FACTORS INFLUENCING PURCHASE INTENTION ON CONSUMER OF BANGKOK TOWARD ORANGE MOBILE PHONE SERVICE

By

JARKPOT VONGNAPARGARN

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

September 2003

FACTORS INFLUENCING PURCHASE INTENTION ON CONSUMER OF BANGKOK TOWARD ORANGE MOBILE PHONE SERVICE

By

JARKPOT VONGNAPARGARN

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Examination Committee :

1.	Dr. Sirion Chaipoopirutana	(Advisor)	
2.	Dr. Chittipa Ngamkroeckjoti	(Member)	
3.	Dr. Ishwar C. Gupta	(Member)	Ishwar Gupta
4.	Prof. Navin Mathur	(Member)	
5.	Dr. Panarat Panmanee	(MUA Representative)	Panarat Panmanee

Examined on : 17 September 2003
Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok Thailand
September
2003

ABSTRACT

It is generally known that the technology of communication has been developed to satisfy human need of communication. The main purpose is to help people obtain the fastest and most convenient means of communication. Telecommunication has been accepted as one of the major infrastructures for the development of the country. It is one of the basic utilities in which every country must constantly develop as it has direct impact on the quality of life. In Thailand, Telecommunication, especially mobile phone business, has become high competition market. All of the mobile phone companies try hard to develop their products and services to satisfy the consumers. This study provides beneficial information for the entrepreneurs of mobile phone business to understand their customers better. And it can help marketer to identify relevant factors that influence customers buying intention. In addition, the marketer can create the appropriate marketing strategies by analyzing the opinion of people toward mobile phone gathered from questionnaires. This research may help mobile phone companies expand market share. It also help Orange mobile phone Company to develop the products and gain higher satisfaction from their consumer.

This research studies on the topic of "Factors influencing Buying Intention of consumers' in Bangkok toward Orange mobile phone". The objectives of this research are divided into two main criteria. Firstly, to study the difference of consumer's buying intention toward Orange mobile phone as determined by demographic factors. Secondly, to study the relationship among the elements of marketing mix for services and buyer's buying intention toward Orange mobile phone. The primary data was collected through the survey method. The Questionnaires had been distributed to the sample of 400 respondents from 5 random shops or service centers of Orange in Bangkok. The results were analyzed by both descriptive and quantitative statistic methods.

The results of the study indicated that the buying intention of Orange Mobile phone is different if the marketer defined the segment by age levels. The

heterogeneity of age will cause the marketers difficulties in implementing their business. Different age may have different preferences and different intention to purchase. It is better for marketers to focus on the homogeneity term in order to target their product more efficiency. And for the marketing mix for services, the price variable has no effect on the buying intension of Orange mobile phone. Although the Place, People and Physical are statistically shown no relationship toward buying intension of Orange mobile phone, they are still the marketing tools needed to drive the perfects movement of marketing activities. For the other three variables, which are Service product, Promotion and Process, have some relationship with buying intension of Orange Mobile Phone. While Process attribute has shown the strongest relationship so that the continuously improvement on this attribute will influence the customer buying intention. The improvements on process include the network coverage and after sale service are very important. The marketer should expand the signal station to cover all possible areas in Bangkok and especially, the areas that out of reach of its rivalries. The second related attribute is Promotional factors, which shown the second strongest relationship relative to others. It is noticed that all other mobile system can provide quite no different in price and distribution channel. As a result, the competing strategy will be based on the promotion, the marketer may use the promotional package or call promotion plan, which is better or more attractive than other rivalries. Other attribute is Service product which shown the strength of relationship 15.3% are the signal and protection from illegal users. The marketer may produce the mobile phone that can response the signal from the network efficiency by developing the aerial in its mobile phone to increase its ability to send and receives the signal. The sim cards must be protected from the illegal users by locking the signal or cannot be tuned.

ACKNOWLEDGEMENT

The researcher would like to express sincere appreciation to all the people who have contributed to, provided assistance and supported the researcher in the successful completion of this thesis.

First of all, the researcher gratefully expresses to my advisor, Dr. Sirion Chaipoopiratana, who has contributed and given great suggestions to the completion of this thesis. The researcher also wishes to expresses great thanks to Dr. Chittipa Ngamkroeckjoti, Dr. Navin Marthur and Dr. Ishwar Gupta, who are comments to make this study more compete.

The researcher would like to thanks to my entire close friend for their great help and encouragement during this program of study. Many thanks are also due to all target respondents who helped the researcher in answering the questionnaires.

Finally, the researcher would like to express deepest gratitude to my parents, and my brother who provided me with love, warmth, and inspiration. Especially, my dad who has to bear and beside with me through for the troublesome hours writing the thesis since beginning.
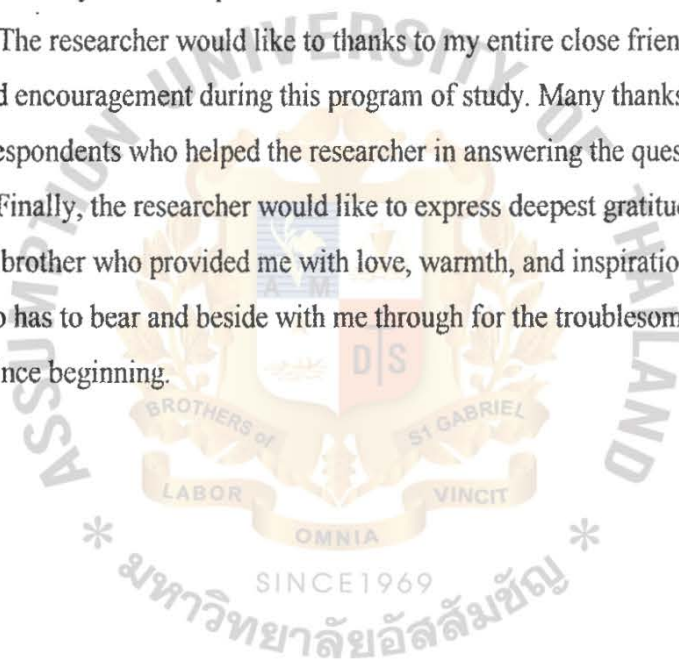
Table of Contents

List of Tables

List of Figures

Chapter1

Generalities of the study

1.1 Introduction

The technology of communication has been developed to satisfy human need for communication. The main purpose is to help people obtain the fastest and most convenient means of communication. Telecommunication has been accepted as one of the infrastructures for the development of the country. It is one of the basic utilities in which every country must constantly develop as it has direct impact on the quality of life. It is generally accepted that mobile phone is the necessary factors; after food, accommodations, pharmaceutics, cloths, and cars for Bangkok people today. Sometimes, it is also viewed as fashion item. There are many reasons why people need mobile phones; it helps in solving urgent problems, time saving, convenience of contact, and ease to carry. In addition, the last important factor is insufficient normal base telephone provision (Sasithorn Itthanuwakin, 1956).

In Thailand, Telecommunication, especially mobile phone business, has high competition. All of the mobile phone companies try to develop their products and service, as much as possible, to be satisfactory to the consumers. Now, there are two major companies that are the market leaders or have the highest market share in this business. The first one is Advanced Info Service Public Co., Ltd (AIS). The second company is Total Access Communication (DTAC). And the new investor, TA Orange which is a joint venture between Chareon Pokhapan Thailand and Orange Telecommunication from England, which launched their product in March 2002. Consequently, the competitions in this business increase more and more.

Today, there are nearly 12.6 million mobile phones used in Thailand and more than 80% of the users are in Bangkok. The mobile phone industry growth in 1999 was at 19%. The penetration rate was at 4.4 access line per 100 people, which

was still low compared to other countries of comparable economic development. The low penetration implies high growth potential for mobile business (Telephone Organization of Thailand; July 2002). Absolutely, all of the companies have tried to be well prepared and ready before the free trade regulations are applied to this telecom business with regards to the WTO agreement in 2000. Therefore, due to the high competition of mobile phone, it substantially motivates to study the major parameters, which affect to the consumers' behavior and factors affect on the demand of mobile phone in Thailand.

According to above reason leaded the researcher to be interested in studying the factors influencing purchase intention of consumers' of Bangkok toward Orange mobile phone product, which is newcomer in this business so The company have new strategies and new choice for customer that can choose. It also will be beneficial for the company to know all factor influencing to purchasing decision in order to know their weak point and to improve their product and service quality that should be responded to increase customer satisfaction in this competitive market.

Thai Mobile Telecommunication

As the result of strong growth in Thailand, consumer good ownership has increased dramatically in 1980s due to the rising incomes and aspirations of Thai consumers. Telecommunication is the one of basic utility in which every country must constantly develop as it has direct impact on the quality of life. Since the more economic growing, the rising demand of communications will be. It will be clearly seen that Thailand still inadequate in fix-line service. That is the reason the mobile phone service started in mid of 1986 and has continuously developed from Nordic Mobile Telephone system (NTM) 470 by the two stated owned operators namely Telephone Organization of Thailand (TOT) and Communication Authority of Thailand (CAT) both are highly regulated under the supervision of the Ministry of Transport and Communications (MOTC). Telephone Organization of Thailand (TOT) provide basic fixed line local and domestic long distance service and international service to neighboring countries, while Communication Authority of Thailand (CAT) charged to focus international long distance service excluding neighboring countries. In practice, there is an overlap of responsibilities and they complete in some sectors of

the industry. But still there is a lot of be done for the development of telecommunication infrastructure in Thailand.

Since 1990, the liberalization of the telecommunication industry has occurred due to the limited capacity of the TOT and CAT to fulfill the increasing demand for telecommunication service and to keep pace with rapid technological change. As a result, private firms have played a critical role in most projects, providing technological expertise and financial resources to expedite the development of telecommunication services. Thus, result in the telecommunication industry becomes more complex and the high competition. The government has allowed the private sectors to provide some telecommunication service under the model of Build-Transfer-Operation (BTO) concession granted by TOT and CAT.

Current Cellular Phone Market Situation

There are, according to Porter (1980), five principal forces that determine industry competition-the threat of new entrants, the threat of substitution, the bargaining power of buyers, the bargaining power of suppliers and, finally, the rivalry amongst existing competition in the industry. Determination of strategic group membership, if any, is an important first step in the analysis and shapes the nature of the Five Forces analysis. The Five-Force Model components might look like the following:

Threat of new entrants: One has only to get the cheapest cost and network coverage. The reasons for this are fairly obvious. Barriers to entry are high. Capital requirements are high. Switching costs are important to the buyers and brand identity is probably not nearly as important as price and network coverage. Demand for this "service" is growing rapidly as industry demands larger numbers of profit in this in industry the threat of new entrants is <u>high</u>.

Existing Competition: In addition to lot of "service "offering Post-paid service to Pre-paid Service by AIS and DTAC. Mobile phone service operators compete actively for incremental subscription. In some cases they engage in "price cutting" through increasing in call duration. Recently, We have seen a dramatic increase in the

frequency and substance of advertising campaigns for mobile phone services. Thus the force exerted by existing competitions is <u>high</u>.

Bargaining Power of Suppliers: It is important, in this kind of analysis, to carefully enumerate the supplier group. Suppliers to the mobile phone industry would be mobile phone shops Given that legislators and regents have considerable power in some instances, one has to acknowledge that the principal supplier group exerts relatively more power in relationship to the industry. Thus the bargaining power of suppliers is <u>low</u>.

Bargaining Power of Buyers: In mobile phone business, firms of service offerings have relatively high aggregate power, however, individual buyers can exert considerable power as a result of the inherent "buying" volume. Determining which segment of the market is to be served is a predecessor to the evaluation of the bargaining power of buyers.

The Threat of Substitutes: Due to technology advancement there are real substitutes for this product. This particular force would describe as high.

Telecommunication Concept

Telecommunication is the communicative technology of transmitting signals in the forms of voice, information, imaged, etc., which can be characterized into two types: Fixed line Communication Networks, including basic telephone, international telephone, public telephone and the internet, etc. (ii) Wireless Communication Networks, including mobile phone, paging and trunked mobile, etc. (Rawadee Rattananubul and Apirudee Somboontanon, Bangkok of Thailand Journal-2001, p.31)

Telephone Organization of Thailand (TOT) has taken mobile phone firstly in Thailand since 1986 in the system of NMT 470 MHZ as well as the system of AMPS 800 MHZ by Communication Authority of Thailand (CAT), the post and Telegraph department. They are under the responsibility of the Ministry of Transport and communications. Due to the effect of rapid economic growth during 1991-1995 together with constraints in government investment and management effectiveness, the authorities cannot fully respond to higher demand for telecommunication service.

As a result, private operators were allowed to step in through concession grants under Build Transfer Operate (BTO) contract.

