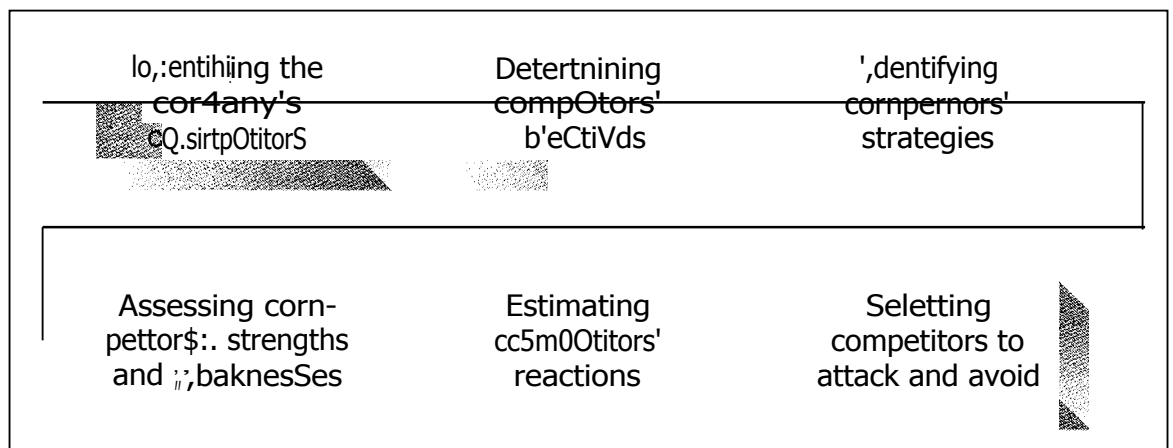


Figure 2.4. Steps in analyzing competitors.

2.2.2 The Consumer Buying-Decision Process(Stanton 1994)

The market segmentation and target-market strategies focus on consumers' ability to buy. Then marketer must consider consumer's willingness to buy as determined by using a five-part model: the buying-decision process, information, social and group forces, psychological forces, and situational factors.

The buying-decision process is composed of six stages consumers go through in making purchases. The stages are need recognition, choice of an involvement level, identification of alternatives, evaluation of alternatives, purchase and related decisions, and post-purchase behavior.

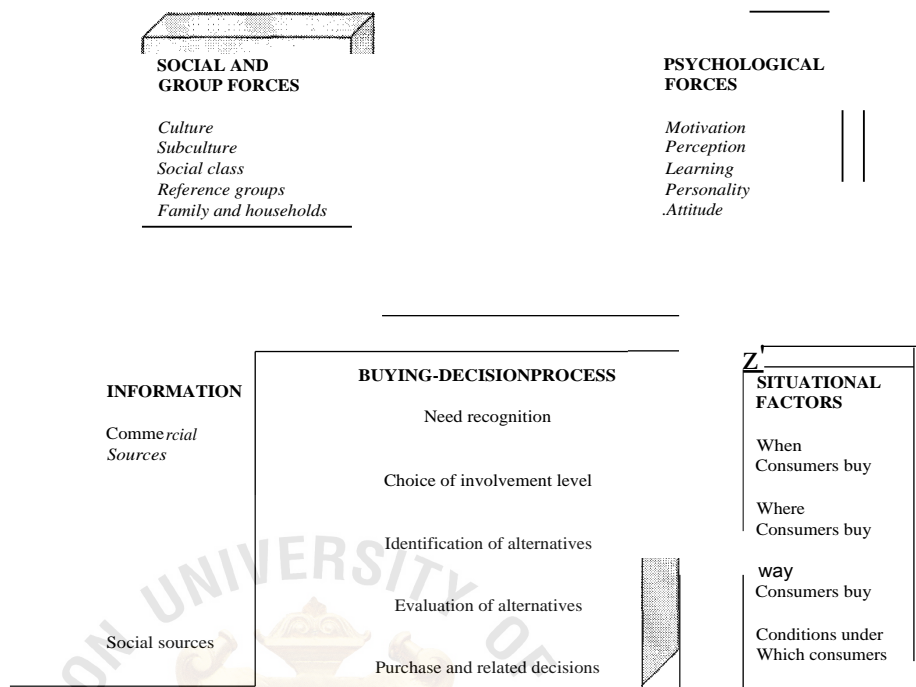


Figure 2.5. Consumer Buying-Decision Process and Factors That Influence It.

The first commandment in marketing is "know thy customer," and the second is "know thy product"

A distribution channel is the set of people and firms involved in the flow of title to a product as to moves from producer to ultimate consumer or business user. A channel includes producer, final customer, and any middlemen that participate in the process.

Designing a channel of distribution of a product occurs through a sequence of four decisions:

- (1) Delineating the role of distribution within the marketing mix.
- (2) Selecting the proper type of distribution channel.
- (3) Determining the appropriate intensity of distribution.
- (4) Choosing specific channel members.

2.2.3 Developing Business-to-Business Target Market Segments (Hiebing & Cooper 1994)

The first step in developing business-to-business target market segments is to break down your customer base by purchaser segment or SIC. Next, determine how many different business categories you sell to. List the categories in which you have the most customers or clients first, and then continue listing the categories in sequential order from most customers to least. Finally, determine the penetration of each category (percentage of the total category that you can classify as a customer).

2.2.4 The Dimensions of Design Quality (Chase, Aquilano, Jacobs, 1998)

As defined by the American National Standards Institute (ANSI) and the American Society for Quality Control (ASQC):

"Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs."

The quality specification of a service is derived from decisions and actions made relative to the quality of its design and the quality of its conformance to that design.

2.2.5 Key Success of Service Regarding Customer's Attitude

To increase the customer's satisfaction, meeting expectations is important. Sometimes, attitudes and beliefs combine to form an expectation- an outcome or event that a person anticipates or looks forward to. Consumer expectations often focus on the benefits or value that the consumer expects from a firm's marketing mix. This is an important issue for marketers because a consumer is likely to be dissatisfied if his or her expectations are not met.

A key point here is that consumers may evaluate a product not just on how well it performs, but also on how it performs relative to their expectations. Thus, a company would be well advised to fit its product into existing attitudes rather than to try to

change people's attitude. Of course, there are exceptions, where the cost of trying to change attitudes might pay off.

2.3 Research Process

2.3.1 Steps in Research Process (Phillip Kotler,2003)

- (1) Defining the problem and research objectives is the problem under study.

It defines the purposes of the research and the standards for what the research should accomplish.

- (2) Developing the research plan

- (a) Data Sources

The researcher can gather secondary data, primary data or both. Secondary data are that were collected for another purpose and already existing somewhere. Primary data are data freshly gathered for a specific purpose or for a specific research project.

- (b) Research Approaches

Primary data can be collected in five ways : through observation, focus groups, surveys, behavioral data, and experiments.

- (c) Research Instruments

Marketing researchers have a choice of three main research instruments in collecting primary data: questionnaires.

- (d) Sampling Plan

After deciding on the research approach and instruments, the marketing researcher must design a sampling plan. There are seven stages in selection of a sample which are as follows: (William G. Zigmund,2000)

- (1) Define the target population

Target population is the specific, complete group relevant to the research project.

- (2) Select a sampling frame

Sampling frame is the list of elements from which a sample may be drawn; also called working population.

- (3) Determine if a probability or non-probability sampling method will be chosen. The major alternative sampling plans may be grouped into probability techniques and non-probability techniques. In probability sampling, every element in the population has a known nonzero probability of selection. The simple random sample is the best known probability sample, in which each member of the population has an equal probability of a particular member if the population being chosen is unknown.

- (4) Plan a procedure for selecting units

Sampling unit is a single element or group of elements subject to selection in the sample.

- (5) Determine sample size

The techniques of statistical inference are based on the relationship of the population distribution, the sample distribution, and the sampling distribution. This relationship is expressed in the central-limit theorem. The statistical determination of sample size requires knowledge of (1) the variance of the population, (2) the magnitude of acceptable error, and (3) the confidence level.

(6) Select actual sampling units

During the actual sampling process, the elements of the population must be selected according to a certain procedure. If the target population has first been divided into units, the term primary sampling units (PSUs) designates units selected in the first stage of sampling. If successive stages of sampling are conducted, sampling units are called secondary sampling units, or tertiary sampling units.

(e) Contact Method

Once the sampling plan has been determined, the marketing researchers must decide how the subject should be contacted :telephone, personal interview.

(3) Collect the information

Collecting the information through survey research is the moment response mood. It requires how to make the respondents understand and participate in filling out the questionnaire or talking with the researcher in a personal interview.

(4) Analyze the information

Data processing generally begins with editing before transferring data to computer and then coding data by computer or hand tabulation. Data Analysis is the logic application to understand the gathered data by the statistical analysis.

(5) Present the findings

Report presentation must be complete and thoroughly objective. True objectivity must be kept constantly in mind through the entire report process.

(6) Make the decision

The result of findings will be used in this part to define the implementation way further.

2.3.2 Survey Method (Philip Kotler, 2003: Page 133)

(1) Survey Research

Surveys are best suited for descriptive research. Companies undertake surveys to learn about people's knowledge, beliefs, preferences, and satisfaction, and to measure these magnitudes in the general population.

(2) Survey Instrument

Questionnaire is used for the survey method. A questionnaire consists of a set of questions presented to respondents. Because of its flexibility, the questionnaire is by far the most common instrument used to collect primary data. Questionnaires need to be carefully developed, tested, and debugged before they are administered on a large scale.

(3) Questionnaire Design

In preparing a questionnaire, the researchers must carefully choose the questions and their forms, wording, and sequence. In developing a questionnaire, there are some guidelines that help to avoid the most common mistakes and those developed from research experience are as follows:

- (1) Avoid complexity: Use simple, conversational language
- (2) Avoid leading and loaded questions: Leading question is a question that suggests or implies certain answers. Loaded question is a question that suggests social-desirability answers or is emotionally charged.
- (3) Avoid ambiguity: Be as specific as possible
- (4) Avoid double-barreled items: Double-barreled items are questions that may induce bias when it covers two issues at once.

The form of the questions can influence the response. There are two types of questions that can be designed in the questionnaire and they are close-ended and open-ended questions. Close-ended questions specify all the possible answers and provide answers that are easier to interpret and tabulate. There are various types of fixed-alternative questions such as simple-dichotomy question, determinant-choice question, attitude rating scale, and so on. Open-ended questions allow respondents to answer in their own words and often reveal more about how people think. They are especially useful in exploratory research, where the researcher is looking for insight into how people think rather than measuring how many people think a certain way.

- (4) Techniques for measuring attitudes
- (5) Type of Level measurement (See figure X) (Douglas A. Lind, William G. Marchal, Samuel A. Wathen: page 13)

There are 4 basic levels of data that include nominal, ordinal, interval, and ratio.

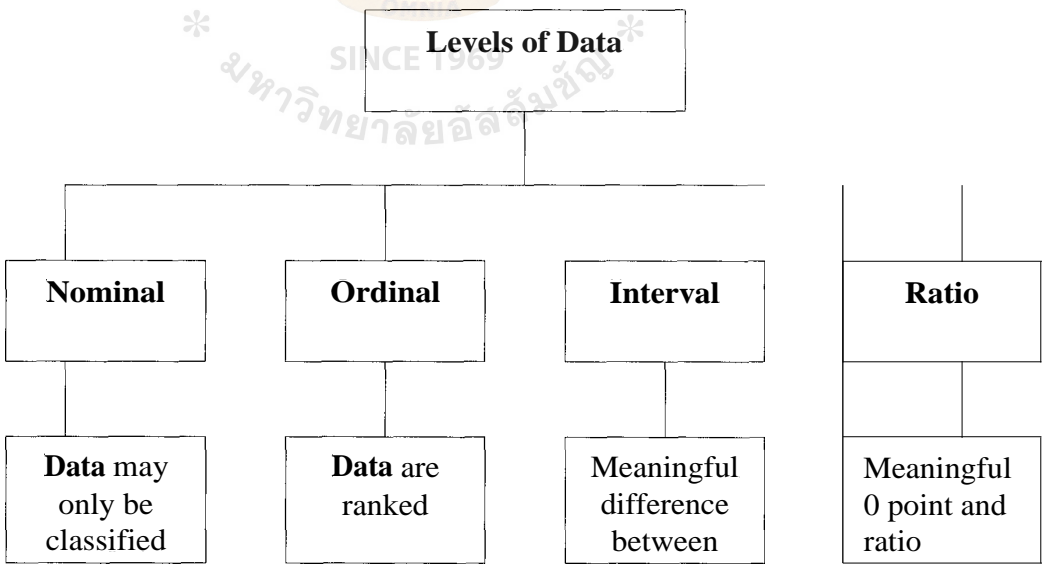


Figure 2.6 Summary of the Characteristics for Levels of Measurement.

(6) Self-Report Attitude Rating Scales (William G. Zigmund, 2000: page 289)

Self-report is a method of assessing attitudes in which individuals are asked about their beliefs or feelings toward an object or class of objects. Several techniques are as follows:

Ranking: It requires that the respondents rank order of a small number of activities, events, or objects in overall preference on the basis of some characteristic of the stimulus.

Rating: It requires the respondents to indicate the position among ordered categories that attitudes.

Sorting: A measurement technique that presents a respondent with several concepts and requires the respondents to arrange the cards into a number of piles or to otherwise classify the concepts

Choice: A measurement task that identifies preferences by requiring respondents to choose between two or more alternatives.

Using rating scales to measure attitudes is perhaps the most common practice in business research. There are some examples of attitude rating scales which are as follows:

- (a) Simple Attitude Scaling — In its most basic form, attitude scaling requires that an individual agree or disagree with a statement or respond to a single question. For example, respondents in a poll may be asked whether they agree or disagree. Because this type of self-rating scale merely classified respondents into one of two categories, it has only the properties of a nominal scale. Simple attitude scaling may be used when questionnaire are extremely

long, when respondents have little education, or for other specific reason.

- (b) **Category Scales** — Some rating scales have only two response categories: agree or disagree. Expanding the response categories provides the respondent more flexibility in the rating task. Even more information is provided if the categories are ordered according to a descriptive or evaluative dimension. For example, "Never", "Rarely", "Sometimes", "Often", "Very Often".
- (c) **Summated Ratings Method: The Likert Scale** — Business Researcher's adaptation of the summated ratings method, developed by Rensis Likert, is extremely popular for measuring attitudes because the method is simple to administer. With the Likert Scale, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative toward the attitudinal object. Individuals generally choose from five alternatives: strongly agree, agree, uncertain, disagree, and strongly disagree.
- (d) **Semantic Differential** — An attitude measure consisting of a series of seven-point bipolar rating scales allowing respondents to rate a "concept". The scoring of the semantic differential can be illustrated by using the scale bounded by the anchors "modern" and "old-fashioned". From left to right, the scale intervals are interpreted as extremely modern, very modern, slightly modern, both modern and old-fashioned, slightly old-fashioned, very old-

fashioned, and extremely old-fashioned. A weight is assigned to each position on the rating scale. Traditionally, scores are 7,6,5,4,3,2,1 or +3, +2, +1,0, -1, -2, -3.

2.3.3 Data Analysis Theory

(a) Tabulating data

Tabulation refers to the orderly arrangement of data in a table or other summary format. Counting the number of responses to a question and putting them in a frequency distribution is a simple, or marginal, tabulation. Simple tabulation of the responses or observations on a question-by-question or item-by-item basis provides the most basic form of information for the researcher and in many cases the most useful information. It tells the researcher how frequently each response occurs. The starting point for analysis requires the counting of responses or observations for each of the categories or codes assigned to a variable. The frequency table is a simple tabulation that indicates the frequency with which respondents give a particular answer. Whether the data are tabulated by computer or by hand, it is useful to have percentages and cumulative percentages as well as frequency distribution.