Telecommunications business covers a large variety of services such as basic telephone, international telephone, mobile phone, paging, etc., which can be classified into two types as can be seen in the chart below:

Figure 1.1 Thai Telecommunications classification


```
        Type of Thai Telecommunications

   Fixed-line                    Wireless Networks

   -Basic Telephone              -Mobile Phone
   -International Phone           -Paging
   -Public Phone                 -Trunked Mobile
   -Pin Phone                    -ISBN
   -Optic Fiber                  -Satellite
   -ISDN-Internet
```
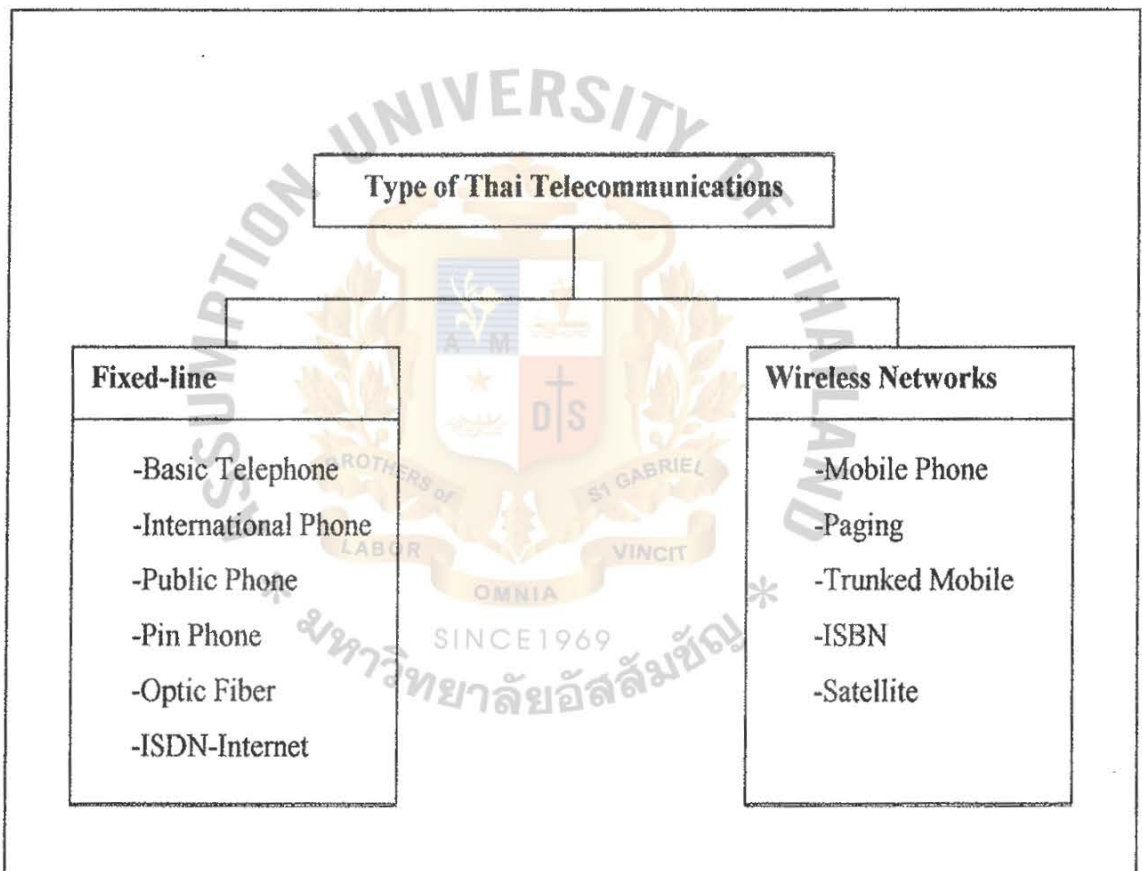
Sources: Thailand Development Research Institute (TDRI) Agricultural and service Team, Bangkok of Thailand, 2000

Wireless Communication Networks: Mobile phone

It was firstly introduced in Thailand in 1986 by using Analogue System and was developed over time to Digital system. Currently, there are totally seven

operators; TOT, CAT, AIS, DTAC, TAWAN and the latest one in the market is TA Orange.

In 1986, Thailand stared to use mobile phone in Analogue system that was NMT and AMPS under the license of TOT and CAT, which later in 1990 concede AIS for 25 years and TAC 27 years. Noted that TAC changes the branded to DTAC on 28th of February 2001.

Digital system was introduced in the market in 1994 to improve an effectiveness of transmission of signal. The systems used were GSM (Global System for Mobile Communication), PCN (Personal Communication Network), and CDMA (Code Division Multiple Access). There are seven operators; two operators are of state enterprise, TOT and CAT; five private operators, AIS, DTAC, DPC, TAWAN, TA-Orange.

Conventionally, mobile phone was using the system of subscription or post paid but presently there is a new alternative of mobile phone that users can fill their cash-card. This new alternative is called pre-paid, which an aim for market expansion to the lower group of especially, teenager group.

Currently, AIS and DTAC provides the market prepaid mobile phone system under the brands one-2-call and Dprompt respectively. However, the use of mobile phone is still limited so Thai government has made a decision to operate the digital mobile phone suing 1900MHZ that is now in a stage of processing.

Detail of current operators who provide network service in Thailand

Current, there are nine operators and various technologies in Thailand cellular market, in reality there is only 2 major cellular companies Advanced Info Service (AIS) and Total Access Communication (DTAC). Both of companies' use a lot of strategy on order to attract customers such as price strategy, promotion, special service and so on.

Table 1.1 Concession Telecommunication

Company	Network Technology
Telephone Organization of Thailand	NMT 470
Communications Authority of Thailand	AMPS 800A
Tawan Mobile	CDMA800
Total Access Communications	AMPS 800B and GSM 1800
Advance Info Service	NMT 900 and GSM 900
Digital Phone Company	GSM 1800
TA Orange	GSM 1800
Asia Wireless Communication	PHS derivative PCT
ACT Mobile	1900 MHZ (Standard to be selected)

Source: Compiled by Totel Tty Ltd. From industry data, 2002

Figure 1.2 Thailand Concession Structure
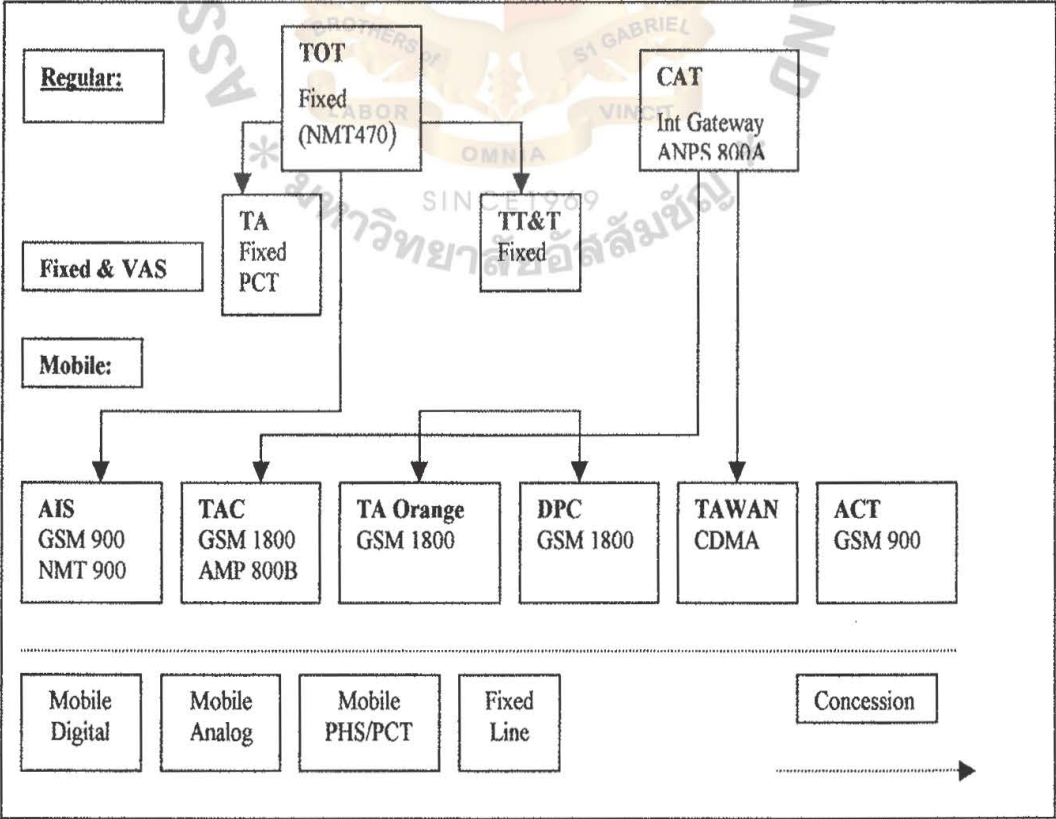
Source: Compile by Totel Tty Ltd. From industry data, 2002.

Table 1.2 Major player in the market.

Company	Brand	Technology	Frequency
AIS	GSM Advance	GSM	900
	One-2-Call	GSM	900
	MNT 900	NMT	900
DTAC	Dpackage	GSM PCN/800 AMP	1800
	Dprompt	GSM PCN/800 AMP	1800
TA Orange	Talk Plans	Wire free	1800
	Just Talk	Wire free	1800

Source: Compile by Totel Tty Ltd. From industry data, 2002.

At first mobile phone operator offered Subscription system or Post-paid that customers have to pay for entrance fee, monthly fee and fee for airtime per minute of use. But now customers have new choice that's Pre-paid or Non Subscription system. NS in order to expand market base especial teenager group. For pre-paid system, the mobile phone unit is used with a scratch card where no registration is required. There is no registration fee or monthly fee. Pre-paid phone are widely available in a variety of outlets, including bookstores, convenience stores, gas stations, etc. This pre-paid service cuts down on operating expenses, such as the cost of preparing an invoice, receipt, etc., as well as reducing the risk of unpaid bills.

Thailand cellular market is duopoly with AIS and DTAC as a primary seller of handsets. They have own distribution channels and dealer networks selling handsets nationwide. The government has tired to encourage parallel imports, but this has no gone well, because currently operators in cellular sector maintain control over the pricing and distribution of handsets. International Manufacturer Equipment

Identification (IMEI) numbers are recorded and registered with the respective network operators to restrict the use of cellular phones on competing network.

This also serves to restrict the import of handsets by any company except a network company.

Until Recently, TA Orange who the company is newcomer in Thailand market. But they run long in this business in England. For TA Orange's introduction phase, they use aggressive marketing strategy such as offered low prices of mobile phone, send discount voucher in order to build brand awareness and market the different choice to offer customers. That's make the mobile competition among mobile phone operators continues at a torrid pace, local operators have found out mobile user today are like easy to find but hard to keep. Especially, situation the unlocking of IMEI (International Mobile Equipment Identification) Code, which would allow all mobile phones to enter its system. That makes customer have more choice to choose.

Now, there are two major companies that are the marketing leader or have highest market share in mobile business. The first one is Advance Info Service Public Co., Ltd (AIS). The second company is Total Access Communication (DTAC). And the new investor, TA Orange is the third position. The market shares are as follow:

Figure 1.3 Market Mobile Share
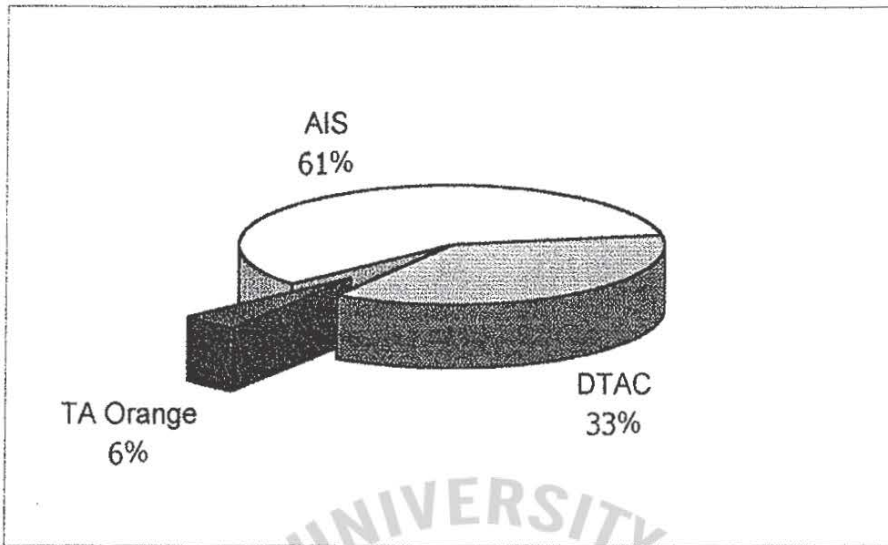
Source: Bangkok Business Newspaper, at the end of 2002

TA Orange Overview

TA Orange is joint venture between Orange SA, UK. With 49%, along with TelecomAsia and Thai conglomerate Charon Pokphand Group, which jointly hold 51%. The company has invested &600 million in Thailand, representing Orange's largest investment in Asia. TA Orange is building a nationwide 1800 MHz wire free™ Communications network to deliver innovative 2.5G services to customers in Thailand under the Orange brand name. It initially launched its network in December 2001 to TA Orange staff and has since focused on improving the quality of the service before undertaking a full public launch.

Commercial launch:

A television, radio and press advertising campaign, which is launching on 27 March, support the publics launch. In addition a number of other marketing as part of the launch, TA Orange announced several key initiatives including:

New products and service:

- Orange Talk Plan "Found Program"-giving customers extra Talk time if they register for the Ta Orange service by 30 April 2002
- Orange Just Talk "Friend and Family"-a special offer giving reduced rates for the 5 Friend & Family number until 30 April 2002
- Handset special offers-from 27 March-30April, TA Orange customers will be able to purchase selected Siemens and Nokia handsets at special rates.

Network quality:

TA Orange's network utilizes the latest technology and network design techniques to ensure a world-class quality of coverage. The network is designed so that it will offer "Enhanced Full Rate" calls, which deliver significantly better sound quality than any other network in the market initiatives are being undertaken including a major charity fund-raising event on the evening of 27 March.

Marketing Strategies

Attracting and retaining the highest value customers

- Best quality network
- Best customer service
- Innovative products
- Best value
- Targeted offers
- Leveraging the Orange brand & brand values

Distinctive positioning and communications

- Award-winning execution
- Unique team culture

Maintain competitive cost structures

- Exploit cost synergies with CP and TA
- **Exploit cost synergies with Orange SA**

1.2 Statement of problem

At present, the increasing demand of mobile phone makes the market highly competitive. Thus, each brand attempts to use various marketing strategies in order to stimulate its sales. Hence, it is necessary for marketers to understand the reason for which consumers buy their products, which can be related to their product, price, place and promotion strategies. It is also necessary to understand the consumer's behavior toward Orange mobile phone. Therefore, the main concern of this study is to examine the factors influencing purchase intention of consumers' of Bangkok toward Orange mobile phone product

The statement of problem related to this research is to find out the relationship between the following:

1. Is there any difference in Consumer purchase intention toward Orange Mobile phone customer among demographic characteristics?
2. Is there any relationship between each marketing mix for services and buyer's purchase intention toward Orange mobile phone?