(b) Tabulation

Cross tabulation is a technique organizing data by groups, categories, or classes, thus facilitating comparisons; a joint frequency distribution of observations on two or more sets of variable. The purpose of categorization and cross-tabulation is to allow the inspection of differences among groups and to make comparisons. This form of analysis also allows for determination of the form of relationship between two variables. Cross-tabulating the results of business research helps clarify the research findings as they pertain to industry, market, and organizational segments.

(c) Hypothesis Testing

In statistical theory, a hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena. The purpose of hypothesis testing is to determine which of the two hypotheses is correct.

(d) Factor Analysis

It is a method to reduce the number of dimensions by combining the same dimensions into one single factor. A correlation would reveal that the two measures are highly correlated.



III. RESEARCH METHODOLOGY

3.1 Methods

Related data collection begins with survey of AIS customers. The nature of this primary data collection is based on active data collection, which involves the questionnaire respondents.

The initial goal of this study is to describe the factors that impact customer satisfaction and dissatisfaction.

3.2 Data Collection Method

3.2.1 Questionnaire technique:

We also analyze our questionnaire for customer satisfaction study, collecting information through questionnaires or interviews of 400 people who use AIS Network and live in Bangkok using the simple random method.

3.2.2 Respondents:

In order to get results from 400 respondents, we have to go to the real situation to observe the customer's comment about AIS Company.

3.2.3 Tools:

After the necessary data were collected, the returned questionnaires were encoded and interpreted by The Statistical program and analyzed in terms of Description statistics; frequency, distributions and cross tab. Descriptive statistics is used to describe or summarize the information of the respondents, such as age, gender, occupation and income. The frequency distribution will be summarized with particular value of variable into a percentage value and shown as a table.

All statistical procedures are performed by the computer software package to ensure accuracy and minimize costs.

3.3 Data Source:

Research Method: The Primary data was collected via structured interviews with self-administrated or closed-form questionnaires as that is the most flexible method of data collection and it is easy to provide and interpret by computer. Self-administered questionnaire can be used to present questionnaire and record answers in quantitative field research surveys. It is also helpful in data collection process because it can make data comparable, minimize bias, and motivate the respondent.

Target Population: The target population of the study are people who use AIS Network and live in Bangkok in April 2004.

Sampling Unit: The questionnaires were distributed to 400 people who use AIS Network and live in Bangkok in April 2004.

Sample Size: The sampling technique of this study is non-probability sampling and the number of people who live in Bangkok is about 5,700,380 (Source: The Registration Administration Bureau, Department of Local Administration, Ministry of Interior, 2003). As a result, 400 observations are a situation sample size as Gray Anderson (1996) indicates in Table 3.1.

Table 3.1. Theoretical Sample Size for Different Sizes of Population and Different Tolerable error.

Population/ (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source Gray Anderson, Fundamentals of Educational Research,1996

We apply the convenient sampling method for data collection, selecting department stores, universities and offices in Bangkok during specific periods and launching the questionnaire to people that we accidentally meet and who are willing to give us the information.

Method of collection: primary data collection is obtained from the units of analysis in the study by way of written questionnaire and using a scale to measure the magnitude of the variables.

3.4 Study Tools

Questionnaire is the main tool used to study customer satisfaction analysis on AIS (Advance Info Service Public Company Limited). The questionnaire consists of 3 separate parts which constitutes 23 questions as follows:

Part 1 consists of general questions toward sample group such as age, gender, occupation, average income per month, type of product, payment per month and service place.

Part 2 measures AIS customer satisfaction for service such as quality in communicating, price of sim card and convenience of operating officer in service place.

Part 3 consists of the factors that impact customer satisfaction such as promotion and other ways for customer's suggestion.

3.5 Determining Sample Size

This study examines the non-probability sampling method because the respondent's chance of being included in the sample is unknown. According to the infinite population, the techniques for determining a sample size for statistical inference are based on the relationship among the estimated proportion of customer, the maximum allowance for error between the true proportion and sample proportion, and the confidence level which indicates the long-run probability that the confidence interval estimate will be correct. Thus, the formula is:

$$n = \frac{Z^2 pq}{E^2}$$

Where;

Sample Size

Population proportion that has the required characteristics

(1-p) estimate proportion of the non-customer to overall population

E^2 = Allowed errors between the true and sample population

Z^2 Square of the confidence level in standard error units

Confidence Level

We will apply the 95% confidence level so that the maximum allowance for error between the true and sample proportion is 5% or 0.05.

Standardized Normal Distribution

A probability distribution that reflects a specific normal curve for the standardized value, Z score, in accordance with the respective confidence level is 1.96.

Estimated Proportion of Customer

As we do not have the characteristics of the population, we divide the proportion of population equally. The result of p is equal to 0.5 and then q is equal to 0.5.

These values are substituted into the following formula :

$$(1.96)^2(0.5)(0.5)$$

$$(0.5)^2$$

384 or about 400 respondents

Therefore, the sample size for this research is 400 units.

3.6 Data Analysis Technique

The data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package version 11.5 will be analyzed to summarize the data where needed.

Description statistics aims to describe and summarize the data that are collected in the survey . The statistical procedure reliability is measured by the consistency and stability of the questionnaire result. Frequency and percentage tables are most common form of data description in the questionnaire. More importantly, the sample percentages used directly as an estimate of the percentages of the total population indicate each alternative response.

All statistical interpretations of the data will follow commonly accepted research practices. The form of data presentation for these procedures would again be presented in an easily interpreted format. The computer to ensure accuracy and to minimize cost will perform all statistical procedures. It indicates the strength of relationship between two ordinal variables: the measurements ranked for each variable and different scores calculated.

IV. DATA ANALYSIS

This chapter presents the analysis of 400 questionnaires from people who live in Bangkok by separating into each category as follows:

4.1 Data Analysis

The result of the research can be interpreted by using each sampling unit to collect the data. From the tabulation in Table 4.1, we can summarize the result in order to provide a clear picture of the target consumers (population) and to see what their attitudes and satisfaction toward the subject of this research are.

4.2 Frequency Analysis

According to the question (Are you satisfied with AIS Network Yes or No) , the result shows that most of the target customers strongly agree with this campaign while just only a small portion is likely to disagree. We could use the result of this questionnaire to develop solutions to satisfy as much customers as possible.

4.3 Finding and Discussion

The objective in this study is to conduct a survey on customer satisfaction toward AIS products and service specifying on three strategic groups: one consists of GSM Advance group while the other two groups are GSM 1800 and 1-2-Call customers. In this objective, the researcher has been applied several statistical tools; which consist of Frequency table analysis, Contingency Table Analysis, Descriptive, One Sample T-test and Test of Internal Reliability.

The Frequency Table and Contingency Table Analyses were used to clarify the three main different characteristics and demographic profile of AIS customers. The following analysis One Sample T-test was applied on Likert scale rating questions to

find out the key factors that effect customer satisfaction toward AIS product and service.

The last statistical tool that was applied in this study is Test of Reliability Analysis by using a coefficient alpha method, which aims to find out the reliability of the questionnaire. The study also finds out the key factors that impact customer dissatisfaction by adopting an open-ended question to clarify the problem statement. And the last objective is to recommend to the company how to enhance customer satisfaction level and this will be discussed in the next chapter.

As mentioned in the earlier chapter, the sampling design of this study is Convenient and Judgmental Sampling design; first we consider whether the sampling unit is qualified to be our sample or not (Only GSM Advance, GSM 1800 and 1-2-Call customers). Then Convenient Sampling method is used to collect data which is shown in the following tables.

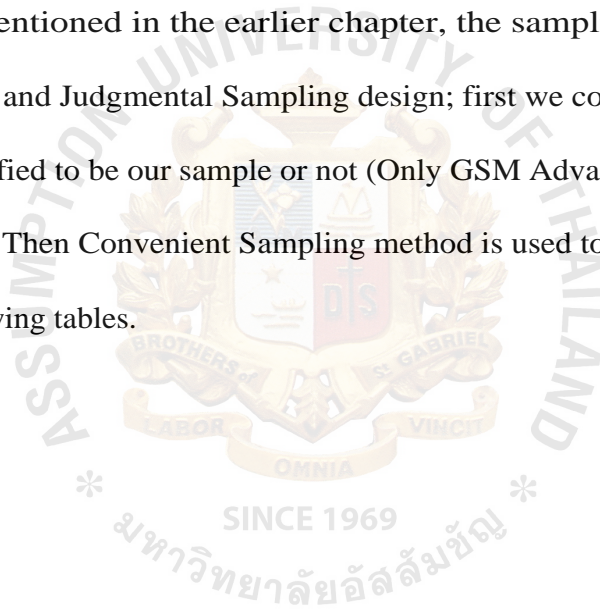


Table 4.1. Demographic Profile of Strategic Groups.

Attributes	Description	GSM		GSM 1800		1-2-Call!		Total	
		advance							
		No.	%	No.	%	No.	%	No.	%
Gender	Male	98	24.5	27	6.8	23	5.8	148	37.0
	Female	160	40.0	24	6.0	68	17.0	252	63.0
Age	15-20 years	2	0.5	0	0.0	9	2.3	11	2.8
	21-25 years	60	15.0	14	3.5	26	6.5	100	25.0
	26-30 years	90	22.5	12	3.0	37	9.3	139	34.8
	Over 30 years	106	26.5	25	6.3	19	4.8	150	37.5
Occupation	Student	4	1.0	0	0.0	7	1.8	11	2.8
	University	26	6.5	3	0.8	12	3.0	41	10.3
	Officer	203	50.8	42	10.5	54	13.5	299	74.8
	Owner	25	6.3	6	1.5	18	4.5	49	12.3

Table 4.1. Demographic Profile of Strategic Groups (Cont.).

Attributes	Description	GSM advance		GSM 1800		1-2-Call!		Total	
		No.		No.		No.		No.	
Income	Less than 10,000	28	7.0	10	2.5	50	12.5	88	22.0
	10,000-15,000	59	14.8	19	4.8	30	7.5	108	27.0
	15,001-20,000	53	13.3	12	3.0	6	1.5	71	17.8
	Over 20,000	118	29.5	10	2.5	5	1.3	133	33.3
Duration of System Use	Less than 1 year	16	4.0	5	1.3	18	4.5	39	9.8
	1-2 years	42	10.5	9	2.3	23	5.8	74	18.5
	3-5 years	102	25.5	30	7.5	30	7.5	162	40.5
	More than 5 years	98	24.5	7	1.8	20	5.0	125	31.3
Paid/Month	Less than 1,000	59	14.8	24	6.0	68	17.0	151	37.8
	1,000-3,000	172	43.0	26	6.5	22	5.5	220	55.0
	3,001-5,000	23	5.8	1	0.3	0	0.0	24	6.0
	Over 5,000	4	1.0	0	0.0	1	0.3	5	1.3
		No.		No.		No.		No.	
AIS Shop	AIS Branch	72	18.0	7	1.8	11	2.8	90	22.5
	Telewiz	70	17.5	8	2.0	27	6.8	105	26.3
	Dealer	94	23.5	30	7.5	35	8.8	159	39.8
	Other	22	5.5	6	1.5	18	4.5	46	11.5

The above table shows that most of the respondents use GSM Advance comprising almost 64.5 percent; while the remaining are 1-2-Call! 22.8 percent and GSM 1800 12.8 percent, respectively (See Appendix Table). Most of the respondents are female at 63.0 percent and male at 37.0 percent. This shows that more females prefer to use AIS-network than males and the most popular network is GSM Advance by about 40.0 percent. The average age of customer is around 26 years old up by these group of customer have age around 26 to 30 years and over than 30 years about 72.3 percent while those respondents who are under 25 years is about 27.8 percent. Most of them are officers and owners of a business at about 74.8 percent and 12.3 percent, respectively.

The highest average income per month of most respondents is over 20,000 baht at 33.3 percent and around 10,000 to 15,000 baht at 27.0 percent. From this point of view, we can conclude that most AIS customers are those who are above 26 years and are employed or own a business and earn above 10,000 baht per month. Therefore, most AIS customers are adults who have a potential to afford the telephone bill. However, most respondents revealed that the duration of using AIS-network service is around 3-5 years at 40.5 percent and more than 5 years at 31.3 percent.

This shows that most AIS customers at about 71.8 percent show brand loyalty toward AIS network. The amount that they continuously pay per month to AIS network is around 1,000 to 3,000 Baht at almost 55.0 percent and less than 1,000 Baht at 37.8 percent. And the service place that most AIS customers prefer to purchase mobile or extra equipment is from AIS dealers at about 39.8 percent; followed by Telewiz at 26.3 percent, AIS Branch at 22.5 percent and other distributor at 11.5 percent, respectively.

Table 4.2, shows us which sales promotion of each strategic group is most preferable. It also shows the preliminary data on customer's satisfaction toward sales promotion and AIS network and this be will described in further details in Table 4.2.

Table 4.2. Sales Promotion of Strategic Groups.

Attributes	Description	GSM		GSM 1800		1-2-Call!		Total	
		advance							
		No.		No.		No.		No.	
ProrilOtion	Service Rate	242	60.5	44	11.0	81	20.3	367	91.8
	Gift set	4	1.0	0	0.0	2	0.5	6	1.5
	Privilege	7	1.8	2	0.5	4	1.0	13	3.3
	Others	5	1.3	5	1.3	4	1.0	14	3.5
. Agreement	Accepted	196	49.0	45	11.3	70	17.5	311	77.8
	Not Accepted	62	15.5	6	1.5	21	5.3	89	22.3
Most Interesting	*								
Promotion	Max call	110	27.5	24	6.0	29	7.3	163	40.8
	Min rate								
	Max call	18	4.5	4	1.0	5	1.3	27	6.8
	Max privilege								

Table 4.2. Sales Promotion of Strategic Groups (Cont.).

Attributes	Description	GSM		GSM		1-2-Call!		Total	
		advance		1800					
		No.	%	No.	%	No.	%	No.	%
Leader									
Technology	Yes	244	61.0	50	12.5	82	20.5	376	94.0
	No	14	3.5	1	0.3	9	2.3	24	6.0
Satisfaction									
toward	Yes	198	49.5	41	10.3	64	16.0	303	75.8
Promotion	No	60	15.0	10	2.5	27	6.8	97	24.3
Satisfaction to	Yes	244	61.0	50	12.5	91	22.8	385	96.3
AIS	No	14	3.5	1	0.3	0	0.0	15	3.8

From the above table, we find out that most respondents, 91.8 percent consider service rate in making a decision on selecting a telephone promotion; while the other promotions have least effect on decision making with privilege promotion at only 3.3 percent and gift set promotion at only 1.5 percent, respectively.

However, most of them accept the slogan "The more callers, the longer in the system, the more service discount" at almost 77.8 percent while those who do not accept this slogan are only 22.3 percent. The most interesting Call Promotion is "Max call Max rate" at about 40.8 percent; followed by "Min rate No privilege" at about 37.8 percent, "Normal rate Max privilege" at about 14.8 percent and "Max call Max privilege" at only 6.8 percent, respectively. Otherwise, most AIS customers at about 94.0 percent agree that AIS network is the leader in technology of mobile telephone.

Therefore, we can conclude that the most effective promotion that effects decision making is Service Rate promotion and the Service Rate promotion that is most popular is "Max call Mix Rate" and "MM rate No privilege". Regarding satisfaction toward Sales promotion and AIS network, most of them 75.8 percent say that they have satisfaction toward Sales promotion while almost 96.3 percent have satisfaction toward AIS network. These results show that, most AIS customers use AIS network mainly because of the Network itself and Service Rate promotion as a complementary function. The next chapter will discuss further on the comparison between AIS network and other as Orange network or DTAC network regarding customer satisfaction.

Table 4.3, shows Customer satisfaction toward AIS product and service by using One Sample T-test statistical tool.

Table 4.3. Customer Satisfaction of Strategic Groups.

Attributes	Description	GSM		GSM 1800		1-2-Cali!		Total	
			advance		969				
Quality			Sig.		Sig.	it	Sig.	3.9760	Sig.
	Clear Signal	4.08	0.00*	4.20	0.00*	4.07	0.00*		
	Continuous Signal	3.95	0.00*	4.04	0.00*	4.05	0.00*		
	Extra Service	3.76	0.00*	3.57	0.00*	3.68	0.00*		
	Technology	3.66	0.00*	3.67	0.00*	3.86	0.00*		
	Worldwide Service	4.44	0.00*	4.16	0.00*	4.34	0.00*		

Table 4.3. Customer Satisfaction of Strategic Groups (Cont.).

Attributes	Description	GSM advance		GSM 18000		1-2-Call		Total	
Price								3.3050	0.00**
	Price of SIM card	3.27	0.00*	3.41	0.00*	3.34	0.00*		
Service								3.6267	0.00**
Place	Good clarify	3.46	0.00*	3.39	0.00*	3.68	0.00*		
	Problem								
	Good	3.66	0.00*	3.84	0.00*	3.79	0.00*		
	Decoration								
	Convenience	3.65	0.00*	3.71	0.00*	3.68	0.00*		
	& Service								
	Attention								

* significant at 0.05 level

**significant at 0.01 level

From the above table, we accept all Alternative hypotheses that Quality, Price and Service place are significant factors toward AIS Customers' satisfaction by significant values are less than 0.01 confidential levels. However, when we compare the mean score at of each three main attributes, we found that quality of the network is the highest scores at about 3.9760; followed by service place at 3.6267 and price of SIM Card at 3.3050, respectively.

These results show that most customers perceive that quality of the network is the most important factor that they are satisfied with. Then, service place and price are the second and third factors that can satisfy them when using an AIS network mobile telephone. Moreover, when we consider the specific details of each three main attributes, we found that GSM advance customers are more satisfied with worldwide service because they can use a mobile when they go aboard with a mean equal to 4.44 at 0.05 confidential level; then, extra service such as logo or ring tone with a mean equal to 3.76 at 0.05 confidential level. For GSM 1800, customers are more satisfied mostly with clear signal ($t = 4.20$; $p\text{-value} = 0.00$); good decoration of service place ($\mu = 3.84$; $p\text{-value} = 0.00$), convenient place & service officer attention ($t_i = 3.71$; $p\text{-value} = 0.00$) and price of SIM card ($t_{ii} = 3.41$; $p\text{-value} = 0.00$) respectively. For 1-2-Call, customers are more satisfied mostly with continuous signal ($\mu = 4.05$; $p\text{-value} = 0.00$); followed by by continue developing technology such as security signal ($\mu = 3.86$; $p\text{-value} = 0.00$) and officer can help solve the problem and provide product knowledge & know-how ($t_a = 3.68$; $p\text{-value} = 0.00$). Therefore, the marketer should set a marketing strategy and offer each attribute to match the requirement or satisfaction of each group of AIS customers.

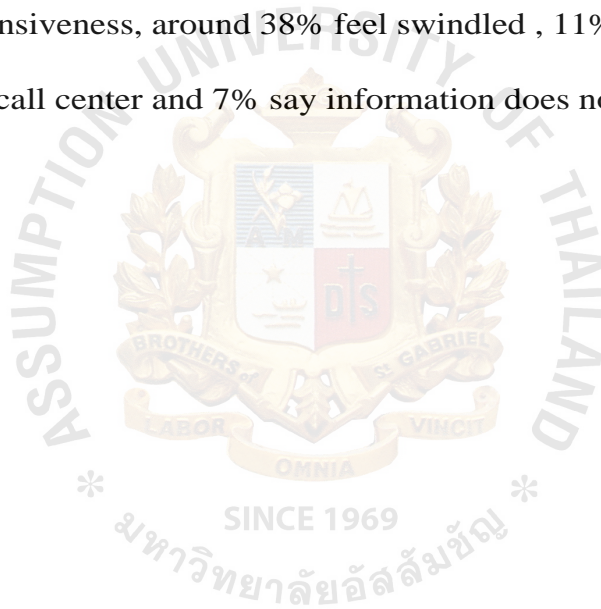
Table 4. 4. describes the reliability of construction of the questionnaire; which aims to prove that this research instrument is reliable.

Table 4.4. Test of Internal Reliability.

Constructs	Items	Mean	Coefficient's Alpha
Cifia lity	The signal is clear	4.0900	0.6330
	The signal is continuous	3.9850	
	Extra service (eg. Logo, Ring tone)	3.7175	
	Continue Developing Technology	3.7075	
	Offer World wide Service	4.3800	
Price	Price of SIM Card & Equipment	3.3100	0.8702
Service Place	Officers provide good support on product knowledge	3.5025	
	Decoration of Service Place	3.7150	
	Convenience of place & officers provide service attention	3.6625	
Total		3.3050	0.7637

From the Reliability table, we found that this instrument has high reliability of Coefficient's Alpha equal to 0.7637, which is close to 1. Service Quality and Service Place constructs also show that the Coefficient's Alpha equal to 0.6330 and 0.8702, respectively; which represent that each question item of each constructs has high reliability. However, the Price construct does not show the Coefficient's Alpha value; since there is only one question item in Price of SIM Card construct. Therefore, we can conclude that this research instrument is reliable.

From the result, customer dissatisfaction factors include: almost 44% complain about expensiveness, around 38% feel swindled , 11% complain about long call waiting to call center and 7% say information does not match that of call center Telewiz.



V. CONCLUSION AND RECOMENDATIONS

5.1 Conclusion

The lifestyle of Thai people has changed, and especially the usage of mobile phone is continuously increasing, which affects the competition in wireless telecommunication business. Now the market of mobile service provider is very competitive. AIS have many competitors such as DTAC, HUTCH and ORANGE. So it not easy to keep the market shares if we do not understand customers' demand.

We used the questionnaire technique as a tool for the project and collected information by interviewing 400 people who are more than 15 years old and live in Bangkok using the simple random method. After obtaining the information, it is processed by using Statistical program to analyze customer satisfaction toward the mobile company .

The result of this study reveals that different income levels influence customers' behavior and almost everybody is mainly concerned about promotion rate but it can be influenced by the age of users too. Therefore marketing needs to choose a specific strategy according to each target. The analysis of customers' behavior in order to understand customers can help to reach customer's need and the result could attract customers, and increase customers' satisfaction and loyalty.

The GSM advance is a well — recognized system with services provided in over 60 countries around the world. Because GSM advance is a global standardized system, AIS can adopt and adapt the developed technology very easily and quickly. Many customers perceive GSM advance as a very good quality product.

GSM product is for high-end customers. It is high technology to support this kind of customer group. Customers can be satisfied by reducing rate (prefer to increase

promotion) to compete with competitors but still higher than competitors by about 10-15% because the image of advance is better quality network maintaining the position of AIS at the top. They add privilege to the customers because customers who use GSM advance normally have enough money to use better things.

One-2-call! Customer Group is a pre-paid or non subscription system: Pre-paid is used in order to expand the market base, especially teenage group and low-end customer. Normally, the customers do not use a lot so promotion should be nearly the same as the competitors' but still higher by about 5-10% because of better network signal and add promotion to satisfy customers who choose to pay more.

Since GSM1800 Customer Group is a low operating cost system with few Value added Service (VAS), this product is for low-end customers. They use this product as a fighting brand to compete with competitors' low — end segment because it is a low cost system with minimum market segment in wireless telecommunication business.

All services of AIS should not use pricing marketing criteria because in the future there may be a pricing war and all companies may lose. It should use differentiating marketing that can differentiate products of AIS from others to make more profit so that products cannot be replaced by other products.

5.2 Recommendation

According to the result from the survey, most sampling groups want the company to change the way of airtime charge for using "Per Second Charging". They should increase the number of staff in the Call Center Department to serve the customers efficiently so that they can reduce the time that the customer has to spend waiting in line that costs them airtime.

The company should create a one-stop-service strategy and try to enforce the staff who are responsible for customer care service to do their best in solving the customers' problem in the first contact.

Since the market is always changing the company should do periodic market survey analysis carefully to define the result of customer behavior. This method can help the company to make the right decision about developing a good market strategy to maintain the market leader status.





APPENDIX A.
STATISTICAL PROGRAM

Frequencies (Total)

Frequency Table

01'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 Year	11	2.8	2.8	2.8
	21-25 year	100	25.0	25.0	27.8
	26-30 year	139	34.8	34.8	62.5
	over 30 year	150	37.5	37.5	100.0
	Total	400	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	148	37.0	37.0	37.0
	Female	252	63.0	63.0	100.0
	Total	400	100.0	100.0	

111roll

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	11	2.8	2.8	2.8
	university	41	10.3	10.3	13.0
	Officer	299	74.8	74.8	87.8
	Owner	49	12.3	12.3	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000 BHT	88	22.0	22.0	22.0
	10000-15000 BHT	108	27.0	27.0	49.0
	15001-20000 BHT	71	17.8	17.8	66.8
	over 20000 BHT	133	33.3	33.3	100.0
	Total	400	100.0	100.0	

sim card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	gsm advance	258	64.5	64.5	64.5
	gsm1800	51	12.8	12.8	77.3
	1-2-Call	91	22.8	22.8	100.0
	Total	400	100.0	100.0	

1-15vinnyna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	39	9.8	9.8	9.8
	1-2 year	74	18.5	18.5	28.3
	3~5 year	162	40.5	40.5	68.8
	over 5 year	125	31.3	31.3	100.0
	Total	400	100.0	100.0	

paid/month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1000 bht	151	37.8	37.8	37.8
	1000-3000 bht	220	55.0	55.0	92.8
	3001-5000 bht	24	6.0	6.0	98.8
	over 5000 bht	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AIS Branch	90	22.5	22.5	22.5
	TELEWIZ	105	26.3	26.3	48.8
	DEALER	159	39.8	39.8	88.5
	Other	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	4	1.0	1.0	1.0
	average	45	11.3	11.3	12.3
	saticfaction	262	65.5	65.5	77.8
	excellent	89	22.3	22.3	100.0
	Total	400	100.0	100.0	

Align to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	8	2.0	2.0	2.0
	average	61	15.3	15.3	17.3
	saticfaction	260	65.0	65.0	82.3
	excellent	71	17.8	17.8	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	15	3.8	3.8	3.8
	average	128	32.0	32.0	35.8
	satisfaction	212	53.0	53.0	88.8
	excellent	45	11.3	11.3	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	6	1.5	1.5	1.5
	unhappy	11	2.8	2.8	4.3
	average	146	36.5	36.5	40.8
	satisfaction	169	42.3	42.3	83.0
	excellent	67	16.8	16.8	99.8
	not used	1	.3	.3	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	14	3.5	3.5	3.5
	average	106	26.5	26.5	30.0
	satisfaction	113	28.3	28.3	58.3
	excellent	48	12.0	12.0	70.3
	not used	119	29.8	29.8	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	11	2.8	2.8	2.8
	unhappy	62	15.5	15.5	18.3
	average	143	35.8	35.8	54.0
	satisfaction	162	40.5	40.5	94.5
	excellent	22	5.5	5.5	100.0
	Total	400	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	5	1.3	1.3	1.3
	unhappy	35	8.8	8.8	10.0
	average	142	35.5	35.5	45.5
	satisfaction	190	47.5	47.5	93.0
	excellent	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

nice place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	1	.3	.3	.3
	unhappy	7	1.8	1.8	2.0
	average	122	30.5	30.5	32.5
	saticfaction	245	61.3	61.3	93.8
	excellent	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	6	1.5	1.5	1.5
	unhappy	23	5.8	5.8	7.3
	average	107	26.8	26.8	34.0
	saticfaction	228	57.0	57.0	91.0
	excellent	36	9.0	9.0	100.0
	Total	400	100.0	100.0	

Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rate	367	91.8	91.8	91.8
	giftset	6	1.5	1.5	93.3
	privilege	13	3.3	3.3	96.5
	other	14	3.5	3.5	100.0
	Total	400	100.0	100.0	

agreement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	accept	311	77.8	77.8	77.8
	no	89	22.3	22.3	100.0
	Total	400	100.0	100.0	

Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	max call min rate	163	40.8	40.8	40.8
	max call max privilege	27	6.8	6.8	47.5
	min rate no privilege	151	37.8	37.8	85.3
	normal rate max privilege	59	14.8	14.8	100.0
	Total	400	100.0	100.0	

leader Technology

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	376	94.0	94.0	94.0
no	24	6.0	6.0	100.0
Total	400	100.0	100.0	

sactisfaction promotion now

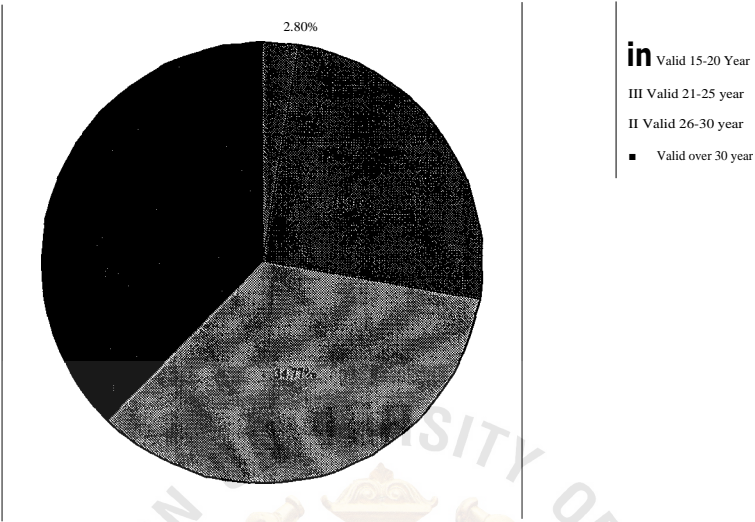
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	303	75.8	75.8	75.8
no	97	24.3	24.3	100.0
Total	400	100.0	100.0	

sactisfaction to AIS

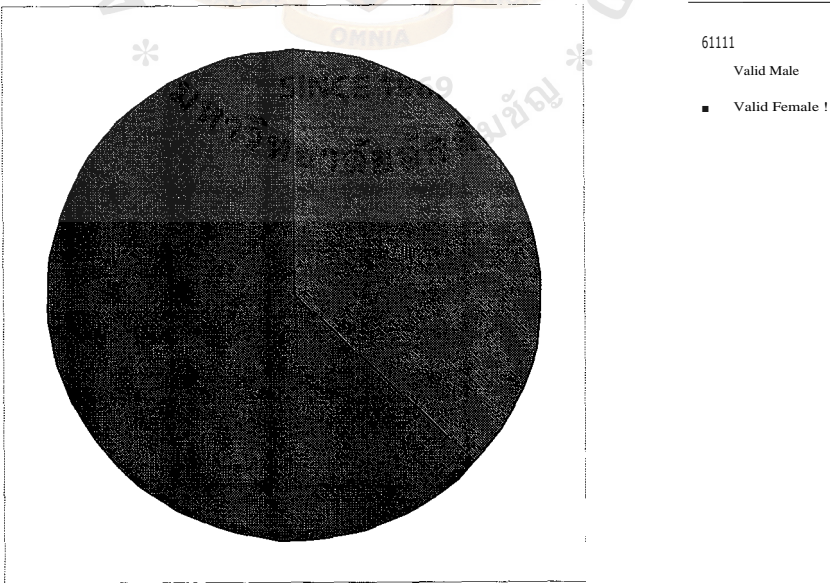
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	385	96.3	96.3	96.3
no	15	3.8	3.8	100.0
Total	400	100.0	100.0	