1.3 Research objective

The purpose of this research is to provide better understanding factors affecting to consumers' purchasing intention this research in the case of Orange mobile phone product. The research has conducted research based on the following objectives:

1. To study the difference in consumer's purchase intention toward Orange mobile phone when determined by demographic factors.

2. To study the relationship between each element of marketing mix for services and buyer's purchase intention toward Orange mobile phone.

1.4   Scope of research

This research is intended to study and identify the factors influencing purchase intention of consumers' of Bangkok toward Orange mobile phone Thus, the result of this research is to provide better understanding consumer's buying behavior and factors influencing to consumer intention to buy an Orange mobile phone. In this research, the researcher divided the factor into 2 main groups that are individual characteristics of the respondents as the internal factors and marketing mix for service factors as the external factors. In the first group, individual characteristics of the respondents or demographic factors consist of age, gender, education level, occupation, and income, in the second group, marketing mix for services consist of service product, price, place, promotion, people, physical evidence and processing (7Ps).

This research was conducted only in Bangkok with a high density of people by using survey research technique with the help of questionnaires. The target respondents are persons who have never used Orange mobile phone before, aged started from 18 years old and residing in Bangkok. They are mostly business people, government employees and also students. In addition, the information about mobile phone industry obtained through brochures, articles, Internet, company' brochures, booklet, catalogue, business/ technology magazine, and the previous researches.

1.5   Limitations of research

For this research, the researcher intents to study consumer intention to buy Orange mobile phone product, which focus on purchase intention base on the type of marketing mix for services and demographic factors. In addition, the area of this is limited only selected area in Bangkok Metropolis.

Moreover, the research results can represent purchase intention of consumers' of sample group in the period of the study only. The research results cannot be use as the representative for all time periods.

1.6   Importance of the study

The study is intended to give information about demographic characteristics, and marketing mix for services affecting purchasing intention on Orange mobile phone. Therefore, it provides various benefits. The following are the benefits:

1. It can help marketer to identify relevant factors that influence customers purchase intention. In addition, the marketer can set up the appropriate marketing strategy by analyzing the opinion of people toward mobile phone through the help of questionnaires. This can ultimately help them to expand market share. This will also help Orange mobile phone Company to develop the products and gain higher satisfaction of the consumer's needs.

2. The result of this researcher will also provide useful information and suggestions to consumers in making decision to purchase Orange mobile phone.

1.7   Definition of terms

Marketing Mix is the elements of product, price, place, distribution and promotion, which are at the organization's disposal in marketing its products and services to buyers (Proctor, 1996).

Marketing Mix for services (7Ps) is the additional element in marketing strategy, which are service product, price, place, promotion, people, physical evidence and process. (Lovelock, Petterson and Walker, 1998)

Service product is a bundle of physical, service, and symbolic attributes designed to enhance consumer want satisfaction (Walters and Bergiel, 1989).

Price is the money value that a buyer has to pay to the seller of an item in order to effect purchase (Proctor, 1996).

Place/Distribution is the manner in which goods and services are made available to consumers (Proctor, 1996).

Promotional mix is the advertising, sales promotion, personal selling and public relations (Proctor, 1996).

People is many services require direct, personal interaction between customers and the firm's personal or employees for the service to be "manufactured" and delivered (McDonald and Payne, 1996).

Physical Evidence is the final component of the expanded marketing mix addresses the "tangible" components of the service experience (McDonald and Payne, 1996).

Processing is the procedures, routines and policies, which influence how a service is created and delivered to customers (McDonald and Payne, 1996).

Purchase intention means consumers' tendency to act toward an object (Fishbein and Ajzen, 1975).

TA Orange represents Total TelecomAsia Orange Company Limited.

Quality means the degree of excellence of goods or service the totality of the features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler, 1997 p.56).

Analog System The First system in communication that has supported on voice basic only. It is easy to have any signal or wireless wave to interrupt. For example telephone home based and mobile phone system like NMT 470, Cellular 900, AMPS 800, World phone 800.

Digital System The new development of communication system that can support more with the computer. It gives the high quality of signal, high speed, clear voice, and less on signal interruption. The mobile phones in this system are Digital GSM, PCN 1800 and ISDN office mobile.

AMPS (Advanced Mobile phone System) is a telephone in analog system which has a frequency in 800 MHZ.

NTM (Nordic Mobile Telephone) is a telephone in the analog system. It uses the frequency of 900 MHZ.

PCN 1800 (Personal Communication Network) is a mobile phone in the digital system, which uses a frequency of 1800 MHZ.

GSM (Global System for Mobile Communication) is a mobile phone in the digital system, which has a frequency of 900 MHZ. It is a widely used 2 G digital mobile network technology.

Special service The value added service and other services which do not make or receive calls, for instant Voice Mail, Call forwarding, Call conference, Short message sending, Picture message, Voice bill, Horoscope, Lottery Info, Express link to pager and Mobile Internet ect.

Chapter2

Literature review

Section 1. Introduction

In this chapter is to study the related theories and models necessary to develop the conceptual framework of the research. Theory is an interrelated set of statement of relation whose purpose is to explain and predict and model is any highly formalized representation of a theoretical framework, usually design through the use of symbols or other such physical analogues (David and Cosenza, 1993).

Literature was reviewed in the following subject areas 1) The important of Consumer Buying Behavior 2) Consumer Purchase decision process 3) Consumer intention Behavior 4) Marketing Mix for services Concept 5) Source of Reference Demographic Factors 7) Described the previous empirical research.

Section 2. Concepts and Theories which related the research

The important of Consumer Buying Behavior

Pride and Ferrell (1997) mentioned that Consumer buying behavior is the decision processes and acts of ultimate consumers involved in buying and using products. Lamb, Hair, and McDaniel (1996) stated that Consumer behavior describes the processes used by consumers to make purchase decision, as well as to use and dispose of the purchased good or service. The study of consumer behavior also includes the analysis of factors that influence purchase decision and product use.

Skinner (1994) mentioned that Consumer behavior refers to the actions and decision processes of people who purchase goods and services for personal consumption.

people engage in when selecting, purchasing, and using products so as to satisfy needs and desires.

Consumer Purchase Decision Process

Kotler (1997) stated that The stages a buyer passes through in making choices about which products and services to buy is the purchase decision process, this process has the five stages shown in the figure 2.1: 1) problem recognition, 2) information research, 3) alternative evaluation, 4) purchase decision, and 5) post purchase behavior.

Figure 2.1: The purchasing decision model
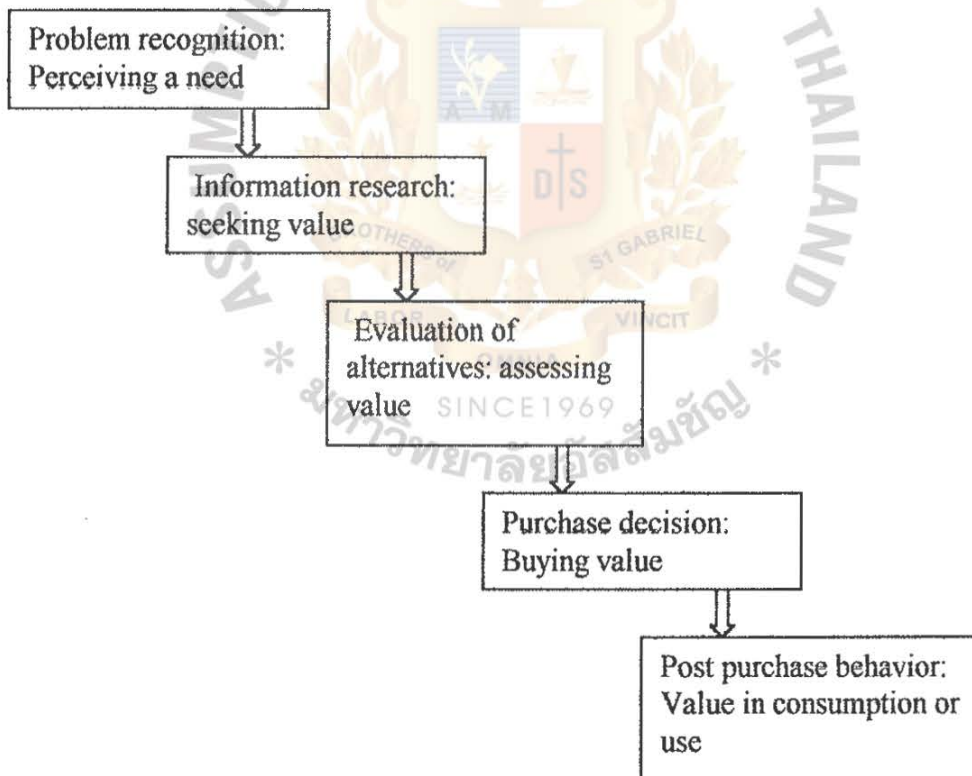
Source: Kotler, Marketing Management, The Millennium Edition, (New Jersey: Prentice Hall International, Inc, 2000)

Here, the phases between 1-3 are the pre-purchase evaluation phase. Consumers use their marketing information to evaluate the products and services in all these 3 phases. All these 5 pre and post purchases are explained as follows:

1. **Problem recognition**

    Kotler (1997) mentioned that the buying process starts when the buyers recognize a problem of need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal or external stimuli. Bruners (1994) also quoted that need recognition is the result of discrepancy between the consumer's desired state (What the consumer would like) and the actual state (What the consumer perceives as already existing). Both the desired state and the actual state are influenced by the consumer's lifestyle and current situation.

2. **Information Search**

    An aroused consumer will be inclined to search for more information. Consumer information sources fall into four groups:
    1. Personal Sources: Family, friend, neighbors, acquaintances.
    2. Commercial Sources: Advertising, salespersons, and dealers packing displays.
    3. Public Sources: Mass media, consumer-rating organizations.
    4. Experiential Sources: Handing, examining, using the product.

3. **Evaluation of Alternative**

    Kotler (1996) mentioned that Consumers evaluate the competitive brand information and make a final judgment of the product.

    Basic concepts will help here to understand consumer evaluation process:
    1) The consumer is trying to satisfy a need.
    2) The consumer is looking for certain benefits from the product solution.
    3) The consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy this need.

    The attributes of interest to buyers by product:
    1) The Cameras: Picture sharpness, camera speeds, camera size, and price.

2) Hotels: Location, cleanliness, atmosphere, and price.

3) Tires: Safety, tread life, ride quality, prices.

4) Mouth wash: Colour, effectiveness, germ killing, capacity, price, and taste/flavor.

4. **Purchase Decision**

Kotler (2000) stated that in the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. In executing a purchase intention, the consumer may make up to five-purchase sub-decision: a brand, vendor decision, quantity decision, timing decision, decisions and less deliberation.

Figure 2.2: Steps between Evaluation of Alternatives and a Purchase Decision
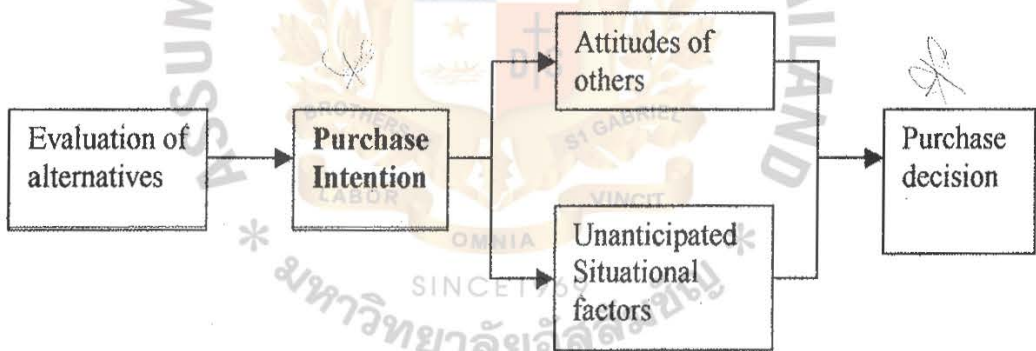
Source: Philip Kotler (2000), Marketing Management, (10th ed.). New Jersey: Prentice-Hall. P.182.

5. **Post-purchase Behavior**

Kotler (1996) mentioned that after purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction, the marketing's job does not end when the product is bought but continues into the post-purchase period.

Markets must monitor the followings:

1) Post-purchase satisfaction

   After purchasing a product, a consumer may detect a flaw. Some buyers' will on longer want the flawed product, other will be indifferent to the flaw, and some may even see the flaw as enhancing the product's value. For instance, an upside-down page in the first edition of a famous author's book might make the book become a collectible item worth many times its original purchase price. Some flaws can be dangerous to consumers. Companies making automobiles, toy, and pharmaceuticals must quickly recall any product that has the slightest chance of injuring users.

2) Post-Purchase Actions.

   The consumer's satisfaction or dissatisfaction with the product will influence subsequent behavior. If the customer is satisfied, he or she will exhibit a higher probability of purchasing the product again.

3) Post-Purchase Product Use and Disposal

   Marketers should also monitor how the buyers use and dispose of the product.

Consumer Intention Behavior

Fishbein and Ajazen (1975) defined that "the behavioral intentions" means the intentions of consumers to behave in a particular way with regard to the acquisition, disposition, and use of products and services or consumers' to act toward an object.