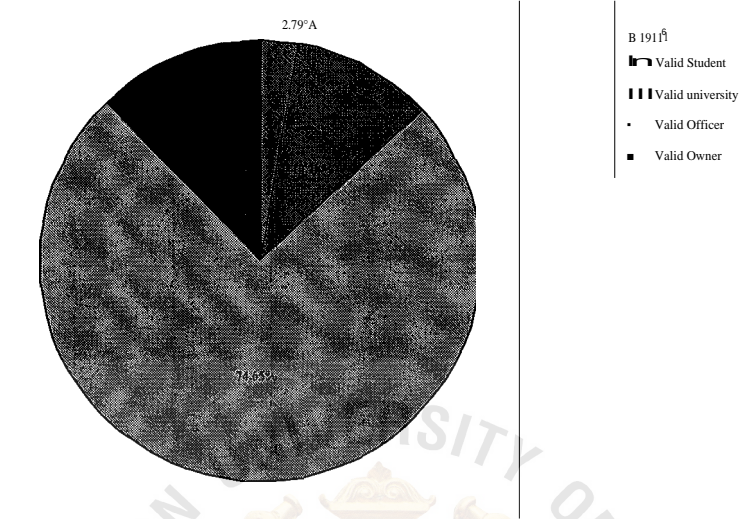
Statistics : Valid Percent



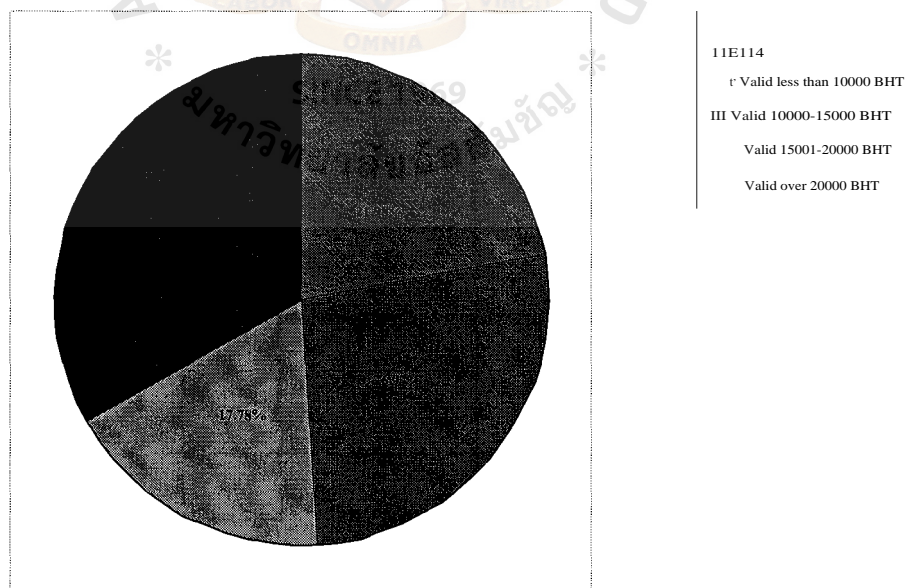
Statistics : Valid Percent



Statistics : Valid Percent

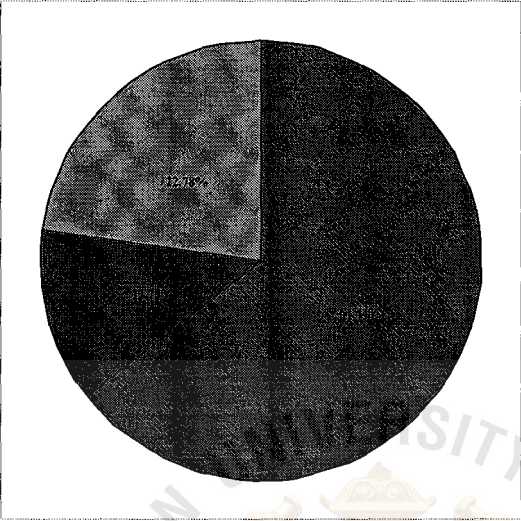


Statistics : Valid Percent



sim card

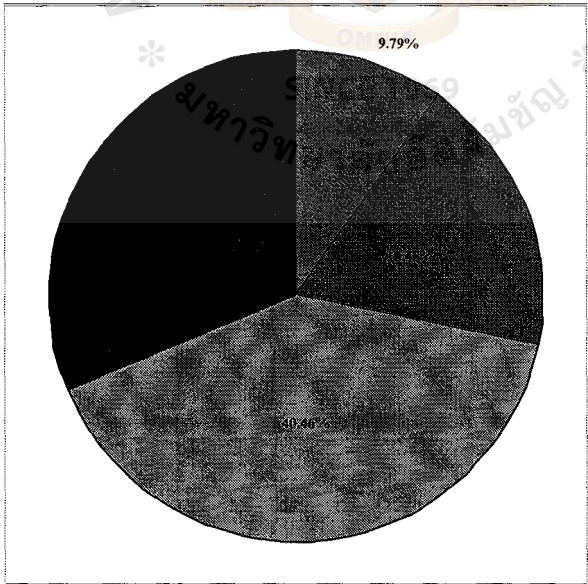
Statistics : Valid Percent



sim card
111 Valid gsm advance
11 Valid gsm advance 800
Valid 1-2-Call

lihnrinnu

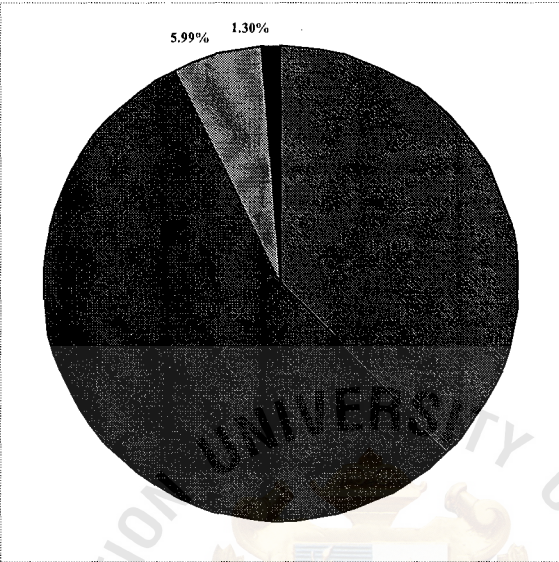
Statistics : Valid Percent



liY12.11nJ 1fitt
Valid less than 1 year
Valid 1-2 year
Valid 3-5 year
Valid over 5 year

paid/month

Statistics : Valid Percent



paid/month

, Valid less than 1000 bht

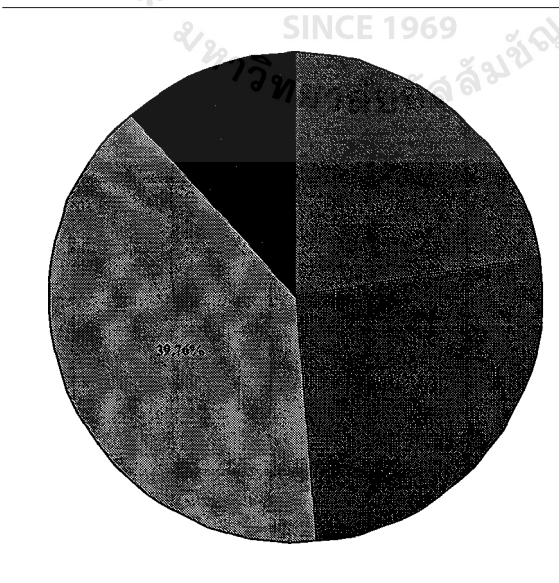
II Valid 1000-3000 bht

Valid 3001-5000 bht

Valid over 5000 bht

shop

Statistics : Valid Percent



shop

Valid AIS Branch

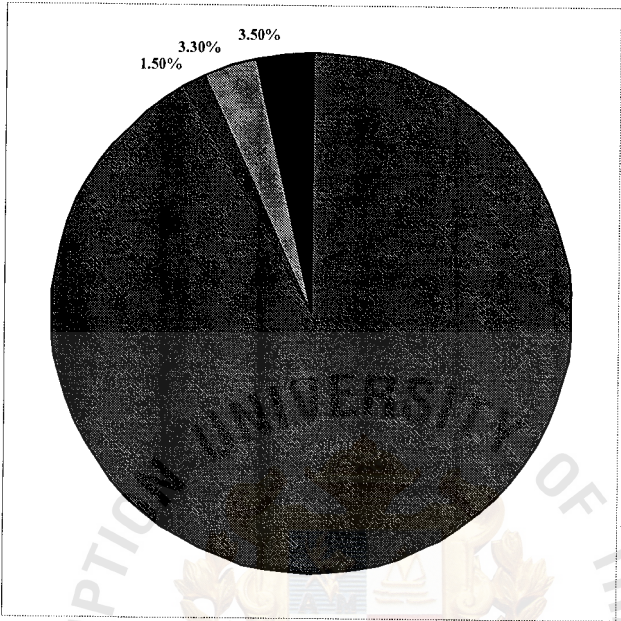
Valid TELEWIZ

SI Valid DEALER

Valid Other

Promotion

Statistics : Valid Percent



Promotion

gi Valid rate

Valid giftset

El Valid privilege

1111 Valid other

agreement

Statistics : Valid Percent

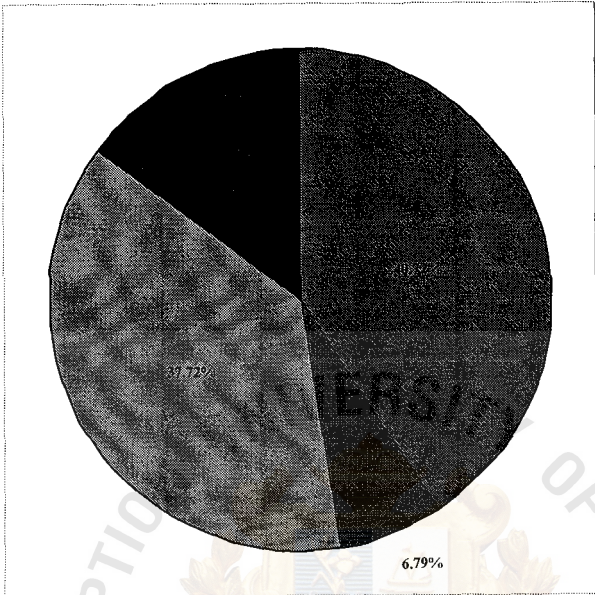


agreement
II Valid accept
III Valid no



Interest

Statistics : Valid Percent



Interest

Valid max call min rate

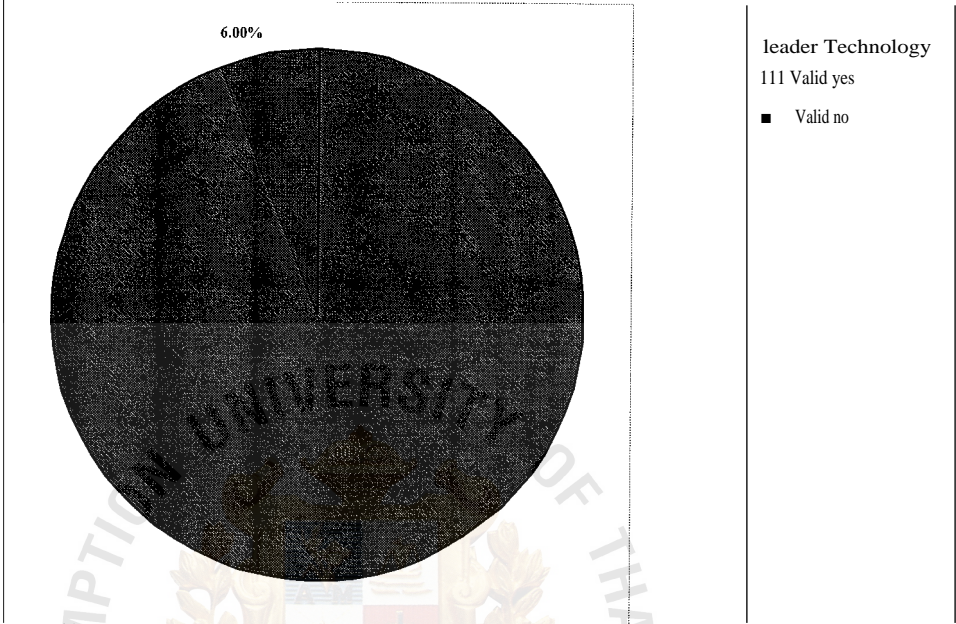
Valid max call max privilege

Valid min rate no privilege

Valid normal rate max privilege

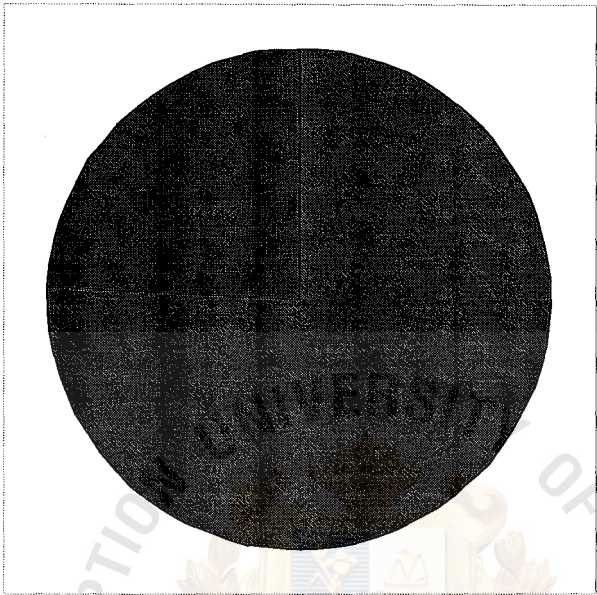
leader Technology

Statistics : Valid Percent



sactisfaction promotion now

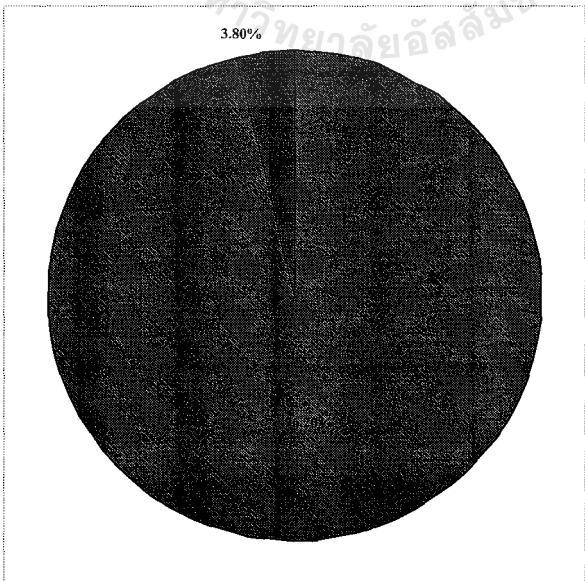
Statistics : Valid Percent



sactisfaction promotion now
Fi Valid yes
Valid no

sactisfaction to AIS

Statistics : Valid Percent



sactisfaction to AIS
Valid yes
III Valid no

Frequencies (GSM Advance)
Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 Year	2	.8	.8	.8
	21-25 year	60	23.3	23.3	24.0
	26-30 year	90	34.9	34.9	58.9
	over 30 year	106	41.1	41.1	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	98	38.0	38.0	38.0
	Female	160	62.0	62.0	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	4	1.6	1.6	1.6
	university	26	10.1	10.1	11.6
	Officer	203	78.7	78.7	90.3
	Owner	25	9.7	9.7	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000 BHT	28	10.9	10.9	10.9
	10000-15000 BHT	59	22.9	22.9	33.7
	15001-20000 BHT	53	20.5	20.5	54.3
	over 20000 BHT	118	45.7	45.7	100.0
	Total	258	100.0	100.0	

sim card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	gsm advance	258	100.0	100.0	100.0

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	16	6.2	6.2	6.2
	1-2 year	42	16.3	16.3	22.5
	3-5 year	102	39.5	39.5	62.0
	over 5 year	98	38.0	38.0	100.0
	Total	258	100.0	100.0	

paid/month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1000 bht	59	22.9	22.9	22.9
	1000-3000 bht	172	66.7	66.7	89.5
	3001-5000 bht	23	8.9	8.9	98.4
	over 5000 bht	4	1.6	1.6	100.0
	Total	258	100.0	100.0	

shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AIS Branch	72	27.9	27.9	27.9
	TELEWIZ	70	27.1	27.1	55.0
	DEALER	94	36.4	36.4	91.5
	Other	22	8.5	8.5	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	3	1.2	1.2	1.2
	average	28	10.9	10.9	12.0
	saticfaction	173	67.1	67.1	79.1
	excellent	54	20.9	20.9	100.0
	Total	258	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	7	2.7	2.7	2.7
	average	39	15.1	15.1	17.8
	saticfaction	172	66.7	66.7	84.5
	excellent	40	15.5	15.5	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	7	2.7	2.7	2.7
	average	78	30.2	30.2	32.9
	saticfaction	143	55.4	55.4	88.4
	excellent	30	11.6	11.6	100.0
	Total	258	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	5	1.9	1.9	1.9
	unhappy	8	3.1	3.1	5.0
	average	97	37.6	37.6	42.6
	saticfaction	108	41.9	41.9	84.5
	excellent	39	15.1	15.1	99.6
	not used	1	.4	.4	100.0
	Total	258	100.0	100.0	

IR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	12	4.7	4.7	4.7
	average	61	23.6	23.6	28.3
	saticfaction	72	27.9	27.9	56.2
	excellent	28	10.9	10.9	67.1
	not used	85	32.9	32.9	100.0
	Total	258	100.0	100.0	

price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	7	2.7	2.7	2.7
	unhappy	36	14.0	14.0	16.7
	average	103	39.9	39.9	56.6
	saticfaction	104	40.3	40.3	96.9
	excellent	8	3.1	3.1	100.0
	Total	258	100.0	100.0	

ether problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	5	1.9	1.9	1.9
	unhappy	21	8.1	8.1	10.1
	average	94	36.4	36.4	46.5
	saticfaction	126	48.8	48.8	95.3
	excellent	12	4.7	4.7	100.0
	Total	258	100.0	100.0	

nice place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	1	.4	.4	.4
	unhappy	7	2.7	2.7	3.1
	average	82	31.8	31.8	34.9
	satisfaction	156	60.5	60.5	95.3
	excellent	12	4.7	4.7	100.0
Total		258	100.0	100.0	

convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	5	1.9	1.9	1.9
	unhappy	15	5.8	5.8	7.8
	average	70	27.1	27.1	34.9
	satisfaction	144	55.8	55.8	90.7
	excellent	24	9.3	9.3	100.0
Total		258	100.0	100.0	

Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rate	242	93.8	93.8	93.8
	giftset	4	1.6	1.6	95.3
	privilege	7	2.7	2.7	98.1
	other	5	1.9	1.9	100.0
Total		258	100.0	100.0	

agreement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	accept	196	76.0	76.0	76.0
	no	62	24.0	24.0	100.0
Total		258	100.0	100.0	

Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	max call min rate	110	42.6	42.6	42.6
	max call max privilege	18	7.0	7.0	49.6
	min rate no privilege	88	34.1	34.1	83.7
	normal rate max privilege	42	16.3	16.3	100.0
Total		258	100.0	100.0	

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leader Technology

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	244	94.6	94.6	94.6
no	14	5.4	5.4	100.0
Total	258	100.0	100.0	

sactisfaction promotion now

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	198	76.7	76.7	76.7
no	60	23.3	23.3	100.0
Total	258	100.0	100.0	

sactisfaction to AIS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	244	94.6	94.6	94.6
no	14	5.4	5.4	100.0
Total	258	100.0	100.0	



Frequencies (GSM 1800)
Frequency Table

owl

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 year	14	27.5	27.5
	26-30 year	12	23.5	51.0
	over 30 year	25	49.0	100.0
	Total	51	100.0	

fl

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	27	52.9	52.9
	Female	24	47.1	100.0
	Total	51	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	university	3	5.9	5.9
	Officer	42	82.4	88.2
	Owner	6	11.8	100.0
	Total	51	100.0	

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	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000 BHT	10	19.6	19.6
	10000-15000 BHT	19	37.3	56.9
	15001-20000 BHT	12	23.5	80.4
	over 20000 BHT	10	19.6	100.0
	Total	51	100.0	

sim card

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	gsm1800	51	100.0	100.0

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	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	5	9.8	9.8
	1-2 year	9	17.6	27.5
	3-5 year	30	58.8	86.3
	over 5 year	7	13.7	100.0
	Total	51	100.0	

paid/month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1000 bht	24	47.1	47.1	47.1
	1000-3000 bht	26	51.0	51.0	98.0
	3001-5000 bht	1	2.0	2.0	100.0
	Total	51	100.0	100.0	

shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AIS Branch	7	13.7	13.7	13.7
	TELEWIZ	8	15.7	15.7	29.4
	DEALER	30	58.8	58.8	88.2
	Other	6	11.8	11.8	100.0
	Total	51	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	4	7.8	7.8	7.8
	saticfaction	33	64.7	64.7	72.5
	excellent	14	27.5	27.5	100.0
	Total	51	100.0	100.0	

atUllieu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	8	15.7	15.7	15.7
	saticfaction	33	64.7	64.7	80.4
	excellent	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

vini5tari'N

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	1	2.0	2.0	2.0
	average	20	39.2	39.2	41.2
	saticfaction	30	58.8	58.8	100.0
	Total	51	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	17	33.3	33.3	33.3
	saticfaction	34	66.7	66.7	100.0
	Total	51	100.0	100.0	

IR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	14	27.5	27.5	27.5
	satisfaction	25	49.0	49.0	76.5
	excellent	2	3.9	3.9	80.4
	not used	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	1	2.0	2.0	2.0
	unhappy	8	15.7	15.7	17.6
	average	11	21.6	21.6	39.2
	satisfaction	31	60.8	60.8	100.0
	Total	51	100.0	100.0	

clear problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	5	9.8	9.8	9.8
	average	21	41.2	41.2	51.0
	satisfaction	25	49.0	49.0	100.0
	Total	51	100.0	100.0	

nice place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	8	15.7	15.7	15.7
	satisfaction	43	84.3	84.3	100.0
	Total	51	100.0	100.0	

convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	15	29.4	29.4	29.4
	satisfaction	36	70.6	70.6	100.0
	Total	51	100.0	100.0	

Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rate	44	86.3	86.3	86.3
	privilege	2	3.9	3.9	90.2
	other	5	9.8	9.8	100.0
	Total	51	100.0	100.0	

agreement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	accept	45	88.2	88.2	88.2
	no	6	11.8	11.8	100.0
	Total	51	100.0	100.0	

Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	max call min rate	24	47.1	47.1	47.1
	max call max privilege	4	7.8	7.8	54.9
	min rate no privilege	17	33.3	33.3	88.2
	normal rate max privilege	6	11.8	11.8	100.0
	Total	51	100.0	100.0	

leader Technology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	50	98.0	98.0	98.0
	no	1	2.0	2.0	100.0
	Total	51	100.0	100.0	

sactisfaction promotion now

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	80.4	80.4	80.4
	no	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

sactisfaction to MS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	50	98.0	98.0	98.0
	no	1	2.0	2.0	100.0
	Total	51	100.0	100.0	

Frequencies (1-2-Call)
Frequency Table

alq

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 Year	9	9.9	9.9	9.9
	21-25 year	26	28.6	28.6	38.5
	26-30 year	37	40.7	40.7	79.1
	over 30 year	19	20.9	20.9	100.0
	Total	91	100.0	100.0	

tYi fl

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	23	25.3	25.3	25.3
	Female	68	74.7	74.7	100.0
	Total	91	100.0	100.0	

Otcwl

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	7	7.7	7.7	7.7
	university	12	13.2	13.2	20.9
	Officer	54	59.3	59.3	80.2
	Owner	18	19.8	19.8	100.0
	Total	91	100.0	100.0	

5'mlN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000 BHT	50	54.9	54.9	54.9
	10000-15000 BHT	30	33.0	33.0	87.9
	15001-20000 BHT	6	6.6	6.6	94.5
	over 20000 BHT	5	5.5	5.5	100.0
	Total	91	100.0	100.0	

sim card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2-Call	91	100.0	100.0	100.0

lihtruIrru

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	18	19.8	19.8	19.8
	1-2 year	23	25.3	25.3	45.1
	3-5 year	30	33.0	33.0	78.0
	over 5 year	20	22.0	22.0	100.0
	Total	91	100.0	100.0	

paid/month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1000 bht	68	74.7	74.7	74.7
	1000-3000 bht	22	24.2	24.2	98.9
	over 5000 bht	1	1.1	1.1	100.0
	Total	91	100.0	100.0	

shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AIS Branch	11	12.1	12.1	12.1
	TELEWIZ	27	29.7	29.7	41.8
	DEALER	35	38.5	38.5	80.2
	Other	18	19.8	19.8	100.0
	Total	91	100.0	100.0	

flalwirmou

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	1	1.1	1.1	1.1
	average	13	14.3	14.3	15.4
	saticfaction	56	61.5	61.5	76.9
	excellent	21	23.1	23.1	100.0
	Total	91	100.0	100.0	

artgtwitu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	1	1.1	1.1	1.1
	average	14	15.4	15.4	16.5
	saticfaction	55	60.4	60.4	76.9
	excellent	21	23.1	23.1	100.0
	Total	91	100.0	100.0	

viDliff311

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	7	7.7	7.7	7.7
	average	30	33.0	33.0	40.7
	saticfaction	39	42.9	42.9	83.5
	excellent	15	16.5	16.5	100.0
	Total	91	100.0	100.0	

filulaei

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	1	1.1	1.1	1.1
	unhappy	3	3.3	3.3	4.4
	average	32	35.2	35.2	39.6
	saticfaction	27	29.7	29.7	69.2
	excellent	28	30.8	30.8	100.0
	Total	91	100.0	100.0	

IR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	2	2.2	2.2	2.2
	average	31	34.1	34.1	36.3
	saticfaction	16	17.6	17.6	53.8
	excellent	18	19.8	19.8	73.6
	not used	24	26.4	26.4	100.0
	Total	91	100.0	100.0	

price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	3	3.3	3.3	3.3
	unhappy	18	19.8	19.8	23.1
	average	29	31.9	31.9	54.9
	saticfaction	27	29.7	29.7	84.6
	excellent	14	15.4	15.4	100.0
	Total	91	100.0	100.0	

clær problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unhappy	9	9.9	9.9	9.9
	average	27	29.7	29.7	39.6
	saticfaction	39	42.9	42.9	82.4
	excellent	16	17.6	17.6	100.0
	Total	91	100.0	100.0	

nice place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	average	32	35.2	35.2	35.2
	saticfaction	46	50.5	50.5	85.7
	excellent	13	14.3	14.3	100.0
	Total	91	100.0	100.0	

convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improve immediately	1	1.1	1.1	1.1
	unhappy	8	8.8	8.8	9.9
	average	22	24.2	24.2	34.1
	satisfaction	48	52.7	52.7	86.8
	excellent	12	13.2	13.2	100.0
	Total	91	100.0	100.0	

Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rate	81	89.0	89.0	89.0
	giftset	2	2.2	2.2	91.2
	privilege	4	4.4	4.4	95.6
	other	4	4.4	4.4	100.0
	Total	91	100.0	100.0	

agreement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	accept	70	76.9	76.9	76.9
	no	21	23.1	23.1	100.0
	Total	91	100.0	100.0	

Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	max call min rate	29	31.9	31.9	31.9
	max call max privilege	5	5.5	5.5	37.4
	min rate no privilege	46	50.5	50.5	87.9
	normal rate max privilege	11	12.1	12.1	100.0
	Total	91	100.0	100.0	

leader Technology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	82	90.1	90.1	90.1
	no	9	9.9	9.9	100.0
	Total	91	100.0	100.0	

satisfaction promotion now

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	64	70.3	70.3	70.3
	no	27	29.7	29.7	100.0
	Total	91	100.0	100.0	

sactisfaction to MS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	91	100.0	100.0	100.0

Cross tabs (Total)

111 11 VI ft Crosstabulation

			PIN P		Total
			Male	Female	
0API	Student	Count	2	9	11
		% within a14'11	18.2%	81.8%	100.0%
		% within LIN ft	1.4%	3.6%	2.8%
		% of Total	.5%	2.3%	2.8%
	university	Count	15	26	41
		% within 0 TTSIN	36.6%	63.4%	100.0%
		% within WI ff	10.1%	10.3%	10.3%
		% of Total	3.8%	6.5%	10.3%
	Officer	Count	104	195	299
		% within a API	34.8%	65.2%	100.0%
		% within PIN ef	70.3%	77.4%	74.8%
		% of Total	26.0%	48.8%	74.8%
	Owner	Count	27	22	49
		% within 01'1111	55.1%	44.9%	100.0%
		% withinflff	18.2%	8.7%	12.3%
		% of Total	6.8%	5.5%	12.3%
Total	Count	148	252	400	
	% with n 04PI	37.0%	63.0%	100.0%	
	% within FIN ft	100.0%	100.0%	100.0%	
	% of Total	37.0%	63.0%	100.0%	

ATI Crosstabulation

			Env				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
d'ill	Student	Count	8	3	0	0	11
		% within tilltY1	72.7%	27.3%	.0%	.0%	100.0%
		% within filf)	72.7%	3.0%	.0%	.0%	2.8%
		% of Total	2.0%	.8%	.0%	.0%	2.8%
university		Count	3	32	6	0	41
		% within Zllfri	7.3%	78.0%	14.6%	.0%	100.0%
		% within DV	27.3%	32.0%	4.3%	.0%	10.3%
		% of Total	.8%	8.0%	1.5%	.0%	10.3%
Officer		Count	0	63	116	120	299
		% within DAM	.0%	21.1%	38.8%	40.1%	100.0%
		% within 8131	.0%	63.0%	83.5%	80.0%	74.8%
		% of Total	.0%	15.8%	29.0%	30.0%	74.8%
Owner		Count	0	2	17	30	49
		% within 0130	.0%	4.1%	34.7%	61.2%	100.0%
		% within Env	.0%	2.0%	12.2%	20.0%	12.3%
		% of Total	.0%	.5%	4.3%	7.5%	12.3%
Total		Count	11	100	139	150	400
		% within EllivI	2.8%	25.0%	34.8%	37.5%	100.0%
		% within DV	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