Smith and Swinyard (1983) mentioned that consumers are unlikely to make a committed decision without strongly held favorable attitudes so when foreseeable costs are high, consumer will require a greater amount of attitude to bigger purchase.

In many respects, intentions may be viewed as a special case of belief, in which the object is always the person him or herself and the attribute is always a behavior. As with a belief, the strength of an intention is indicated by the person's subjective probability that he or she will perform the behavior in question. It can be recommended that the strength of an intention be measure by a procedure, which

places the subject along a subjective-probability dimension involving a relation between him or herself and some action. In sum, when the probability dimension links the person to a behavior the concept "behavior intention "should be used (Fishbein and Ajzen, 1975).

Consumer Behavior

Hanna and Wozniak (2001) mentioned that the study of consumer behavior investigated the way individual chooses, purchase, uses, and disposes of goods and services in order to satisfy personal or household needs. The term consumer behavior differs from a similar term, buyer behavior, in that behavior is an umbrella term often understood to encompass business-to-business purchasing as well as personal consumption.

Wilkie (1990) stated that consumer behavior consists of the activities people engage in when selecting, purchasing, and using products so as to satisfy needs and desires. Such activities involve mental and emotional processes, in addition to physical action.

Lamp, Hair and McDeniel (1994) quoted that consumer behavior describes the process used to make purchase decisions, as well as to use and dispose of the purchased good or service. The study of consumer behavior also includes the analysis of factors that influence purchase decisions and product use.

Model of Consumer Behavior

Kotler (2000) quoted that starting point understanding buyer behavior is the stimulus-response model shown in Figure 2.2 Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions.

Figure 2.3 Model of Buyer behaviors

Marketing Stimuli	Other stimuli		Buyer's Characteristics	Buyer's decision process		Buyer's decision
Product	Economic		Cultural	Problem recognition		Product choice
Price	Technological		Social	Information search		Brand choice
Place	Political		Personal	Evaluation of alternative		Dealer choice
Promotion	Cultural		Psychological	Purchase decision		Purchase timing
				Postpurchase behavior		Purchase amount
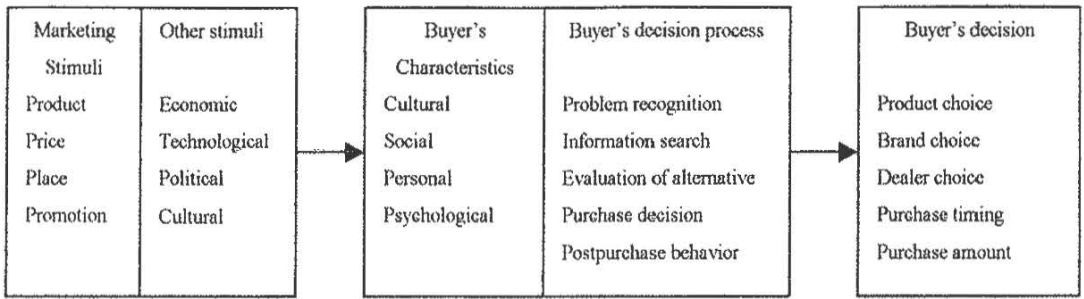
Source: Philip Kotler. (2000). Marketing Management. (10th ed.). New Jersey: Prentice-Hall. P.161.

From figure 2.3 illustrated model of consumer buying behavior. The marketing stimuli consist of the 4Ps, product, price, place or distribution, and promotion. Other stimuli include major forces and events in buyer's environment: economic, technological, political, and competition. Both of other stimuli and elements of the marketing mix enter the buyer's black box and interact with the buyer's characteristic and decision processes to produce a series of output inform of purchase decisions. Included within these is the question of whether to buy and, if so, which product and brand, which dealer, when, and in what quantities. The buyer characteristics including cultural, social, personal, and psychological factors influence how he/she perceived and react to the stimuli. The buyer's decision process consists of need recognition, information search, and evaluation of alternative, purchase decision, and post-purchase behavior. Then, they are turned into a set of observable product choice, brand choice, dealer choice, purchase timing, and purchase amount. Nevertheless, not all of these decisions are applicable to every situation. These observable purchase decisions will be decried later.

Marketing Mix for Services: 7Ps

In recent years, those charged with developing the application of marketing in service sector have questioned whether the 4Ps approach to the marketing mix was sufficiently comprehensive. This expanded marketing mix will be found to be robust enough to cover most service-marketing situation. Of course, with the diversity of services, which exist, there could still be a few situations where it might be necessary

to vary the constituent element of this new marketing mix, but they will be relatively rare. By introducing the marketing mix into the earlier, it becomes possible to arrive at a far more accurate representation of how the marketing process for services really works.

Lovelock, Patterson and Walker (1998) mentioned that the tradition four Ps of goods marketing are inadequate to describe the key tasks of a service marketer's job. First, we need to enchance the coverage of the original four elements in order to reflect the importance of the time faxtor in service delivery. Hence we will refer to the third element as Place and Time. There are necessitate three additional elements in marketing strategy: people, physical evidence, and process. These 7 Ps of services, showen in Figure 2.4, is discussed below.

Figure 2.4: An expanded marketing mix for services
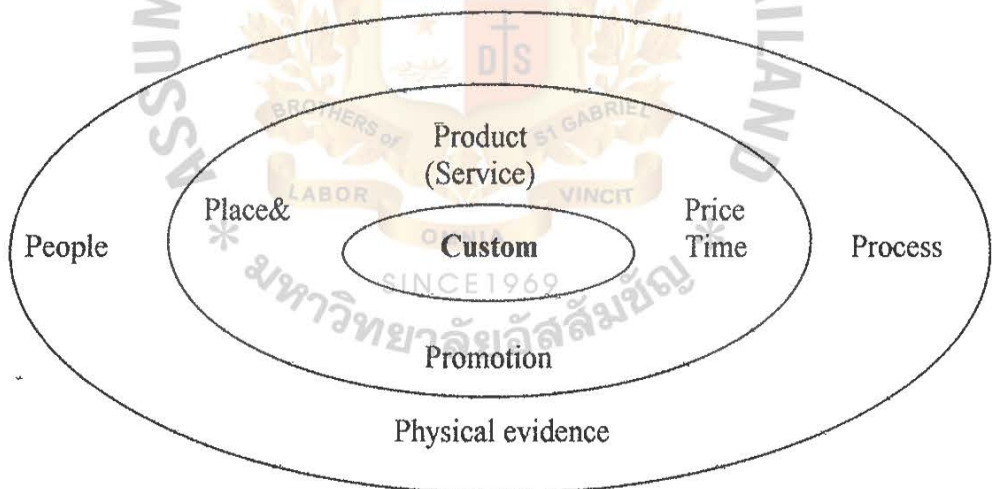
Source: Lovelock, Chirstopher H., Patterson, Paul G. and Walker, Rhett H. (1998). Services Marketing: Australia and New Zealand. (Sydney: Prentice Hall of Australia Pty Ltd, P.24)

Kotler (1991) mentioned that marketing mix is the set of marketing tools that the firm uses to pursue its marketing objective in the target market. The company also has

to decide how to divide the total marketing budget among the various tools in the marketing. Marketing mix is one of the key concepts in modern marketing theory.

1. **Service product**

   Kotler (2000), p.394) mentioned that product is anything that can be offered to a market to satisfy a want or need. Making specialized products for a few customers will provide them with product features very close to their needs. Assael (1993) stated that product is composed of intangible benefits as well as tangible attributes. As a result, product is defined as a bundle of attributes and benefits designed to satisfy customers' needs. In fact, consumer seeks different benefits means that will see product differently. However, it is generally expensive to manufacture only one version of a product. Thus, marketers must balance the benefit that target consumers derive from customization of product feature against the cost of providing multiple versions of the product (Hawkin, Best&Coney, 1994;p.15). Russ and Kirkpatrick (1982) mentioned that product is not just a physical object you buy, like a radio, a box of cereal, or a motorcycle. It is a bundle of features, characteristics or attributes that satisfy buyers' needs. This total product concept recognizes that buyers have needs they hope to satisfy with the products they purchase. In fact buyers often are not seeking the product itself, but rather its features, characteristic, or attributes. The difference is sometimes subtle but always important: we buy products not for what they re but what they can do. All the benefits that a product promises to deliver both physical and psychological, are part of the total product as show in figure 2.5: The total concept: the physical product is only a small part of the total product.

Figure 2.5: The total product concept

Instructions	Image	Warranty
Delivery	**Physical Product**	Satisfaction
Service	Approval	Credit
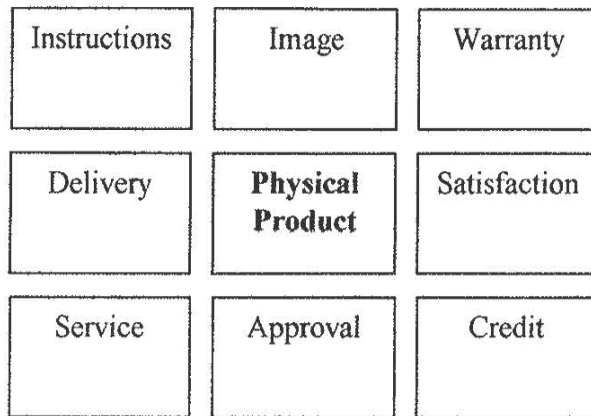
Source: Frederick A. Russ and Charles A. Kirkpatrick (1982). Marketing. P.206, Canada: Little, Brown & Company Limited.

Defining Services

Lovelock, Patterson and Walker (1998) quoted that services have traditionally been difficult to define because of their diversity and the fact the processes underlying production and delivery are often hard to grasp. In many cases, both inputs and outputs are intangible. Most people have little difficulty defining manufacturing or agriculture, but defining a service can elude them. Various definitions of services exist.

Two that capture the essence of services are:

- A service is any act or performance that one party can offer to another, and one that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.
- Services are economic activities that provide time, place and form utility, while bringing about a change in, or for, the recipient of the service.

Activities involving the delivery of some physical element may be defined as a service rather than as a manufacturing activity when one or more of the following conditions adds significant extra value:

- Fast and timely executions of work by personnel who perform tasks those customers are unwilling or unable to perform themselves;

- The customization of process, delivery, and output to meet the purchase's specific requirements;

- Expert knowledge on the part of the relevant personal;

- Appealing characteristics of the physical surroundings (or "servicescape") in which consumption of the physical output takes place.

Service customers are buying either an experience or a performance.

2. **Price**.

Kotler and Armstrong (1997) mentioned that Effect of price on consumer behavior and their purchasing has been a favorite topic in a number of researches. Price is the amount of money charged for a product or service. It means that the sum of values that consumers exchange for the benefits of having or using the product or service. Joseph P. et. Al (1973) stated that Price is typically one of the most important factors influencing demand for a good or service. Hawkins, Best and Coney (1995) quoted that Price must pay to obtain the right to use the product or service. Economists often assume that lower price for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. Product priced too low might be perceived as having low quality. William et al (1991) mentioned that Thus, price has a positive effect on perceived quality, but a negative effect on value and the willingness to buy. When setting the prices, the marketers have to consider consumer perceptions on price and how these perceptions affect consumers' buying decision.

3. **Promotion**

Toffler and Imber (1987) mentioned that promotion mix has four types of promotion that support marketing objectives, including advertising, personal (face-to-face) selling, publicity (no paid advertising such as news bulletins or magazine articles), and sale promotions (product displays, trade shows and other sales events dealer allowances, coupons, contests, and a variety of

other promotions that don't fit into the other three types) The relative importance of each varies, depending upon the market and product.

Hoyer (1997) indicated most marketing communications including advertising, personal selling and public relations attempt to influence consumer's brand preferences and product choice by presenting positive and negative features of brand and product choice. There are many previous researches founded that advertising and promotions are most related to consumers' purchasing decision.

4.   **Distribution (Place)**

Walters and Bergiel (1989) mentioned that Place or Distribution means the movement of goods and service between the point of production and the point of consumption through organizations that perform a variety of marketing activities. Koselka (1992) stated that Distribution performs many key functions as information, promotion, contact, matching, negotiation, physical distribution, financing, and risk taking; it plays a role in developing and spreading persuasive communications about an offering, finding, and communicating with perspective buyers. Hawkin, Best and Coney (1995) also supported distribution mean having the product available where target customers can buy it is essential to success. Distribution plays role in developing and spreading persuasive communications about an offer and finding and communicating with prospective buyers. Distribution helps marketers to shape and fit the offer to buyer's needs and reach an agreement on price other term of the offer so that ownership or possession can be transferred. Walters and Beriel (1989) suggested that the marketing channel is important to consumers because it determines the conditions under which the consumer must shop. Distribution can be seen to present opportunities for gaining distinctive competence relative to competitors. While an enterprise can offer good products at competitive prices, communicated effectively to the right people, all these factors are let down if products are not available in the right place and at the right time. Assael (1998) quoted that; it is possible that consumers who wish to reduce the time and effort in brand selection also seek to minimize time and effort in store selection.

5. **People**

   Many services require direct, personal interaction between customers and the firm's personal or employees for the service to be "manufactured" and delivered (e.g. haircut, medical advice, fitness class, travel agency advice). These interactions strongly influence the customer's perception of service quality. It has been said that "the person delivering the service is the service"-that is, customer assessments of quality are often based on largely on how they assess the person(s) with whom they are dealing. McDonald and Payne (1996) mentioned that since people are an essential element in the production and delivery of services, the quality and behavior of the company's staff largely determine the quality of the service. This is particularly true in respect of those whose jobs involve high levels of customer contract.