118161* 11881 Crosstabulation

			118 ft		Total
			Male	Female	
51014	less than 10000 BHT	Count	24	64	88
		% within 5101,4	27.3%	72.7%	100.0%
		% within 0111	16.2%	25.4%	22.0%
		% of Total	6.0%	16.0%	22.0%
	10000-15000 BHT	Count	38	70	108
		% within 51014	35.2%	64.8%	100.0%
		% within frill	25.7%	27.8%	27.0%
		% of Total	9.5%	17.5%	27.0%
	15001-20000 BHT	Count	31	40	71
		% within 51014	43.7%	56.3%	100.0%
		% within 111ff	20.9%	15.9%	17.8%
		% of Total	7.8%	10.0%	17.8%
	over 20000 BHT	Count	55	78	133
		% within 51814	41.4%	58.6%	100.0%
		% within HI ft	37.2%	31.0%	33.3%
		% of Total	13.8%	19.5%	33.3%
Total	Count		148	252	400
	% within 5104		37.0%	63.0%	100.0%
	% within 118 81		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

a1 Crosstabulation

			tnp				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
TA less than 10000 BHT	Count		11	44	22	11	88
	% within 511		12.5%	50.0%	25.0%	12.5%	100.0%
	% within alp		100.0%	44.0%	15.8%	7.3%	22.0%
	% of Total		2.8%	11.0%	5.5%	2.8%	22.0%
10000-15000 BHT	Count		0	36	42	30	108
	% within noli		.0%	33.3%	38.9%	27.8%	100.0%
	% within 911		.0%	36.0%	30.2%	20.0%	27.0%
	% of Total		.0%	9.0%	10.5%	7.5%	27.0%
15001-20000 BHT	Count		0	7	33	31	71
	% within TIFI		.0%	9.9%	46.5%	43.7%	100.0%
	% within 031		.0%	7.0%	23.7%	20.7%	17.8%
	% of Total		.0%	1.8%	8.3%	7.8%	17.8%
over 20000 BHT	Count		0	13	42	78	133
	% within Ha		.0%	9.8%	31.6%	58.6%	100.0%
	% within 011		.0%	13.0%	30.2%	52.0%	33.3%
	% of Total		.0%	3.3%	10.5%	19.5%	33.3%
Total	Count		11	100	139	150	400
	% within HA		2.8%	25.0%	34.8%	37.5%	100.0%
	% within 071		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

sim card ON 0 Crosstabulation

			MO		Total
			Male	Female	
sim card	gsm advance	Count	98	160	258
		% within sim card	38.0%	62.0%	100.0%
		% within tYl tit	66.2%	63.5%	64.5%
		% of Total	24.5%	40.0%	64.5%
	gsm 1800	Count	27	24	51
		% within sim card	52.9%	47.1%	100.0%
		% within HI ff	18.2%	9.5%	12.8%
		% of Total	6.8%	6.0%	12.8%
	1-2-Call	Count	23	68	91
		% within sim card	25.3%	74.7%	100.0%
		% within 1610	15.5%	27.0%	22.8%
		% of Total	5.8%	17.0%	22.8%
Total	Count		148	252	400
	% within sim card		37.0%	63.0%	100.0%
	% within HI 0		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

sim card * Crosstabulation

			alp				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
sim card gsm advance	Count		2	60	90	106	258
	% within sim card		.8%	23.3%	34.9%	41.1%	100.0%
	% within mp		18.2%	60.0%	64.7%	70.7%	64.5%
	% of Total		.5%	15.0%	22.5%	26.5%	64.5%
gsm1800	Count		0	14	12	25	51
	% within sim card		.0%	27.5%	23.5%	49.0%	100.0%
	% within 011		.0%	14.0%	8.6%	16.7%	12.8%
	% of Total		.0%	3.5%	3.0%	6.3%	12.8%
1-2-Call	Count		9	26	37	19	91
	% within sim card		9.9%	28.6%	40.7%	20.9%	100.0%
	% within 811		81.8%	26.0%	26.6%	12.7%	22.8%
	% of Total		2.3%	6.5%	9.3%	4.8%	22.8%
Total	Count		11	100	139	150	400
	% within sim card		2.8%	25.0%	34.8%	37.5%	100.0%
	% within all		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

11151111111111 * 191 81 Crosstabulation

			17181		Total
			Male	Female	
1C-nrutata	less than 1 year	Count	17	22	39
		% within 14szinnau	43.6%	56.4%	100.0%
		% within 19181	11.5%	8.7%	9.8%
		% of Total	4.3%	5.5%	9.8%
	1-2 year	Count	18	56	74
		% within lihnnnau	24.3%	75.7%	100.0%
		% within 17119	12.2%	22.2%	18.5%
		% of Total	4.5%	14.0%	18.5%
	3-5 year	Count	65	97	162
		% within 14f5t=Mt	40.1%	59.9%	100.0%
		% within 17181	43.9%	38.5%	40.5%
		% of Total	16.3%	24.3%	40.5%
	over 5 year	Count	48	77	125
		% within lihnnliniTti	38.4%	61.6%	100.0%
		% within 17181	32.4%	30.6%	31.3%
		% of Total	12.0%	19.3%	31.3%
Total	Count		148	252	400
	% within lihnnnalia		37.0%	63.0%	100.0%
	% within 17181		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

1175Z119111114 011d Crosstabulation

			Enti				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
%Mt=	less than 1 year	Count	5	18	8	8	39
		% within %AWN	12.8%	46.2%	20.5%	20.5%	100.0%
		% within uip	45.5%	18.0%	5.8%	5.3%	9.8%
		% of Total	1.3%	4.5%	2.0%	2.0%	9.8%
1-2 year		Count	5	17	29	23	74
		% within klia.M.1	6.8%	23.0%	39.2%	31.1%	100.0%
		% within tnr)	45.5%	17.0%	20.9%	15.3%	18.5%
		% of Total	1.3%	4.3%	7.3%	5.8%	18.5%
3-5 year		Count	1	48	73	40	162
		% within %nil=	.6%	29.6%	45.1%	24.7%	100.0%
		% within nip	9.1%	48.0%	52.5%	26.7%	40.5%
		% of Total	.3%	12.0%	18.3%	10.0%	40.5%
over 5 year		Count	0	17	29	79	125
		% within 1611114111	.0%	13.6%	23.2%	63.2%	100.0%
		% within top	.0%	17.0%	20.9%	52.7%	31.3%
		% of Total	.0%	4.3%	7.3%	19.8%	31.3%
Total		Count	11	100	139	150	400
		% within 161111Witi	2.8%	25.0%	34.8%	37.5%	100.0%
		% within alp	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

paid/month * t5v fl Crosstabulation

			WM		Total
			Male	Female	
paid/month	less than 1000 bht	Count	51	100	151
		% within paid/month	33.8%	66.2%	100.0%
		% within Mg	34.5%	39.7%	37.8%
		% of Total	12.8%	25.0%	37.8%
	1000-3000 bht	Count	83	137	220
		% within paid/month	37.7%	62.3%	100.0%
		% within Win	56.1%	54.4%	55.0%
		% of Total	20.8%	34.3%	55.0%
	3001-5000 bht	Count	12	12	24
		% within paid/month	50.0%	50.0%	100.0%
		% within llll4	8.1%	4.8%	6.0%
		% of Total	3.0%	3.0%	6.0%
	over 5000 bht	Count	2	3	5
		% within paid/month	40.0%	60.0%	100.0%
		% within MR	1.4%	1.2%	1.3%
		% of Total	.5%	.8%	1.3%
Total	Count		148	252	400
	% within paid/month		37.0%	63.0%	100.0%
	% within rllff		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

paid/month * Olt Crosstabulation

			°V _i				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
paid/month less than 1000 bht	Count		10	36	40	65	151
	% within paid/month		6.6%	23.8%	26.5%	43.0%	100.0%
	% within tinti		90.9%	36.0%	28.8%	43.3%	37.8%
	% of Total		2.5%	9.0%	10.0%	16.3%	37.8%
1000-3000 bht	Count		0	55	96	69	220
	% within paid/month		.0%	25.0%	43.6%	31.4%	100.0%
	% within titip		.0%	55.0%	69.1%	46.0%	55.0%
	% of Total		.0%	13.8%	24.0%	17.3%	55.0%
3001-5000 bht	Count		0	8	3	13	24
	% within paid/month		.0%	33.3%	12.5%	54.2%	100.0%
	% within zap		.0%	8.0%	2.2%	8.7%	6.0%
	% of Total		.0%	2.0%	.8%	3.3%	6.0%
over 5000 bht	Count		1	1	0	3	5
	% within paid/month		20.0%	20.0%	.0%	60.0%	100.0%
	% within 011		9.1%	1.0%	.0%	2.0%	1.3%
	% of Total		.3%	.3%	.0%	.8%	1.3%
Total	Count		11	100	139	150	400
	% within paid/month		2.8%	25.0%	34.8%	37.5%	100.0%
	% within 0111		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

shop 114 fl Crosstabulation

			11101		Total
			Male	Female	
shop	AIS Branch	Count	31	59	90
		% within shop	34.4%	65.6%	100.0%
		% within flrff	20.9%	23.4%	22.5%
		% of Total	7.8%	14.8%	22.5%
	TELEWIZ	Count	46	59	105
		% within shop	43.8%	56.2%	100.0%
		% within LB fr	31.1%	23.4%	263%
		% of Total	11.5%	14.8%	26.3%
	DEALER	Count	54	105	159
		% within shop	34.0%	66.0%	100.0%
		% within al fr	36.5%	41.7%	39.8%
		% of Total	13.5%	26.3%	39.8%
	Other	Count	17	29	46
		% within shop	37.0%	63.0%	100.0%
		% within 1119	11.5%	11.5%	11.5%
		% of Total	4.3%	7.3%	11.5%
Total	Count		148	252	400
	% within shop		37.0%	63.0%	100.0%
	% within 111 01		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

shop Crosstabulation

			011				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
shop	AIS Branch	Count	2	20	21	47	90
		% within shop	22%	22.2%	233%	52.2%	100.0%
		% within Eil11	18.2%	20.0%	15.1%	31.3%	22.5%
		% of Total	.5%	5.0%	5.3%	11.8%	22.5%
	TELEWIZ	Count	3	11	45	46	105
		% within shop	2.9%	10.5%	42.9%	43.8%	100.0%
		% within friv	27.3%	11.0%	32.4%	30.7%	26.3%
		% of Total	.8%	2.8%	11.3%	11.5%	26.3%
	DEALER	Count	4	49	59	47	159
		% within shop	2.5%	30.8%	37.1%	29.6%	100.0%
		% within alp	36.4%	49.0%	42.4%	31.3%	39.8%
		% of Total	1.0%	12.3%	14.8%	11.8%	39.8%
	Other	Count	2	20	14	10	46
		% within shop	4.3%	43.5%	30.4%	21.7%	100.0%
		% within 011	18.2%	20.0%	10.1%	6.7%	11.5%
		% of Total	.5%	5.0%	3.5%	2.5%	11.5%
Total		Count	11	100	139	150	400
		% within shop	2.8%	25.0%	34.8%	37.5%	100.0%
		% within ET	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

Promotion Crosstabulation

			LIN ft		Total
			Male	Female	
Promotion	rate	Count	128	239	367
		% within Promotion	34.9%	65.1%	100.0%
		% within Vig lir	86.5%	94.8%	91.8%
		% of Total	32.0%	59.8%	91.8%
	giftsct	Count	3	3	6
		% within Promotion	50.0%	50.0%	100.0%
		% within WI fr	2.0%	1.2%	1.5%
		% of Total	.8%	.8%	1.5%
	privilege	Count	6	7	13
		% within Promotion	46.2%	53.8%	100.0%
		% within rIAI ff	4.1%	2.8%	3.3%
		% of Total	1.5%	1.8%	3.3%
	other	Count	11	3	14
		% within Promotion	78.6%	21.4%	100.0%
		% within lig ff	7.4%	1.2%	3.5%
		% of Total	2.8%	.8%	3.5%
Total	Count		148	252	400
	% within Promotion		37.0%	63.0%	100.0%
	% within III II		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

Promotion Crosstabulation

			alp				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
Promotion rate	Count		8	99	133	127	367
	% within Promotion		2.2%	27.0%	36.2%	34.6%	100.0%
	% within ET		72.7%	99.0%	95.7%	84.7%	91.8%
	% of Total		2.0%	24.8%	33.3%	31.8%	91.8%
giftset	Count		1	0	2	3	6
	% within Promotion		16.7%	.0%	33.3%	50.0%	100.0%
	% within 61J		9.1%	.0%	1.4%	2.0%	1.5%
	% of Total		.3%	.0%	.5%	.8%	1.5%
privilege	Count		1	1	3	8	13
	% within Promotion		7.7%	7.7%	23.1%	61.5%	100.0%
	% within ffltl		9.1%	1.0%	2.2%	5.3%	3.3%
	% of Total		.3%	.3%	.8%	2.0%	3.3%
other	Count		1	0	1	12	14
	% within Promotion		7.1%	.0%	7.1%	85.7%	100.0%
	% within 011		9.1%	.0%	.7%	8.0%	3.5%
	% of Total		.3%	.0%	.3%	3.0%	3.5%
Total	Count		11	100	139	150	400
	% within Promotion		2.8%	25.0%	34.8%	37.5%	100.0%
	% within 011		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

agreement * 151 ft Crosstabulation

			119 8'		Total
			Male	Female	
agreement accept	Count		119	192	311
	% within agreement		38.3%	61.7%	100.0%
	% within MK		80.4%	76.2%	77.8%
	% of Total		29.8%	48.0%	77.8%
no	Count		29	60	89
	% within agreement		32.6%	67.4%	100.0%
	% within 1T1 ft		19.6%	23.8%	22.3%
	% of Total		7.3%	15.0%	22.3%
Total	Count		148	252	400
	% within agreement		37.0%	63.0%	100.0%
	% within ill fl		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

agreement out Crosstabulation

			011,1				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
agreement	accept	Count	9	88	90	124	311
		% within agreement	2.9%	28.3%	28.9%	39.9%	100.0%
		% within try	81.8%	88.0%	64.7%	82.7%	77.8%
		% of Total	2.3%	22.0%	22.5%	31.0%	77.8%
	no	Count	2	12	49	26	89
		% within agreement	2.2%	13.5%	55.1%	29.2%	100.0%
		% within gril	18.2%	12.0%	35.3%	17.3%	22.3%
		% of Total	.5%	3.0%	12.3%	6.5%	22.3%
Total		Count	11	100	139	150	400
		% within agreement	2.8%	25.0%	34.8%	37.5%	100.0%
		% within 011	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

Interest tttl f Crosstabulation

			1919		Total
			Male	Female	
Interest	max call min rate	Count	60	103	163
		% within Interest	36.8%	63.2%	100.0%
		% within tlft	40.5%	40.9%	40.8%
		% of Total	15.0%	25.8%	40.8%
	max call max privilege	Count	7	20	27
		% within Interest	25.9%	74.1%	100.0%
		% within ttttt	4.7%	7.9%	6.8%
		% of Total	1.8%	5.0%	6.8%
	min rate no privilege	Count	63	88	151
		% within Interest	41.7%	58.3%	100.0%
		% within vwm	42.6%	34.9%	37.8%
		% of Total	15.8%	22.0%	37.8%
	normal rate max privilege	Count	18	41	59
		% within Interest	30.5%	69.5%	100.0%
		% within fffft	12.2%	16.3%	14.8%
		% of Total	4.5%	10.3%	14.8%
Total		Count	148	252	400
		% within Interest	37.0%	63.0%	100.0%
		% within 1019	100.0%	100.0%	100.0%
		% of Total	37.0%	63.0%	100.0%