6. **Physical Evidence**

   The final component of the expanded marketing mix addresses the "tangible "components of the service experience. In the absence of any tangible goods, cues indicating the quality of a service come from other contexts. There is of course the heightened role for the social interaction that facilitates the exchange and the environmental conditions within which it occurs. Physical surroundings and other visible cues can therefore have a profound effect on the impression customers' form about the quality of the service they receive. For example, the atmosphere of the shop center can attractive customer. The atmosphere here including chair, table and counter service. Physical surroundings also help to shape the feeling and reactions of customers and employees. The significant of the physical environment and atmosphere have long been recognized in the retailing industry.

7. **Processing**

   McDonald and Payne (1996) mentioned that the procedures, routines and policies, which influence how a service is created and delivered to customers, could clearly be instrumental in determining how customer Friendly'the Company is perceived to be. Lovelock, Patterson and Walker

(1998) stated that Employees often depend on efficient and effective "backstage" processing systems to enable them to deliver high quality service. How do you fell if you are handed an inaccurate bill when you leave a hotel, find mistakes on your bank statements or arrive at a restaurant where you had reserved a table for dinner, only to find that they have lost your reservation and given your table to somebody else? These processing system failures not only cause considerable customer frustration, but prompt customers to vent their anger on a blameless employee. Poorly designed processing system makes it very difficult for front-line staff to do their jobs well.

Service as a process

Lovelock, Patterson and Walker (1998) mentioned that customer involvement in production is often cited as a distinctive characteristic of services, it stands to reason that we should determine if different types of processes result in different levels of customer involvement. It also suggests that service marketers may find it helpful to understand the process by which services are created.

According to the fact analysis from the researcher's point of view, the researcher has focused on seven factors, which are product, price, place, promotion, participant, physical evidence and processing. The reason that researcher interested all elements because Orange mobile phone company needs all factors to determine.

Source of Reference Regarding Demographic factors

Before developing the marketing plans, marketers need to study and understand consumer behavior. Consumer behavior is influenced by four major factors: cultural, social, personal and psychological. To study these factors can provide clues on how to reach and serve consumers more effectively. But this research study will not focus all these factors only personal factor (demographic factors) will be mentioned.

Kotler (1997) mentioned that Buyer's decisions are influenced by personal characteristics or demographic factors as the internal factors. Schiffmsan and kanuk (1978) stated that Personal factors are individual characteristics including age, sex race, income, education, and occupation, are most often basis for market segmentation. They are generally easy to identify and to measure; furthermore, they can often be associated with the usage of specific product. Engel, Blackwell, and Miniard (1993) quoted individuals apply a variety of criteria in evaluating purchase, which will vary in importance or influence in shaping selection. William Stanton (1991) also indicated that the demographic segmentation is the most common basis for segmenting consumer markets in categories. This segmentation is divided into different parts on the basis of demographic variables; age, sex, family-lifecycle stage, income distribution, occupation, and education background. Schiffman and Kanuk, 1978 indicated the demographic characteristics such as age, income, occupation, sex and education are most often used as the basic for market segmentation. They are generally easy to identify a to specific product.

2. .1 Gender

Kotler (1997) mentioned that Gender means the condition of being either male or female. Gender has always been a distinguishing segmentation variable. Gender influences to consumer's thinking, values, attitude, behavior, want and buying decision. It means males and females have different thinking, value, attitude, and behavior, want and buying decision. Occasionally, other marketers notice an opportunity for gender segmentation. For many years, market segmentation by gender has been an obvious choice for products such as clothing, shoes, and personal care items, and personal item. In recent years, there have been some interesting variations on traditional gender-based redesigned and repositioned fort the female and male segment of the market (Stanton, Etzel, and Walker, 1994)

2. .2 Age

Schiffman and Kanuk (1994) mentioned that the period of time a person has lived is called age. Product needs often vary with consumer age; marketers have found age to be a particularly useful demographic variable to distinguish segments. Many marketers have curved themselves in niche in the marketplace by concentrating

on a specific age segment. Kotler (1997) quoted that since, consumer wants and abilities change with age. People buy different goods and services over their lifetime. For example, target potential of GSM 1800 is the teenager who sensitive on the price changes so that the company should position the product at the lower price.

2. .3 Education

The level of education is the important factor making the different purchasing behavior. The knowledge or skill level one obtained or developed by a learning process through formal instruction at a school or college is called educational level. People coming from the same subculture, social class, and occupation may lead quite different education background. From many research study founded that the consumers with the different education level took for product differently. The consumers having high educational level tends to consumer the high quality products than the consumer having low education level since the high educational level consumers have the correct knowledge about consuming. For example, the highly educated people view quality of product to be more important than the lower education do, contrary, lower education people view price to be more important for them than higher education people do. Consumers often choose products, services, and activities over others because they are associated with a certain education. Murphy and Enis (1985) stated that marketing implications of a highly educated market environment are quite significant. These individuals want products that are more sophisticated. They are also critical of marketers who do not offer consistent quality in their products.

2. .4 Occupation

A person's occupation also influences consumer consumption patter (Kotler, Ang, Leong and Tan (1996) mentioned that Occupation reflects values, attitudes, taste and lifestyle. Marketers try to identify the occupational groups that have an above-average interest in their products and services. Occupation, income and education tented tot be correlation on almost a cause and effect relationship. Schiffman and Kanuk (1994) stated that High-level occupations that produce high income usually require advanced educational training.

2. .5 Income

Ang, Leong, and Tan (1996) mentioned that Income has long been an important variable for distinguishing market segments. Product choice is greatly affected by one's economic circumstances. People's economic circumstances consist of their spend able income (its level, stability, and time pattern), savings and assets (including the percentage that is liquid), debts, borrowing power, and attribute toward spending versus saving. Schiffman and Kanuk (1994) stated that The major problem with segmenting the market on the basis of income alone is that income simply indicates the ability (or inability) to pay for a product, while the actual choice may be based on personal lifestyle, test, and values-variables largely determines by occupation and education. Income is a factor relating to purchasing behavior. Income as a determinate factor can determine consumers 'need, thinking and behavior.

Previous Empirical Research

Taylor, Steven (1994), A. studied" the relationship between service quality and consumer satisfaction in the formation of purchase intentions across 4 service industries: health care, recreation services, transportation, and communications services" A total of 426 completed questionnaires were analyzed to better understand the relationship between service quality and consumer satisfaction in the formation of purchase intentions across 4 service industries. The results, coupled with the evidence in the emerging services literature, suggest that consumer satisfaction is best described as moderating the service quality/purchase intention relationship. The managerial and research implications of the study are discussed.

Hanwongjirawat (2001), studied " Attitude and Satisfaction of mobile phone users in Bangkok metropolitan " The objectives are to study attitude and satisfaction of mobile phone users in Bangkok metropolitan. The study emphasizes on comparing the attitude and satisfaction of the subscribers of two major market leaders (AIS and DTAC). The results of the study indicate that there is no difference in attitude between AIS and DTAC, but AIS has better positive mean score than DTAC.

Laroche, Michel (1996). Studied "study that examines the relationships among brand familiarity, confidence in brand evaluations, brand attitudes, and purchase

intention" The results from structural equation modeling reveal that familiarity with a brand influences a consumer's confidence toward the brand, which in turn affects his/her intention to purchase the same brand. Moreover, a consumer's attitude toward a specific brand is influenced by his/her familiarity with the brand. An obvious implication of these results is that, in order to increase a consumer's intention to purchase a specific brand, a marketer needs to enhance his/her confidence in the brand, which may be realized by providing the consumer with more product-related information or direct experience.

Bunsantisuk (2000), studied " Factor Influencing Consumers' Decision Making for Prepaid Card Service Mobile Buyer in Bangkok Metropolitan Areas" The objectives are to study mobile phone buying behavior and factors influencing consumers' purchasing decision for prepaid card mobile of people in Bangkok. The study emphasizes on Prompt mobile phone service of TAC in order to be a gridline to improve marketing strategy for prepaid card mobile phone service providers. The study results show that the reason for purchasing is mostly for personal use. There is a difference in consumers' decision making for Prepaid Card Service Mobile Buyer when segmented by demographic factors, Most of the respondents think that the cost of mobile is quite reasonable and they receive good services. The marketing factor that has the most impact on purchasing decision is channel distribution. And the analysis tells that the geographical factor has the most impact on consumers' decision making of Prompt mobile phone.

Mizerski, Richard (1994) studied" examined the responses that new rock music creates in listeners and how these responses influence the intention to later purchase the music." The objectives are to study the responses that new rock music creates in listeners and how these responses influence the intention to later purchase the music. Data were obtained from the questionnaire responses of 215 undergraduate business students at a large southern university. The study results indicate that the sensorial, emotional, imagine, and analytic responses to music all have direct effects on the affective and experiential responses, which in turn influence purchase intention. The strongest indicator of purchase intention is the need to experience the music.

Srisuk (1999) studied' Consumer expectations on the mobile Telephone Service in Bangkok Metropolitan". There is a difference in consumers' decision

making for Prepaid Card Service Mobile Buyer when segmented by demographic factors the customers' expectation on mobile telephone service in Bangkok Metropolitan in the aspects of convenience, special services, all center services and the method of payment. The results of the study show that the customer expectations were not different in terms of sex, socio-economic situation and occupation. The customers' expectations expressed were greater than the customer service rendered in all aspects: convenience, special services, all center service and the method of payment. The customers' expectations were also not related to the customer service.

Charkornkrew (2003) studied "Factors influencing Consumer Decision Making and Attitude Wedding Studio Bangkok". The objectives are to study factors influencing Consumer Decision Making and Attitude Wedding Studio Bangkok. The study emphasizes on demographic factors and marketing mix for services. The study results show that there is a difference in consumer attitude toward wedding studio when segmented by demographic factors, which consist of gender, age, education level, occupations and income levels. For marketing mix for services, it can be concluded that there is a relationship between price and price range in consumer decision making toward wedding studio, while there is no relationship between product, place, promotion and participant and price range in consumer decision making to ward wedding studio.
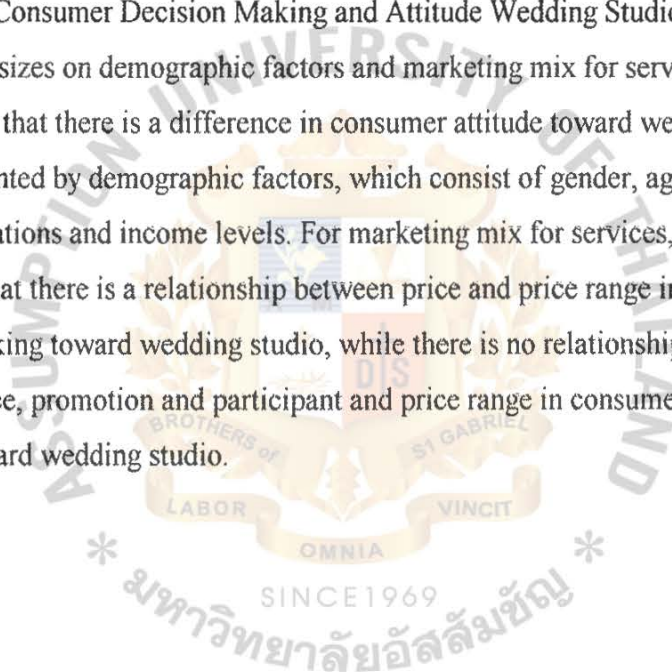
Chapter3

Research Framework

This chapter encompassed the framework of this research along with the elaboration of theoretical framework. It is logically developed, described and elaborated network of associations among studied variables. In section 2, it discusses all hypothesis statements, which will be tested for this study. In section 3, the information of concepts and variable operationalization of this research is explained.

3.1 Theoretical Framework

Sekaran (1992) mentioned that a theoretical Framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems. Mc Daniel; Gates (1999) stated that It clarifies the questions and it summarized the overall concepts being investigated.