Interest 014Crosstabulation

			En ⁰				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
Interest	max call min rate	Count	4	46	43	70	163
		% within Interest	2.5%	282%	26.4%	42.9%	100.0%
		% within 0111	36.4%	46.0%	30.9%	46.7%	40.8%
		% of Total	1.0%	11.5%	10.8%	17.5%	40.8%
	max call max privilege	Count	0	9	11	7	27
		% within Interest	.0%	33.3%	40.7%	25.9%	100.0%
		% within 011	.0%	9.0%	7.9%	4.7%	6.8%
		% of Total	.0%	2.3%	2.8%	1.8%	6.8%
	min rate no privilege	Count	5	24	68	54	151
		% within Interest	3.3%	15.9%	45.0%	35.8%	100.0%
		% within t71c1	45.5%	24.0%	48.9%	36.0%	37.8%
		% of Total	1.3%	6.0%	17.0%	13.5%	37.8%
	normal rate max privilege	Count	2	21	17	19	59
		% within Interest	3.4%	35.6%	28.8%	32.2%	100.0%
		% within ET	18.2%	21.0%	12.2%	12.7%	14.8%
		% of Total	.5%	5.3%	4.3%	4.8%	14.8%
Total		Count	11	100	139	150	400
		% within Interest	2.8%	25.0%	34.8%	37.5%	100.0%
		% within Fry	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

leader Technology 01 Crosstabulation

			เพศ		Total
			Male	Female	
leader Technology	yes	Count	135	241	376
		% within leader Technology	35.9%	64.1%	100.0%
		% within 10101	91.2%	95.6%	94.0%
		% of Total	33.8%	60.3%	94.0%
	no	Count	13	11	24
		% within leader Technology	54.2%	45.8%	100.0%
		% within niff	8.8%	4.4%	6.0%
		% of Total	3.3%	2.8%	6.0%
Total		Count	148	252	400
		% within leader Technology	37.0%	63.0%	100.0%
		% within 13101	100.0%	100.0%	100.0%
		% of Total	37.0%	63.0%	100.0%

leader Technology' Crosstabulation

			81				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
leader Technology yes	Count		10	91	133	142	376
	% within leader Technology		2.7%	24.2%	35.4%	37.8%	100.0%
	% within 2V		90.9%	91.0%	95.7%	94.7%	94.0%
	% of Total		2.5%	22.8%	33.3%	35.5%	94.0%
no	Count		1	9	6	8	24
	% within leader Technology		4.2%	37.5%	25.0%	33.3%	100.0%
	% within 011		9.1%	9.0%	4.3%	5.3%	6.0%
	% of Total		.3%	2.3%	1.5%	2.0%	6.0%
Total	Count		11	100	139	150	400
	% within leader Technology		2.8%	25.0%	34.8%	37.5%	100.0%
	% within E11.1		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

sactisfaction promotion now " WI Pt Crosstabulation

			Mg		Total
			Male	Female	
sactisfaction promotion now	yes	Count	107	196	303
		% within sactisfaction promotion now	35.3%	64.7%	100.0%
		% within MO	72.3%	77.8%	75.8%
		% of Total	26.8%	49.0%	75.8%
	no	Count	41	56	97
		% within sactisfaction promotion now	42.3%	57.7%	100.0%
		% within 18181	27.7%	22.2%	24.3%
		% of Total	10.3%	14.0%	24.3%
Total	Count		148	252	400
	% within sactisfaction promotion now		37.0%	63.0%	100.0%
	% within 15181		100.0%	100.0%	100.0%
	% of Total		37.0%	63.0%	100.0%

sactisfaction p "motion now" 019 Crosstabulation

			018				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
sactisfaction promotion now	yes	Count	8	80	108	107	303
		% within saetistaction promotion now	2.6%	26.4%	35.6%	35.3%	100.0%
		% within Olp	72.7%	80.0%	77.7%	71.3%	75.8%
		% of Total	2.0%	20.0%	27.0%	26.8%	75.8%
	no	Count	3	20	31	43	97
		% within sactisfaction promotion now	3.1%	20.6%	32.0%	44.3%	100.0%
		% within all	27.3%	20.0%	22.3%	28.7%	24.3%
		% of Total	.8%	5.0%	7.8%	10.8%	24.3%
Total	Count		11	100	139	ISO	400
	% within sactisfaction promotion now		2.8%	25.0%	34.8%	37.5%	100.0%
	% within Olld		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		2.8%	25.0%	34.8%	37.5%	100.0%

sactisfaction to AIS * 151 fl Crosstabulation

			diill		Total
			Male	Female	
sactisfaction to AIS	yes	Count	137	248	385
		% within sactisfaction to MS	35.6%	64.4%	100.0%
		% within Li1ff	92.6%	984%	96.3%
		% of Total	34.3%	62.0%	96.3%
	no	Count	11	4	15
		% within sactisfaction to AIS	73.3%	26.7%	100.0%
		% within 1519	7.4%	1.6%	3.8%
		% of Total	2.8%	1.0%	3.8%
Total	Count	148	252	400	
	% within sactisfaction to AIS	37.0%	63.0%	100.0%	
	% within MO	100.0%	100.0%	100.0%	
	% of Total	37.0%	63.0%	100.0%	

sactisfaction to AIS " au.4 Crosstabulation

			8J				Total
			15-20 Year	21-25 year	26-30 year	over 30 year	
sactisfaction to AIS	yes	Count	11	96	137	141	385
		% within sactisfaction to AIS	2.9%	24.9%	35.6%	36.6%	100.0%
		% within Oitt	100.0%	96.0%	98.6%	94.0%	96.3%
		% of Total	2.8%	24.0%	34.3%	35.3%	96.3%
no		Count	0	4	2	9	15
		% within sactisfaction to AIS	.0%	26.7%	13.3%	60.0%	100.0%
		% within D1{1	.0%	4.0%	1.4%	6.0%	3.8%
		% of Total	.0%	1.0%	.5%	2.3%	3.8%
Total		Count	11	100	139	150	400
		% within sactisfaction to AIS	2.8%	25.0%	34.8%	37.5%	100.0%
		% within aiv	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.8%	25.0%	34.8%	37.5%	100.0%

Descriptive

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
(MIAMI	400	2	5	4.09	.606
k11 ¹¹ al	400	2	5	3.98	.641
1117151.&11	400	2	5	3.72	.710
114111.V0	400	1	6	3.71	.839
IR	400	2	6	4.38	1.255
price	400	1	5	3.31	.894
clær problem	400	1	5	3.50	.801
nice place	400	1	5	3.72	.616
convenience	400	1	5	3.66	.781
Valid N (listwise)	400				

Descriptive

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
IR	400	2	6	4.38	1.255
m11.1U6V.014	400	2	5	4.09	.606
4 ¹¹⁸¹	400	2	5	3.98	.641
TSM.&	400	2	5	3.72	.710
nice place	400	1	5	3.72	.616
61111111al	400	1	6	3.71	.839
convenience	400	1	5	3.66	.781
clær problem	400	1	5	3.50	.801
price	400	1	5	3.31	.894
Valid N (listwise)	400				

One Sample T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
11.19411.914	400	4.09	.606	.030
fits tut	400	3.99	.641	.032
uinisiaiL	400	3.72	.710	.035
tyin hdaI	400	3.71	.839	.042
IR	400	4.38	1.255	.063
price	400	3.31	.894	.045
clacr problem	400	3.50	.801	.040
nice place	400	3.72	.616	.031
convenience	400	3.66	.781	.039

One-Sample Test

	Test Value = 3					
		df	Sig. (2 ailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
nrlabanU	35.945	399	.000	1.09	1.03	1.15
a ft	30.736	399	.000	.98	.92	1.05
Ilimiliu	20.214	399	.000	.72	.65	.79
dThitilib	16.868	399	.000	.71	.63	.79
IR	21.995	399	.000	1.38	1.26	1.50
price	6.824	399	.000	.31	.22	.39
clacr problem	12.547	399	.000	.50	.42	.58
nice place	23.206	399	.000	.71	.65	.78
convenience	16.963	399	.000	.66	.59	.74

Multiple Comparisons

scncRe

Dependent Variable	(I) sim card	Wsims card	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
119 111111701 11	gsm advance	gsm1800		.093			.11
		I-2-Call	.01	.074	.988		.19
	gsm1800	gsm advance	.12	.093			.35
		I-2-Call	.73	.106	.472		.39
thrill m	gsm advance	gsm1800		.074	.988		.17
		gsm1800		.106	.472		.13
	gsm1800	gsm advance	.09	.098	.660		.33
		I-2-Call	.11	.112	.990		.26
On s sariu	gsm advance	gsm1800	.11	.078	.404		.30
		99m1800	.02	.112	.990		.39
	gsm1800	gsm advance	.19	.109	.214		.46
		I-2-Call	.08	.086	.663		.79
ilmis la	gsm advance	gsm1800		.109	.214		.08
		I-2-Call		.124	.662		.19
	gsm1800	gsm advance	.11	.086	.663		.13
		gsm1800	.11	.124	.662		.42
R	gsm advance	gsm1800	.128	.1100	.1100		.31
		I-2-Call	.102	.164			
	4.11800	gsm advance	.128	.1000	.1000		.32
		I-2-Call	.146	.430			.17
price	gsm advance	gsm1800	.19	.102	.164		.45
		gsm1800	.19	.146	.430		.55
	gsm1800	gsm advance	.28	.192	.344		.75
		I-2-Call	.10	.153	.817		.47
Maar problem	gsm1800	gsm advance		.192	.344		.19
		I-2-Call		.219	.704		.36
	I-2-Call	gsm advance		.153	.817		.28
		8661800	.18	.219	.704		.72
nice place	gsm advance	gsm1800	.137	.592			
		I-2-Call		.109	.817		.34
	gsm1800	gsm advance	.14	.137	.592		.48
		I-2-Call	.07	.157	.902		.1
convenience	gsm advance	gsm1800	.07	.109	.817		.34
		gsm1800	.07	.157	.902		.1
	gsm1800	gsm advance	.07	.122	.852		.37
		I-2-Call	.097	.078	.078		.02
thrill m	gsm1800	gsm advance	.122	.852			.23
		I-2-Call	.139	.118	.118		.05
	I-2-Call	gsm advance	.22	.078	.078		.46
		gsm1800	.29	.139	.118		.63
thrill m	gsm advance	gsm1800		.160	.160		.05
		I-2-Call		.075	.230		
	gsm1800	gsm advance	.18	.160	.160		.01
		I-2-Call	.05	.107	.890		.32
thrill m	I-2-Call	gsm advance	.13	.075	.230		.31
		gsm1800		.307	.890		.21
	gsm advance	gsm1800		.120	.888		.24
		I-2-Call		.095	.938		.20
thrill m	gsm1800	gsm advance		.120	.888		.35
		I-2-Call	.02	.137	.984		.36
	I-2-Call	gsm advance	.03	.095	.938		.27
		gsm1800		.137	.984		.31

Homogeneous Subsets

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	
1-2-Call	91	4.07
gsm advance	258	4.08
gsm1800	51	4.20
Sig.		.368

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	1
gsm advance	258	3.95
gsm1800	51	4.04
1-2-Call	91	4.05
Sig.		.556

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Scheffe

		Subset for alpha = .05
sim card	N	1
gsm1800	51	3.57
1-2-Call	91	3.68
gsm advance	258	3.76
Sig.		.207

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

^{a,b}
Scheffe

		Subset for alpha = .05
sim card	N	1
gsm advance	258	3.66
gsm1800	51	3.67
1-2-Call	91	3.86
Sig.		.311

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

IR

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	1
gsm1800	51	4.16
1-2-Call	91	4.34
gsm advance	258	4.44
Sig.		.336

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 87.025.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

price

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	1
gsm advance	258	3.27
1-2-Call	91	3.34
gsm1800	51	3.41
Sig.		.585

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 87.025.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

claer problem

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	1
gsm1800	51	3.39
gsm advance	258	3.46
1-2-Call	91	3.68
Sig.		.058

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

nice place

Scheffe^{a,b}

		Subset for alpha = .05
sim card	N	1
gsm advance	258	3.66
1-2-Call	91	3.79
gsm1800	51	3.84
Sig.		.154

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

convenience

Scheffe^{a,b}

sim card	N	Subset for alpha = .05
		1
gsm advance	258	3.65
1-2-Call	91	3.68
gsm1800	51	3.71
Sig.		.885

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 87.025.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Post Hoc Tests

Multiple Comparisons

Scheffe

Dependent Variable	(I) sim card	(J) sim card	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Quality	gain advance	gsm1800	.0520	.08246	.820	-.1506	.2546
		1-2-Call	-.0225	.06560	.943	-.1837	.1387
	gsm1800	gsm advance	-.0520	.08246	.820	-.2546	.1506
		1-2-Call	-.0745	.09412	.731	-.3058	.1567
	1-2-Call	gsm advance	.0225	.06560	.943	-.1387	.1837
		gsm1800	.0745	.09412	.731	-.1567	.3058
Price	gsm advance	gsm1800	-.1404	.13711	.592	-.4773	.1964
		1-2-Call	-.0693	.10908	.817	-.3374	.1987
	gsm1800	gsm advance	.1404	.13711	.592	-.1964	.4773
		1-2-Call	.0711	.15650	.902	-.3134	.4556
	1-2-Call	gsm advance	.0693	.10908	.817	-.1987	.3374
		gsm1800	-.0711	.15650	.902	-.4556	.3134
Service Place	gsm advance	gsm1800	-.0566	.10061	.854	-.3038	.1906
		1-2-Call	-.1275	.08005	.282	-.3242	.0692
	gsm1800	gsm advance	.0566	.10061	.854	-.1906	.3038
		1-2-Call	-.0709	.11484	.827	-.3531	.2113
	1-2-Call	gsm advance	.1275	.08005	.282	-.0692	.3242
		gsm1800	.0709	.11484	.827	-.2113	.3531

Homogeneous Subsets

Quality

Scheffe^{a, b}

		Subset for alpha = .05
sim card	N	1
gsm1800	51	3.9255
gsin advance	258	3.9775
1-2-Call	91	4.0000
Sig.		.659

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Price

Scheffe^{a, b}

		Subset for alpha = .05
sim card	N	1
gsm advance	258	3.2713
1-2-Call	91	3.3407
gsm1800	51	3.4118
Sig.		.585

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Service Place

Scheffé^{a,b}

sim card	N	Subset for alpha = .05
		1
gsm advance	258	3.5904
gsm1800	51	3.6471
1-2-Call	91	3.7179
Sig.		.441

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 87.025.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

One Sample T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Quality	400	3.9760	.53716	.02686
Price	400	3.3050	.89385	.04469
Service Place	400	3.6267	.65704	.03285

One-Sample Test

		Test Value = 3				
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	36.339	399	.000	.9760	.9232	1.0288
Price	6.824	399	.000	.3050	.2171	.3929
Service Place	19.075	399	.000	.6267	.5621	.6913

Reliability

***** Method 2 (covariance matrix) will be used for this analysis ***'

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	Si	4.0900	.6065	400.0
2.	S2	3.9850	.6409	400.0
3.	S3	3.7175	.7099	400.0
4.	S4	3.7075	.8389	400.0
5.	S5	4.3800	1.2548	400.0
6.	S6	3.3050	.8939	400.0
7.	S7	3.5025	.8010	400.0
8.	S8	3.7150	.6162	400.0
9.	S9	3.6625	.7811	400.0
N of Cases =		400.0		
Item Means				
		Mean	Minimum	Maximum
		3.7850	3.3050	4.3800
			Range	Max/Min
			1.0750	1.3253
			Variance	.1035
Reliability Coefficients 9 items				
Alpha = .7637 Standardized item alpha = .7987				

T-Test (GSM Advance)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Quality	258	3.9775	.55538	.03458
Price	258	12713	.83923	.05225
Service Place	258	3.5904	.66521	.04141

One-Sample Test

	Test Value = 3					
		df	Sig. (2 -ailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	28.271	257	.000	.9775	.9094	1.0456
Price	5.193	257	.000	.2713	.1684	.3742
Service Place	14.257	257	.000	.5904	.5089	.6720

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
fr13,4 nu	258	4.08	.600	.037
klAn al	258	3.95	.643	.040
arnlaii	258	3.76	.686	.043
inliVilal	258	3.66	.855	.053
IR	258	4.44	1.290	.080
price	258	3.27	.839	.052
claer problem	258	3.46	.789	.049
nice place	258	3.66	.629	.039
convenience	258	3.65	.806	.050