For this research study, the researcher builds conceptual model on prior researcher identify several variables that influencing purchasing intention toward Orange mobile phone in Bangkok metropolitans. This research consists of many variables. Independent variables include marketing mix for services (service product, price, place, promotion, people, physical evidence and processing) and demographic factors (gender, age, education, occupation and income level). Dependent variables include purchasing intention. The researcher developed the conceptual model by relating the theories of marketing mix for services and demographic factor to the theory of purchasing intention. The conceptual model of this research is presented in Figure 3.1

Figure 3.1

Independent Variable   Dependent Variable

Marketing mix for services

- Service product
- Price
- Place
- Promotion
- People
- Physical evidence
- Processing

Demographic Factors

- Gender
- Age
- Education
- Occupation
- Income

Purchasing Intention
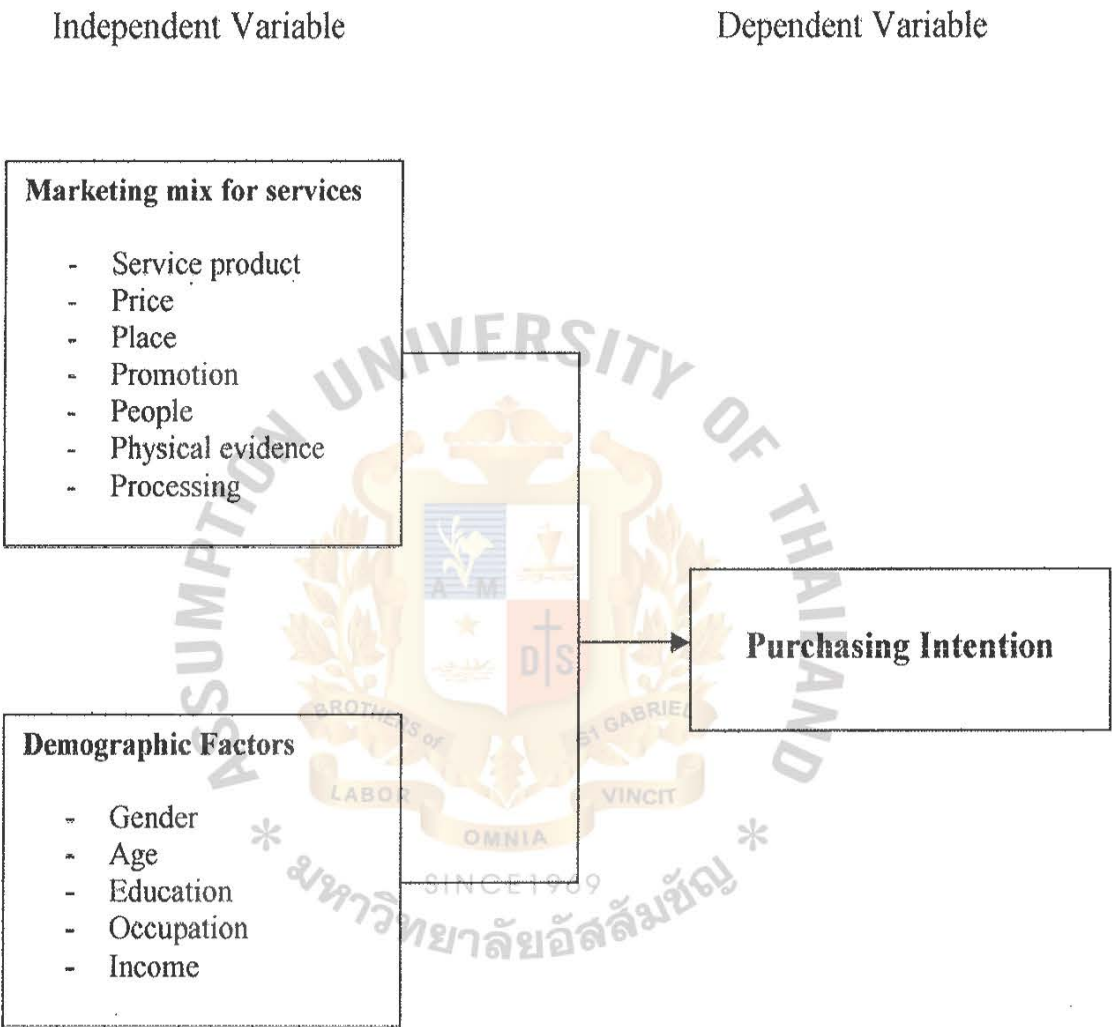
3.2 Research Hypotheses

After developing the conceptual model, the researcher set up many hypotheses for finding the results that the researcher would like to know about marketing mix for services and demographic influencing purchasing intention. The researcher separated the hypotheses into 12 groups.

The hypotheses in group one focused on Service product variable VS purchasing intention variable.

The hypotheses in group two focused on Price variable VS purchasing intention variable.

The hypotheses in group three focused on Place variable VS purchasing intention variable.

The hypotheses in group four focused on Promotion variable VS purchasing intention variable

The hypotheses in group five focused on People variable VS purchasing intention variable

The hypotheses in group six focused on Physical evidence variable VS purchasing intention variable

The hypotheses in group seven focused on Process variable VS purchasing intention variable

The hypotheses in group eight focused on Gender variable VS purchasing intention variable.

The hypotheses in group nine focused on Age level variable VS purchasing intention variable.

The hypotheses in group ten focused on Education level variable VS purchasing intention variable.

The hypotheses in group eleven focused on Occupation variable VS purchasing intention variable.

The hypotheses in group twelve focused on Income variable VS purchasing intention variable.

As s result, this comes to the hypothesis statements as follows:

Hypotheses:

H 1₀: There is no relationship between product variable and purchasing intention.

H 1₁: There is relationship between product variable and purchasing intention.

H2₀: There is no relationship between Price variable and purchasing intention.

H2₁: There is relationship between Price variable and purchasing intention.

H3₀: There is no relationship between Place variable and purchasing intention.

H3₁: There is relationship between Place variable and purchasing intention.

H4₀: There is no relationship between Promotion variable and purchasing intention.

H4₁: There is relationship between Promotion variable and purchasing intention.

H5₀: There is no relationship between Participant variable and purchasing intention.

H5₁: There is relationship between Participant variable and purchasing intention.

H6₀: There is no relationship between Physical evidence variable and purchasing intention

H6₁: There is relationship between Physical evidence variable and purchasing intention.

H7₀: There is no relationship between Process variable and purchasing intention

H7₁: There is relationship between Process variable and purchasing intention.

H8₀: There is no difference in purchasing intention variable when determined by Gender.

H8₁: There is a difference in purchasing intention variable when determined by Gender.

H9₀: There is no difference in purchasing intention variable when determined by Age level.

H9₁: There is a difference in purchasing intention variable when determined by Age level.

H10₀: There is no difference in purchasing intention variable when determined by Education level.

H10₁: There is a difference in purchasing intention variable when determined by Education level.

H11₀: There is no difference in purchasing intention variable when determined by Occupation.

H11₁: There is a difference in purchasing intention variable when determined by Occupation.

H12₀: There is no difference in purchasing intention variable when determined by Income.

H12₁: There is a difference in purchasing intention variable when determined by Income.

3.3 Concepts and Variables Operationalization

A concept is a generalized idea about a class of objects or processes. A concept must be made operational in order to measured. An operational definition gives meaning to a concept by specifying the activities or operations necessary to measure it. The operation definition specifies what must be done to measure the concept under investigation. Operational definitions help the researcher specify the rules for assigning numbers. The value assigned in the measuring process can be manipulated according to certain mathematical rules. Once the variables of interest have been identified and defined conceptually, a specific type of scale must be selected. This study applies three types of scale: Nominal, Ordinal and interval scale.

The appropriate statistical procedure must be selected to analyze each scale. Table 3.1 will be shown the operational component of influencing variables along with operational component of explained variables as shown in table 3.2 as follow:
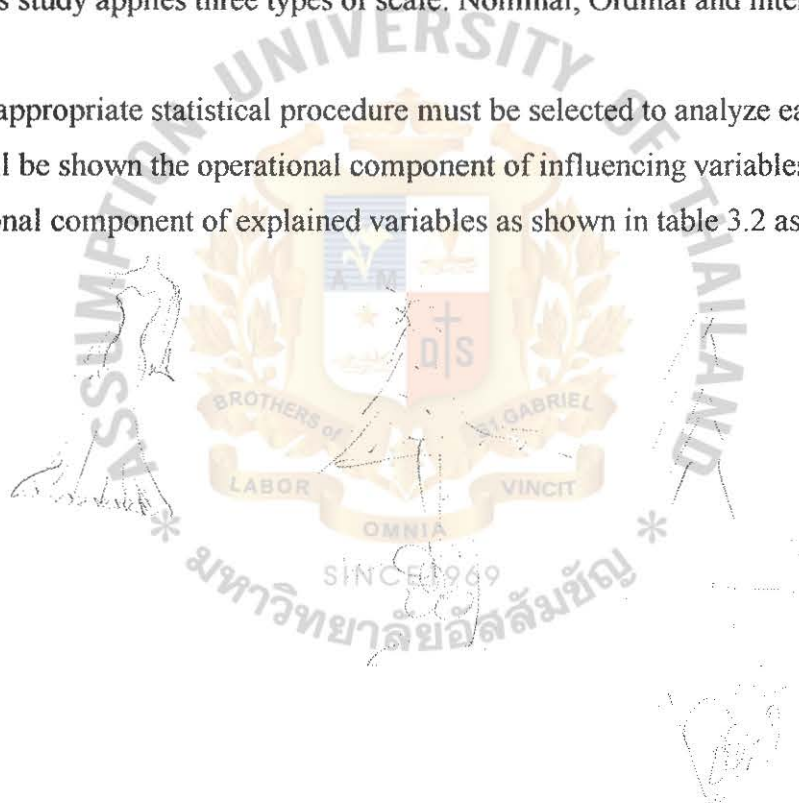
Table 3.1 Operational component of influencing variables

Concept	Concept Definition	Operational Component	Level of Measurement
Product	Anything that can be offered to satisfy a need or want	- Quality of signal - Protection unallowable users - Value-added services	Interval Scale
Price	The amount of money charges for a product	- Monthly fees - Call charged per minutes - Value-added service charged	Interval Scale
Place	The places where customers convenience to buy the product	- Number of Shops for service - Location of shop center - Number of general shops - Convenient and easy to go - Size of shop center - Shop displays	Interval Scale
Promotion	All the activities the company undertakes to communicate and promote its product to the target market	- TV and Radio Advertisement - Print Advertisement - Internet Advertisement - Booth demonstration at Department store - Variety of promotion packages - Special price program - Promotion programs are interesting - Social responsibility	Interval Scale

Table 3.1: Continued

Concept	Concept Definition	Operational Component	Level of Measurement
Participant	The person who delivery services or contract with customer.	- Courtesy of service provider - Understand customer's need - Attentiveness in providing service - Politeness of service provider	Interval Scale
Physical Evidence	The final component of the expanded marketing mix addresses the "tangible" components of the service experience	- Well display - Suitable atmosphere	Interval Scale
Process	The procedures, routines and policies, which influence how a service is created and delivered to customers	- Public Relations covering wide range of customers - Effective of information - Advanced Technical of service - Good image of service - Good after-sales service - Network coverage areas	Interval Scale

Table 3.1: Continued

Concept	Concept Definition	Operational Component	Level of Measurement
Gender	Sex identification of one person	Male or female	Nominal Scale
Age	Number of years calculating the life of one person	Duration of life specific to one person	Ordinal Scale
Education	Level of a person 's formal education	Individual 's highest degree of study	Nominal Scale
Occupation	Employment of one person	Career occupied by one person	Nominal Scale
Income	Money received during a given period as salary or allowance	Individual receives per month	Ordinal Scale

Table 3.2: Operational definition of explained variables

Concept	Concept Definition	Operational Component	Level of Measurement
Purchase intention	Consumers' tendency to act toward an object	- Intention to buy Orange mobile phone	Ordinal Scale

Chapter4

Research Methodology

The purpose of this chapter is to provide an overview of the research methodology that will be selected for use in this research. This section reveals the sources of primary and secondary data, respondents and sampling procedure, the research instrument and questionnaires, data collection and gathering procedure and statistical treatment of hypotheses testing.

4.1 Methods of Research used

Churchill (1999) mentioned that descriptive research is used to describe the characteristics of certain groups as well as to estimate the proportion of people in a specified population who behave in a certain way. The descriptive research employed in this study in order to describe the Marketing for service factors and Demographic factors influencing purchasing intention toward orange mobile phone LTD. in Bangkok metropolitans.

In order to gather the data of the Mobile phone users, survey is a very appropriate research technique because it is a method of primary data collection based on communication with a representative sample of individuals. Kumer, Aaker & Day (1999) stated that the principle advantage of the survey method is that it can collect a great deal of data about an individual respondent at one time. Survey also provides a quick, inexpensive, efficient and accurate means of assessing information about a population.

Moreover, to explore the reason that lies behind the statistical differences between groups that may emerge from surveys, the exploratory research method is another method that is applied to this study. Also, to obtain some background information where absolutely nothing is known about the problem area, the hypotheses are formulated for the investigation (Malhotra & Birks, 2000). Thus the hypotheses about the relationship between the Marketing for service factors and Demographic factors influencing purchasing intention are examined in this research.

4.2 Respondents and Sampling Procedures.

Target population

Population refers to the entire group of people, events or thing of interest that the researcher wishes to investigate (Sekaran, 1992). Zikmund (1997) stated that population is defined as any complete group of entries that share some common set of characteristics. Davis and Cosenza (1993) mentioned that population refers to the complete set of unit of analysis under investigation. The target populations of this research study are both males and females who have never used Orange mobile phone before, aged at least 18 years old and residing in Bangkok metropolis. The reason for selecting this group of people to be the target population is because they are mostly business people, government employees and students etc, who have the power to purchase a mobile phone and also have ideas about the product.

Sampling Unit

As the target population of this research is individuals, so the sampling unit is the same as the population element. Therefore, sampling unit in this research is both males and females who have never used Orange mobile phone before, aged at least 18 years old and residing in Bangkok metropolis.

Sampling Method

The sample of this research was specific to the respondents who have never used Orange mobile phone before in Bangkok only. Orange has 19 shops and service centers in Bangkok (www.orange.co.th). The steps of sampling procedure are as follow:

Step 1- The researcher used simple random sampling, with which each respondent has an equal chance of being selected. The researcher randomly draws 5 shops or service centers of Orange out of the 19 shops or service centers of Orange in Bangkok. The results are as follows:

1. Central Lardprao   2. Siam Discover Center   3. Unit Center-Silom Tower

4. Seacon Square   5. Fashion Island

Step 2- After that the researcher used the quota sampling method by setting 80 samples for each of the 5 shops or service centers in order to get the total sample of respondents to be equal to 400 respondents.

Table 4-1: Sampling size classified

Orange Shop or Service centers	
Central Lardprao	80
Siam Discover Center	80
Unit Center-Silom Tower	80
Seacon Square	80
Fashion Island	80
Total sample size	400

Step 3- Finally, the researcher used the convenience method in order to collect the data in the field since it was a convenient way and saved the cost of this study

Sample size

As the population of Orange mobile phone consumer who come to make a look or buy Orange mobile phone at the shop center is unknown in order to determine the sample size, the researcher references the sample size from previous studied as follows:

1. Hanwongjirawat (2001) studied the attitude and satisfaction of mobile phone user in Bangkok metropolitan focusing on comparing the attitude and satisfaction of the subscribers of two major market leaders (AIS and DTAC) and used 400 respondents for sample size.

2. Maivijit (2001) studied the factors influencing on Consumers' Purchase decision for Mobile phone Product and used minimum of 369 respondents for sample size.