One-Sample Test

	Test Value = 3					
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
frllF6nl.4	28.857	257	.000	1.08	1.00	1.15
kEtnal	23.712	257	.000	.95	.87	1.03
iitilUal	17.776	257	.000	.76	.68	.84
rffatilicil	12.458	257	.000	.66	.56	.77
IR	17.908	257	.000	1.44	1.28	1.60
price	5.193	257	.000	.27	.17	.37
claer problem	9.386	257	.000	.46	.36	.56
nice place	16.927	257	.000	.66	.59	.74
convenience	12.902	257	.000	.65	.55	.75

T-Test (GSM 1800)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
fnliti011NII	51	4.20	.566	.079
*Anal	51	4.04	.599	.084
1 1i15l.al	51	3.57	.539	.075
lm1141al1	51	3.67	.476	.067
IR	51	4.16	1.046	.147
price	51	3.41	.829	.116
claer problem	51	3.39	.666	.093
nice place	51	3.84	.367	.051
convenience	51	3.71	.460	.064

One-Sample Test

	Test Value = 3					
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
firojjiwou	15.081	50	.000	1.20	1.04	1.36
49IW	12.396	50	.000	1.04	.87	1.21
11111%AII	7.538	50	.000	.57	.42	.72
IfnIUia	10.000	50	.000	.67	.53	.80
IR	7.895	50	.000	1.16	.86	1.45
price	3.548	50	.001	.41	.18	.64
claer problem	4.207	50	.000	.39	.20	.58
nice place	16.394	50	.000	.84	.74	.95
convenience	10.954	50	.000	.71	.58	.84

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Quality	51	3.9255	.33457	.04685
Price	51	3.4118	.82889	.11607
Service Place	51	3.6471	.32939	.04612

One-Sample Test

	Test Value = 3					
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	19.755	50	.000	.9255	.8314	1.0196
Price	3.548	50	.001	.4118	.1786	.6449
Service Place	14.029	50	.000	.6471	.5544	.7397

T-Test (1-2-Call)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Quality	91	4.0000	.57812	.06060
Price	91	3.3407	1.06687	.11184
Service Place	91	3.7179	.75999	.07967

One-Sample Test

	Test Value = 3					
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	16.501	90	.000	1.0000	.8796	1.1204
Price	3.046	90	.003	.3407	.1185	.5628
Service Place	9.012	90	.000	.7179	.5597	.8762

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
frIn.ii 191.1	91	4.07	.646	.068
anal	91	4.05	.656	.069
cifinta	91	3.68	.842	.088
ITYAllitil	91	3.86	.938	.098
IR	91	4.34	1.258	.132
price	91	3.34	1.067	.112
clacr problem	91	3.68	.880	.092
nice place	91	3.79	.675	.071
convenience	91	3.68	.855	.090

One-Sample Test

	Test Value = 3					
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ffraflVMU	15.731	90	.000	1.07	.93	1.20
kW"	15.342	90	.000	1.05	.92	1.19
itTnali	7.722	90	.000	.68	.51	.86
effatiVO	8.719	90	.000	.86	.66	1.05
IR	10.166	90	.000	1.34	1.08	1.60
price	3.046	90	.003	.34	.12	.56
clacr problem	7.382	90	.000	.68	.50	.86
nice place	11.178	90	.000	.79	.65	.93
convenience	7.604	90	.000	.68	.50	.86

Crosstabs

01 * sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
av	15-20 Year	Count	2	0	9	11
		% within 019	18.2%	.0%	81.8%	100.0%
		% within sim card	.8%	.0%	9.9%	2.8%
		% of Total	.5%	.0%	2.3%	2.8%
	21-25 year	Count	60	14	26	100
		% within av	60.0%	14.0%	26.0%	100.0%
		% within sim card	23.3%	27.5%	28.6%	25.0%
		% of Total	15.0%	3.5%	6.5%	25.0%
	26-30 year	Count	90	12	37	139
		% within 011	64.7%	8.6%	26.6%	100.0%
		% within sim card	34.9%	23.5%	40.7%	34.8%
		% of Total	22.5%	3.0%	9.3%	34.8%
	over 30 year	Count	106	25	19	150
		% within 0lt	70.7%	16.7%	12.7%	100.0%
		% within sim card	41.1%	49.0%	20.9%	37.5%
		% of Total	26.5%	6.3%	4.8%	37.5%
Total		Count	258	51	91	400
		% within alti	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

t91 fl sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
Cliff	Male	Count	98	27	23	148
		% within Mil	66.2%	18.2%	15.5%	100.0%
		% within sim card	38.0%	52.9%	25.3%	37.0%
		% of Total	24.5%	6.8%	5.8%	37.0%
	Female	Count	160	24	68	252
		% within MR	63.5%	9.5%	27.0%	100.0%
		% within sim card	62.0%	47.1%	74.7%	63.0%
		% of Total	40.0%	6.0%	17.0%	63.0%
Total		Count	258	51	91	400
		% within MI	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

01911.1 sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
01911 Student	Count		4	0	7	11
	% within itiffifi		36.4%	.0%	63.6%	100.0%
	% within sim card		1.6%	.0%	7.7%	2.8%
	% of Total		1.0%	.0%	1.8%	2.8%
university	Count		26	3	12	41
	% within DAY		63.4%	7.3%	29.3%	100.0%
	% within sim card		10.1%	5.9%	13.2%	10.3%
	% of Total		6.5%	.8%	3.0%	10.3%
Officer	Count		203	42	54	299
	% within 19145il		67.9%	14.0%	18.1%	100.0%
	% within sim card		78.7%	82.4%	59.3%	74.8%
	% of Total		50.8%	10.5%	13.5%	74.8%
Owner	Count		25	6	18	49
	% within trliM		51.0%	122%	36.7%	100.0%
	% within sim card		9.7%	11.8%	19.8%	12.3%
	% of Total		6.3%	1.5%	4.5%	12.3%
Total	Count		258	51	91	400
	% within 0i1M		64.5%	12.8%	22.8%	100.0%
	% within sim card		100.0%	100.0%	100.0%	100.0%
	% of Total		64.5%	12.8%	22.8%	100.0%

5104 ~sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
71614	less than 10000 BHT	Count	28	10	50	88
		% within 514	31.8%	11.4%	56.8%	100.0%
		% within sim card	10.9%	19.6%	54.9%	22.0%
		% of Total	7.0%	2.5%	12.5%	22.0%
	10000-15000 BHT	Count	59	19	30	108
		% within TRIVI	54.6%	17.6%	27.8%	100.0%
		% within sim card	22.9%	37.3%	33.0%	27.0%
		% of Total	14.8%	4.8%	7.5%	27.0%
	15001-20000 BHT	Count	53	12	6	71
		% within 124	74.6%	16.9%	8.5%	100.0%
		% within sim card	20.5%	23.5%	6.6%	17.8%
		% of Total	13.3%	3.0%	1.5%	17.8%
	over 20000 BHT	Count	118	10	5	133
		% within 534	88.7%	7.5%	3.8%	100.0%
		% within sim card	45.7%	19.6%	5.5%	33.3%
		% of Total	29.5%	2.5%	1.3%	33.3%
Total		Count	258	51	91	400
		% within 7101	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

*sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
1611U1n11	less than 1 year	Count	16	5	18	39
		% within l1rAlutnu	41.0%	12.8%	46.2%	100.0%
		% within sim card	6.2%	9.8%	19.8%	9.8%
		% of Total	4.0%	1.3%	4.5%	9.8%
	1-2 year	Count	42	9	23	74
		% within 1611111.1114	56.8%	12.2%	31.1%	100.0%
		% within sim card	16.3%	17.6%	25.3%	18.5%
		% of Total	10.5%	2.3%	5.8%	18.5%
	3-5 year	Count	102	30	30	162
		% within 7i5I',W,104	63.0%	18.5%	18.5%	100.0%
		% within sim card	39.5%	58.8%	33.0%	40.5%
		% of Total	25.5%	7.5%	7.5%	40.5%
	over 5 year	Count	98	7	20	125
		% within Vir,'1111101.1	78.4%	5.6%	16.0%	100.0%
		% within sim card	38.0%	13.7%	22.0%	31.3%
		% of Total	24.5%	1.8%	5.0%	31.3%
Total		Count	258	51	91	400
		% within 161.11.1=	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

paid/month sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
paid/month	less than 1000 bht	Count	59	24	68	151
		% within paid/month	39.1%	15.9%	45.0%	100.0%
		% within sim card	22.9%	47.1%	74.7%	37.8%
		% of Total	14.8%	6.0%	17.0%	37.8%
	1000-3000 bht	Count	172	26	22	220
		% within paid/month	78.2%	11.8%	10.0%	100.0%
		% within sim card	66.7%	51.0%	24.2%	55.0%
		% of Total	43.0%	6.5%	5.5%	55.0%
	3001-5000 bht	Count	23	1	0	24
		% within paid/month	95.8%	4.2%	.0%	100.0%
		% within sim card	8.9%	2.0%	.0%	6.0%
		% of Total	5.8%	.3%	.0%	6.0%
	over 5000 bht	Count	4	0	1	5
		% within paid/month	80.0%	.0%	20.0%	100.0%
		% within sim card	1.6%	.0%	1.1%	1.3%
		% of Total	1.0%	.0%	.3%	1.3%
Total		Count	258	51	91	400
		% within paid/month	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

shop * sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
shop	AIS Branch	Count	72	7	11	90
		% within shop	80.0%	7.8%	12.2%	100.0%
		% within sim card	27.9%	13.7%	12.1%	22.5%
		% of Total	18.0%	1.8%	2.8%	22.5%
	TELEWIZ	Count	70	8	27	105
		% within shop	66.7%	7.6%	25.7%	100.0%
		% within sim card	27.1%	15.7%	29.7%	26.3%
		% of Total	17.5%	2.0%	6.8%	26.3%
	DEALER	Count	94	30	35	159
		% within shop	59.1%	18.9%	22.0%	100.0%
		% within sim card	36.4%	58.8%	38.5%	39.8%
		% of Total	23.5%	7.5%	8.8%	39.8%
	Other	Count	22	6	18	46
		% within shop	47.8%	13.0%	39.1%	100.0%
		% within sim card	8.5%	11.8%	19.8%	11.5%
		% of Total	5.5%	1.5%	4.5%	11.5%
Total		Count	258	51	91	400
		% within shop	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

Promotion * sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
Promotion	rate	Count	242	44	81	367
		% within Promotion	65.9%	12.0%	22.1%	100.0%
		% within sim card	93.8%	86.3%	89.0%	91.8%
		% of Total	60.5%	11.0%	20.3%	91.8%
giftsct		Count	4	0	2	6
		% within Promotion	66.7%	.0%	33.3%	100.0%
		% within sim card	1.6%	.0%	2.2%	1.5%
		% of Total	1.0%	.0%	.5%	1.5%
privilege		Count	7	2	4	13
		% within Promotion	53.8%	15.4%	30.8%	100.0%
		% within sim card	2.7%	3.9%	4.4%	3.3%
		% of Total	1.8%	.5%	1.0%	3.3%
other		Count	5	5	4	14
		% within Promotion	35.7%	35.7%	28.6%	100.0%
		% within sim card	1.9%	9.8%	4.4%	3.5%
		% of Total	1.3%	1.3%	1.0%	3.5%
Total		Count	258	51	91	400
		% within Promotion	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

agreement * sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
agreement	accept	Count	196	45	70	311
		% within agreement	63.0%	14.5%	22.5%	100.0%
		% within sim card	76.0%	88.2%	76.9%	77.8%
		% of Total	49.0%	11.3%	17.5%	77.8%
no		Count	62	6	21	89
		% within agreement	69.7%	6.7%	23.6%	100.0%
		% within sim card	24.0%	11.8%	23.1%	22.3%
		% of Total	15.5%	1.5%	5.3%	22.3%
Total		Count	258	51	91	400
		% within agreement	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

Interest sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
Interest	max call min rate	Count	110	24	29	163
		% within Interest	67.5%	14.7%	17.8%	100.0%
		% within sim card	42.6%	47.1%	31.9%	40.8%
		% of Total	27.5%	6.0%	7.3%	40.8%
	max call max privilege	Count	18	4	5	27
		% within Interest	66.7%	14.8%	18.5%	100.0%
		% within sim card	7.0%	7.8%	5.5%	6.8%
		% of Total	4.5%	1.0%	1.3%	6.8%
	min rate no privilege	Count	88	17	46	151
		% within Interest	58.3%	11.3%	30.5%	100.0%
		% within sim card	34.1%	33.3%	50.5%	37.8%
		% of Total	22.0%	4.3%	11.5%	37.8%
	normal rate max privilege	Count	42	6	11	59
		% within Interest	71.2%	10.2%	18.6%	100.0%
		% within sim card	16.3%	11.8%	12.1%	14.8%
		% of Total	10.5%	1.5%	2.8%	14.8%
Total		Count	258	51	91	400
		% within Interest	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

leader Technology sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
leader Technology	yes	Count	244	50	82	376
		% within leader Technology	64.9%	13.3%	21.8%	100.0%
		% within sim card	94.6%	98.0%	90.1%	94.0%
		% of Total	61.0%	12.5%	20.5%	94.0%
	no	Count	14	1	9	24
		% within leader Technology	58.3%	4.2%	37.5%	100.0%
		% within sim card	5.4%	2.0%	9.9%	6.0%
		% of Total	3.5%	.3%	2.3%	6.0%
Total		Count	258	51	91	400
		% within leader Technology	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

sactisfaction promotion now sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
sactisfaction promotion now	yes	Count	198	41	64	303
		% within sactisfaction promotion now	65.3%	13.5%	21.1%	100.0%
		% within sim card	76.7%	80.4%	70.3%	75.8%
		% of Total	49.5%	10.3%	16.0%	75.8%
no		Count	60	10	27	97
		% within sactisfaction promotion now	61.9%	10.3%	27.8%	100.0%
		% within sim card	23.3%	19.6%	29.7%	24.3%
		% of Total	15.0%	2.5%	6.8%	24.3%
Total		Count	258	51	91	400
		% within sactisfaction promotion now	64.5%	12.8%	22.8%	100.0%
		%, within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

sactisfaction to AIS sim card Crosstabulation

			sim card			Total
			gsm advance	gsm1800	1-2-Call	
sactisfaction to AIS	yes	Count	244	50	91	385
		% within sactisfaction to AIS	63.4%	13.0%	23.6%	100.0%
		% within sim card	94.6%	98.0%	100.0%	96.3%
		% of Total	61.0%	12.5%	22.8%	96.3%
no		Count	14	1	0	15
		% within sactisfaction to AIS	93.3%	6.7%	.0%	100.0%
		% within sim card	5.4%	2.0%	.0%	3.8%
		% of Total	3.5%	.3%	.0%	3.8%
Total		Count	258	51	91	400
		% within sactisfaction to AIS	64.5%	12.8%	22.8%	100.0%
		% within sim card	100.0%	100.0%	100.0%	100.0%
		% of Total	64.5%	12.8%	22.8%	100.0%

Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	Si	4.0900	.6065	400.0
2.	S2	3.9850	.6409	400.0
3.	S3	3.7175	.7099	400.0
4.	S4	3.7075	.8389	400.0
5.	S5	4.3800	1.2548	400.0

N of Cases = 400.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.9760	3.7075	4.3800	.6725	1.1814	.0788

Reliability Coefficients 5 items

Alpha = .6330 Standardized item alpha = .6962

Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	S7	3.5025	.8010	400.0
2.	S8	3.7150	.6162	400.0
3.	S9	3.6625	.7811	400.0

N of Cases = 400.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.6267	3.5025	3.7150	.2125	1.0607	.0123

Reliability Coefficients 3 items

Alpha = .8702 Standardized item alpha = .8769



APPENDIX B.

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