3. Songtis (2001) studied the investigation of differences in perceived product characteristics and personality traits between mobile Internet innovators and non-innovators and used 400 respondents for sample size.

Therefore, this research used 400-sample size for collecting the primary data questionnaires.

3.3 Research Instrument/ Questionnaire

In this study, structured questionnaires will be used for data collection because questionnaire is the most flexible method comparing to other methods. Structured questionnaires help respondents to make quick decisions by making a choice among the several alternatives that are provided.

Self-distributing questionnaire will be used as a tool for collecting the data needed for the research and the questionnaire will be distributed directly to the respondents. Each variable is transformed into simple, easy and concise statements, which totally exclude the possibilities of ambiguity, illusions and misinterpretations.

The questionnaires consist of two parts

1. In the first part, the questions are about the demographic background of the respondents and consists of 5 questions, which are multiple choices. Each respondent was asked questions about his or her demographic information, for example gender, age, occupation, education, and income.

2. In the second part, the questions are about the marketing for services factors that influence purchasing intention. There are 33 questions, which consist of questions about product, price, place, promotion, participant, physical evidence and process.

3. In the third part, questions are about the purchase intention. There are 5 questions

Variable Measurement

The independent variables in this research are Marketing mix for service factors which are product, price, place, promotion, participant, physical evidence, process and Demographic factors which include gender, age, occupation, education, and income and the dependent variable is the purchasing intention.

Part 1: Personal information of the respondent will be ask find out the profile of the respondents measured by gender, age, education level, occupation and income.

Part 2: Likert-Type scale is applied to ask the respondents about Marketing mix for service factors that Influencing Purchase intention consist of product, price, place, promotion, participant, physical evidence and process.

Part 3: Purchase intention, the question asked about Purchase intention of consumer in other factors.

3.4 Pretesting

Pretests are trial runs with a group of respondents for the purpose of detecting problems in the questionnaire instructions or design. In a pretest, the researcher looks for evidence of ambiguous questions and respondent misunderstanding, whether the questions mean the same thing to all respondents, the point at which respondent fatigue sets in, places in the questionnaire where a respondent is likely to terminate, and other considerations (Zikmund, 1999).

The questionnaires are pretested and "debugged" before widespread distribution. The formats of the questionnaires, and the wording and sequence of the questions, affect the validity of the responses and, in the number (rate) of response received (McBurney, 1994). Pretest should be done with at least 33 questionnaires, mostly using 50-70 questionnaires. (Vanichbuncha, 2000).

Fifty sets of the questionnaires are to be pretested to the target respondents. In pretesting, it is essential for the researcher to look for evidence of ambiguous questions, inappropriate wording, and so fourth. Then mistakes must be corrected and adjusted to fit the respondents understanding and to make sure that the questions are not biased or lead the respondents to certain answers.

Reliability Testing

Reliability is the degree to which measures are free from errors and therefore yield consistent results. It is applied to the measure when similar results are obtained over time and across situations (Zikmund, 1991). It is used for pretesting the reliability of the questionnaire before collecting the primary data. This research study

uses Cronbach's-Alpha as the technique for testing the internal consistency. Cronbach's-Alpha measurement produces the mean of all possible split-half coefficients resulting from different splitting of measurement instrument. Cronbach's-Alpha can range from 0 to 1. A value of 0.6 or less is usually viewed as unsatisfactory (Hawkin and Tull, 1993). Coefficient alpha provides a summary measure of the interrelations that exit among a set of items.

Table 4-2: Reliability Test

Measure		Cronbach's-Alpha
No. of case	= 50	
No. of items	= 3 (product)	0.6977
	3 (price)	0.7189
	5 (place)	0.8757
	8 (promotion)	0.8153
	4 (participant)	0.6772
	2 (physical evidence)	0.8321
	6 (process)	0.8718

From the above table, the reliability analysis of this questionnaire on part2 (Marketing Mix for services) indicates an alpha value of each group, which is above the standard of 0.6. Therefore, it can be concluded that the questionnaires for collecting the primary data is reliable.

3.5 Collection of data/ Gathering Procedures

There are two main sources of data, which are primary and secondary data. The primary data will be collected through the questionnaires. The secondary data was collected from textbooks, journals, magazines, newspapers, articles, the Internet articles and theoretical studies.

On the primary data, the researcher prepared the question both in English and Thai for better understanding of respondents. The researcher had distributed all the questionnaires by him in each area. The questionnaires will be collected at the selected places as mentioned in the table 4.1

All the feedback on the questionnaires was brought back to be examined and analyzed through SPSS/PC. The questionnaires were designed to examine the demographic, marketing mix for services toward the purchase intention of the Orange mobile Phone users who are both males and females, aged at least 18 years old and residing in Bangkok metropolis. The researcher had made a pretest of the questionnaires; about 50 people were examined for reliability before the questionnaires were actually used.

3.6 Statistical Treatment of Data

To analyze the data collected from the respondents, the Statistical Package for Social Science (SPSS) program is used for both descriptive analysis and cross-tabulation. Spearman's Rank Correlation Coefficient is also calculated to test the 8 hypotheses to identify the relationship between marketing factors and Demographic factors influencing purchasing intention.

Descriptive analysis

In order to interpret the data gathered, descriptive analysis is applied to transform the raw data into a form that will make them easy to understand and interpret; rearrange, order, and manipulate data to generate descriptive information such as frequency distributions, percentage distributions, and means (Zikmund, 1997a).

Cross-Tabulation

Cross-Tabulation is also another technique to organize data by groups. In this research, the respondents are both males and females who are now using Orange mobile phones, aged at least 18 years old and residing in Bangkok metropolis. This form of analysis also facilitates the type of relationship among variables. Since market segmentation is a major component of marketing strategy for many organizations, cross tabulating the results of marketing research helps clarify the research findings as they pertain to market segments (Zikmund, 1997a).

Spearman's Rho

Measurement levels of this study are interval and ordinal scales (Jamornman, 2537), The researcher uses Spearman's Rho to analyze the relationship between marketing mix for services and purchase intention.

Kruska-Wallis

The researcher uses Kruskal to analyze the differences in the purchase intention toward Orange mobile phone when segmented by demographic factors. (Age, education, occupation and income)

Mann-Whitney

The researcher uses Mann-Whitney to analyze the differences in the purchase intention toward Orange mobile phone when segmented by demographic factors. (Gender)
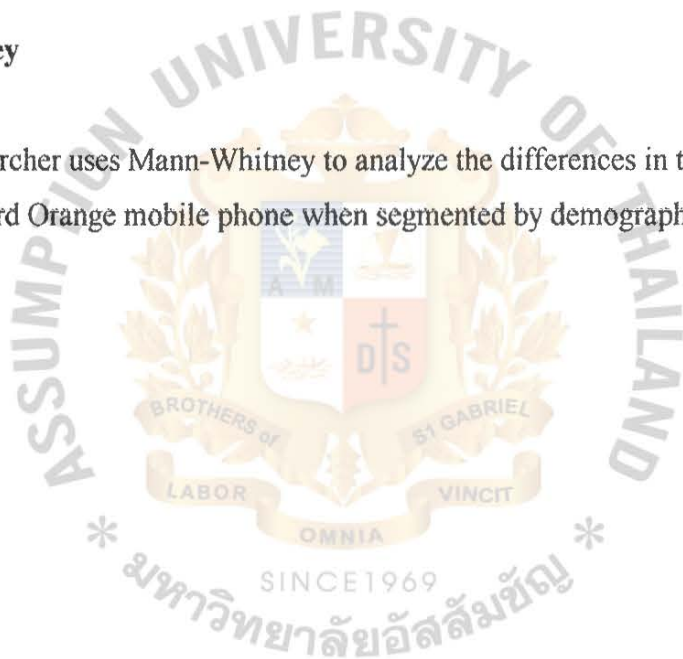
Chapter5

Data Analysis

This chapter is emphasized on the analysis of the collected Primary data from 400 questionnaires from the target respondents. The data analysis part can be divided into two sections. The first section is concerned with the descriptive statistics of the respondents and the second is the inferential testing of the research hypotheses.

The questionnaires were collected during the month of June 2003, at Central Lardprao, Siam Discover Center, Unit Center-Silom Tower, Seacon Square and Fashion Island.

5.1 Descriptive Statistics

In order to interpret the data gathered, descriptive analysis is applied to transform the raw data into a form that will make them easy to understand and interpret, rearrange, order, and manipulate data to generate descriptive information such as frequency distributions, percentage distributions, and means (Zikmund, 1997a). The study on the topic of "Factors Influencing Purchase intention on consumers' of Bangkok Toward Orange Mobile phone Service" collected the primary data through 400 questionnaires with the target populations. The data analysis part can be divided into 2 sections as follow:

1. Respondent Characteristics or demographic factors are including
   - Gender
   - Age
   - Education
   - Occupation
   - Income

2. Frequency analysis results of marketing mix for services as the independent and dependent variable of purchase intention:
   Independent variable:

- Quality of signal
- Protection unallowable users
- Value-added services
- Monthly fees
- Call charged per minutes
- Value-added service charged
- Number of Shops for service
- Location of shop center
- Number of general shops
- Convenient and easy to go
- Size of shop center
- Shop displays
- TV and Radio Advertisement
- Print Advertisement
- Internet Advertisement
- Booth demonstration at Department store
- Variety of promotion packages
- Special price program
- Promotion programs are interesting
- Social responsibility
- Courtesy of service provider
- Understand customer's need
- Attentiveness in providing service
- Politeness of service provider
- Well display
- Suitable atmosphere
- Public Relations covering wide range of customers
- Effective of information
- Advanced Technical of service
- Good image of service
- Good after-sales service
- Network coverage areas

Dependent variable:

- Purchase intention

Respondent characteristics:

Table 5.1 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	160	40.0	40.0	40.0
	Female	240	60.0	60.0	100.0
	Total	400	100.0	100.0	

As shown in table5.1, the respondents' characteristics shown out of 400 respondents, 160 respondents are male and the left 240 is female. It is accounted for 40% male respondents and 60% of female respondents.

Table 5.2 Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	19	4.8	4.8	4.8
	18-22	187	46.8	46.8	51.5
	23-28	123	30.8	30.8	82.3
	29-34-	38	9.5	9.5	91.8
	35-40	15	3.8	3.8	95.5
	Over 40	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

As shown in table 5.2, the composition of each age range is shown. There are all 6 ranges of age in which the majority of respondents is 18-22 years old, which is 46.8%, followed by 23-28 years old which is 30.8%, 29-34 years old which is 9.5% and below 18 for 4.8%, over 40 for 4.5% and 35-40 years old for 3.8%, respectively.

Table 5.3 Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	219	54.8	54.8	54.8
	Civil service employee/State enterprise employee	18	4.5	4.5	59.3
	Private sector employee	86	21.5	21.5	80.8
	Home maker	12	3.0	3.0	83.8
	Own Business	34	8.5	8.5	92.3
	Others - Sales representative	6	1.5	1.5	93.8
	Others - Subordinate	7	1.8	1.8	95.5
	Others - Merchant	12	3.0	3.0	98.5
	Others - Not specify	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

As shown in table 5.3, the occupation group will be classified into 9 categories. The majority group of respondents are student which are 219 respondents accounted for 54.8%, followed by 86 respondents from private sector employee which are 21.5%, 8.5% are business owner, 4.5 are the civil service employee/state enterprise employee. Moreover, there are also 1.5% of respondents don't specify their occupation.

Table 5.4 Education Level

Highest education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor's degree	122	30.5	30.5	30.5
	Bachelor's degree	259	64.8	64.8	95.3
	Master's degree	19	4.8	4.8	100.0
	Total	400	100.0	100.0	

As shown in table 5.4, the education level will be categories as 3 major levels. The majority of the respondents are during their bachelor's degree for 259 respondents which are 64.8%, followed by the below bachelor's degree respondents for 30.5%, and the left 4.8% is the respondents who is during or complete master's degree.

Table 5.5 Average salary per month

Average salary per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	222	55.5	55.5	55.5
	10,000 - 20,000	110	27.5	27.5	83.0
	20,001 - 30,000	17	4.3	4.3	87.3
	30,001 - 40,000	18	4.5	4.5	91.8
	Greater than 40,000	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

As shown in table 5.5, there are 5 ranges of average salary per month, the most common group of respondents have the average salary per month below 10,000 which accounted for 55.5% followed by 27% are 10,000-20,000, 8.3% have greater than 40,000 a month. The least common group of respondent have the income per month around 20,001-30,000.

Table 5.6 Product Attributes

Table 5.6.1 Quality of signal

Product - Quality of signal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	.3	.3	.3
	Not so important	6	1.5	1.5	1.8
	Neutral	39	9.8	9.8	11.5
	Fairly important	77	19.3	19.3	30.8
	Very important	277	69.3	69.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.6.1 which is Quality of Signal, 277 respondents or 69.3% of respondents rank this attribute is "very important" one for their purchasing decision, while 77 out of 400 respondents or 19.3 % of total respondents perceive that it is "fairly important," 9.8% for "neutral," 1.5% for "not so important" and 0.3% for "not at all important" for their purchasing decision.

Table 5.6.2 Protection system for illegal users

Product - Protecttion system for illegal users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so important	9	2.3	2.3	2.3
	Neutral	44	11.0	11.0	13.3
	Fairly important	85	21.3	21.3	34.5
	Very important	262	65.5	65.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.6.2 which is Protection system for illegal users, More than half of the respondents perceive that this attribute is very important which is accounted for 65.5% of the total respondents, while 21.3% of the total respondents perceive that it is fairly important followed by 11% perceives that it is neutral for them and 2.3% perceives that this attribute is not so important for their purchasing intension.

Table 5.6.3 offering different value-added service

Product - Offer different value-added service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	18	4.5	4.5	5.5
	Neutral	109	27.3	27.3	32.8
	Fairly important	110	27.5	27.5	60.3
	Very important	159	39.8	39.8	100.0
	Total	400	100.0	100.0	

Refer to table 5.6.3 which is the offering different value-added service, 159 respondents out of 400 or 39.8% perceive that this attribute is very important and for 110 respondents perceive that it is fairly important, in nearly proportion 109 respondents out of 400 perceive that it is neutral important for them. Only little percentage of respondents perceives that this attribute is not so important and not at all important which is 4.5% and 1% respectively.

Table 5.7 Pricing Attribute

Table 5.7.1 Monthly line rental fee

Price - Monthly line rental fees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	8	2.0	2.0	2.0
	Not so important	52	13.0	13.0	15.0
	Neutral	94	23.5	23.5	38.5
	Fairly important	74	18.5	18.5	57.0
	Very important	172	43.0	43.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.7.1, which is monthly line rental fee, only 2% of respondents perceive that this attribute is not at all important while 43% perceive that it is very important, followed by 23.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.7.2 Rate of call service charged

Price - Rate of call service charged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	10	2.5	2.5	3.5
	Neutral	43	10.8	10.8	14.3
	Fairly important	80	20.0	20.0	34.3
	Very important	263	65.8	65.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.7.2, which is rate of call service charged, only 1% of respondents perceive that this attribute is not at all important while 65.8% perceive that it is very important, followed by 10.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.7.3 Value-added service charge

Price - Value-added service charged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	27	6.8	6.8	7.8
	Neutral	88	22.0	22.0	29.8
	Fairly important	98	24.5	24.5	54.3
	Very important	183	45.8	45.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.7.3, which is value-added service charge, only 1% of respondents perceive that this attribute is not at all important while 45.8% perceive that it is very important, followed by 22% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.8 Place Attribute

Table 5.8.1 sufficient number of shops for service customer

Place - Sufficient number of shops for service customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	6	1.5	1.5	1.5
	Not so important	14	3.5	3.5	5.0
	Neutral	119	29.8	29.8	34.8
	Fairly important	146	36.5	36.5	71.3
	Very important	115	28.8	28.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.8.1, which is sufficient number of shops for service customer, only 1.5% of respondents perceive that this attribute is not at all important while 28.8% perceive that it is very important, followed by 29.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.8.2 Location of shop center

Place - Location of shop center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	12	3.0	3.0	3.0
	Not so important	14	3.5	3.5	6.5
	Neutral	124	31.0	31.0	37.5
	Fairly important	157	39.3	39.3	76.8
	Very important	93	23.3	23.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.8.2, which is location of shop center, only 3% of respondents perceive that this attribute is not at all important while 23.3% perceive that it is very important, followed by 31% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.8.3 Convenient and easy to go

Place - Convenient and easy to go

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	16	4.0	4.0	6.3
	Neutral	107	26.8	26.8	33.0
	Fairly important	152	38.0	38.0	71.0
	Very important	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.8.3, which is Convenient and easy to go, only 2.3% of respondents perceive that this attribute is not at all important while 29% perceive that it is very important, followed by 26.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.8.4 Size of shop center

Place - Size of shop center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	18	4.5	4.5	6.8
	Neutral	114	28.5	28.5	35.3
	Fairly important	123	30.8	30.8	66.0
	Very important	136	34.0	34.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.8.4, which is size of shop center, only 2.3% of respondents perceive that this attribute is not at all important while 34% perceive that it is very important, followed by 28.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.8.5 Easy to buy product from general shop

Place - Easy to buy product from general shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	20	5.0	5.0	6.8
	Neutral	102	25.5	25.5	32.3
	Fairly important	157	39.3	39.3	71.5
	Very important	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.8.5, which is easy to buy product from general shop, only 1.8% of respondents perceive that this attribute is not at all important while 28.5% perceive that it is very important, followed by 25.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9 Promotion Attribute

Table 5.9.1 TV and Radio Advertisement

Promotion - TV and Radio Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	15	3.8	3.8	4.8
	Neutral	104	26.0	26.0	30.8
	Fairly important	166	41.5	41.5	72.3
	Very important	111	27.8	27.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.1, which is TV and Radio Advertisement perceive that this attribute is not at all important while 27.8% perceive that it is very important, followed by 26% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.2 Printed advertisement

Promotion - Print Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	22	5.5	5.5	6.3
	Neutral	131	32.8	32.8	39.0
	Fairly important	149	37.3	37.3	76.3
	Very important	95	23.8	23.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.2, which is printed advertisement, only 0.8% of respondents perceive that this attribute is not at all important while 23.8% perceive that it is very important, followed by 32.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.3 Internet advertisement

Promotion - Internet Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	12	3.0	3.0	3.0
	Not so important	45	11.3	11.3	14.3
	Neutral	133	33.3	33.3	47.5
	Fairly important	135	33.8	33.8	81.3
	Very important	75	18.8	18.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.3, which is internet advertisement, only 3% of respondents perceive that this attribute is not at all important while 18.8% perceive that it is very important, followed by 33.3% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.4 Booth demonstration at department store

Promotion - Booth demonstration at Department store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	24	6.0	6.0	6.8
	Neutral	116	29.0	29.0	35.8
	Fairly important	161	40.3	40.3	76.0
	Very important	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.4, which is Booth demonstration at department store his attribute is not at all important while 24% perceive that it is very important, followed by 29.0% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.5 Variety of promotion packages

Promotion - Variety of promotion packages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	12	3.0	3.0	4.8
	Neutral	60	15.0	15.0	19.8
	Fairly important	117	29.3	29.3	49.0
	Very important	204	51.0	51.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.5, which is variety of promotion packages that this attribute is not at all important while 51% perceive that it is very important, followed by 15% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.6 Special price/price off program

Promotion - Special price/ price off program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	9	2.3	2.3	3.0
	Neutral	86	21.5	21.5	24.5
	Fairly important	120	30.0	30.0	54.5
	Very important	182	45.5	45.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.6, which is special price/price off program, only 0.8% of respondents perceive that this attribute is not at all important while 45.5% perceive that it is very important, followed by 21.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.7 Promotion such as contest for sending SMS to PP Island

Promotion = Such as contest for sending SMS to PP island

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	21	5.3	5.3	5.3
	Not so important	34	8.5	8.5	13.8
	Neutral	142	35.5	35.5	49.3
	Fairly important	123	30.8	30.8	80.0
	Very important	80	20.0	20.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.7, which is promotion such as contest for sending SMS to PP island, only 5.3% of respondents perceive that this attribute is not at all important while 20% perceive that it is very important, followed by 35.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.9.8 Promotion activities enhancing social responsibility

Promotion - There are promotion activities enhancing social responsibility such as a program supporting Jet ski sport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	17	4.3	4.3	4.3
	Not so important	53	13.3	13.3	17.5
	Neutral	135	33.8	33.8	51.3
	Fairly important	97	24.3	24.3	75.5
	Very important	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.9.8, which is promotion activities enhancing social responsibility such as program supporting Jet Ski sport, only 4.3% of respondents perceive that this attribute is not at all important while 24.5% perceive that it is very important, followed by 33.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.10 Participant Attributes

Table 5.10.1 Courtesy of service provider

Participant - Courtesy of service provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	5	1.3	1.3	1.3
	Not so important	12	3.0	3.0	4.3
	Neutral	59	14.8	14.8	19.0
	Fairly important	118	29.5	29.5	48.5
	Very important	206	51.5	51.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.10.1, which is courtesy of service provider, only 1.3% of respondents perceive that this attribute is not at all important while 51.5% perceive that it is very important, followed by 14.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.10.2 Understanding of customer's need

Participant - Understand customer's need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	11	2.8	2.8	3.8
	Neutral	50	12.5	12.5	16.3
	Fairly important	122	30.5	30.5	46.8
	Very important	213	53.3	53.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.10.2, which is understanding of customer's need, only 1.0% of respondents perceive that this attribute is not at all important while 53.3% perceive that it is very important, followed by 12.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.10.3 Attentiveness in providing service

Participant - Attentiveness in providing service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	5	1.3	1.3	1.3
	Not so important	9	2.3	2.3	3.5
	Neutral	53	13.3	13.3	16.8
	Fairly important	95	23.8	23.8	40.5
	Very important	238	59.5	59.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.10.3, which is attentiveness in providing service, only 1.3% of respondents perceive that this attribute is not at all important while 59.5% perceive that it is very important, followed by 13.3% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.10.4 Politeness of service provider

Participant - Politeness of service provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	9	2.3	2.3	3.3
	Neutral	55	13.8	13.8	17.0
	Fairly important	95	23.8	23.8	40.8
	Very important	237	59.3	59.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.10.4, which is politeness of service provider, only 1.0% of respondents perceive that this attribute is not at all important while 59.3% perceive that it is very important, followed by 13.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.11 Physical Attributes

Table 5.11.1 Display

Physical - Well display

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	10	2.5	2.5	2.5
	Not so important	32	8.0	8.0	10.5
	Neutral	110	27.5	27.5	38.0
	Fairly important	143	35.8	35.8	73.8
	Very important	105	26.3	26.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.11.1, which is the display, only 2.5% of respondents perceive that this attribute is not at all important while 26.3% perceive that it is very important, followed by 27.5% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.11.2 Suitable atmosphere

Physical - Suitable atmosphere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	33	8.3	8.3	9.3
	Neutral	104	26.0	26.0	35.3
	Fairly important	125	31.3	31.3	66.5
	Very important	134	33.5	33.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.11.2, which is suitable atmosphere, only 1.0% of respondents perceive that this attribute is not at all important while 33.5% perceive that it is very important, followed by 26% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12 Process Attribute

Table 5.12.1 Good public relations covering wide range of customers

Process - Good Public Relations covering wide range of customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	11	2.8	2.8	2.8
	Not so important	30	7.5	7.5	10.3
	Neutral	79	19.8	19.8	30.0
	Fairly important	120	30.0	30.0	60.0
	Very important	160	40.0	40.0	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.1, which is the good public relations covering wide range of customers, only 2.8% of respondents perceive that this attribute is not at all important while 40% perceive that it is very important, followed by 19.8% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12.2 Good provision of information on promotion which is correct

Process - Good provision of information on promotion which is correct, clear and fast service to customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	41	10.3	10.3	12.0
	Neutral	80	20.0	20.0	32.0
	Fairly important	125	31.3	31.3	63.3
	Very important	147	36.8	36.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.2, which is the good provision of information on promotion which is correct, clear and fast service to customer, only 1.8% of respondents perceive that this attribute is not at all important while 36.8% perceive that it is very important,

followed by 20% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12.3 Development of technical capacity of service

Process - Developed Techincal capacity of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	8	2.0	2.0	2.0
	Not so important	35	8.8	8.8	10.8
	Neutral	72	18.0	18.0	28.8
	Fairly important	94	23.5	23.5	52.3
	Very important	191	47.8	47.8	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.3, which is the development of technical capacity of service, only 2% of respondents perceive that this attribute is not at all important while 47.8% perceive that it is very important, followed by 18% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12.4 Good image of after-sales service

Process - Good image of after-sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	26	6.5	6.5	8.8
	Neutral	80	20.0	20.0	28.8
	Fairly important	59	14.8	14.8	43.5
	Very important	226	56.5	56.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.4, which is the good image of after-sales service, only 2.3% of respondents perceive that this attribute is not at all important while 56.5% perceive that it is very important, followed by 20% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12.5 Good after-sales service

Process - Good ater-sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	.5	.5	.5
	Not so important	11	2.8	2.8	3.3
	Neutral	45	11.3	11.3	14.5
	Fairly important	88	22.0	22.0	36.5
	Very important	254	63.5	63.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.5, which is good after-sales service, only 0.5% of respondents perceive that this attribute is not at all important while 63.5% perceive that it is very important, followed by 11.3% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.12.6 Network coverage areas

Process - Network coverage areas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	11	2.8	2.8	3.8
	Neutral	36	9.0	9.0	12.8
	Fairly important	48	12.0	12.0	24.8
	Very important	301	75.3	75.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.6, which is network coverage areas, only 1.0% of respondents perceive that this attribute is not at all important while 75.3% perceive that it is very important, followed by 9% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.13 Purchasing intension

Do you intend to buy Orange mobile phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely not buy	14	3.5	3.5	3.5
	Probably not buy	42	10.5	10.5	14.0
	Uncertainty	130	32.5	32.5	46.5
	Probably buy	120	30.0	30.0	76.5
	Definitely buy	94	23.5	23.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.13, which is the purchasing intension of ORANGE mobile phone, only 23.5% of respondents perceive that this attribute is not at all important while 3.5% perceive that it is very important, followed by 32.5% of respondents perceive it as neutral things to concern in their purchasing intension.

5.2 Hypothesis Testing Results

Mann-Whitney Test

Hypothesis 1 Purchasing Intension VS Gender

Ho1: There is no difference in term of purchasing intension toward Orange Mobile
Phone when segmented by gender

Ha1: There is a difference in term of purchasing intension toward Orange Mobile
Phone when segmented by gender

Table 5.14

Test Statistics[a]

	Do you intend to buy Orange mobile phone?
Mann-Whitney U	17755.000
Wilcoxon W	46675.000
Z	-1.327
Asymp. Sig. (2-tailed)	.185

a. Grouping Variable: Gender

Refer to the above table, the computed Mann-whitney U shows value of 0.185. In which at the significant level of 0.05 (95% confident interval), p value shows 0.185, which is greater than 0.05 therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by gender.

Kruskal-Wallis Test

Hypothesis 2 Purchasing Intension VS Age

Ho2: There is no difference in term of purchasing intension toward Orange Mobile
Phone when segmented by age levels.

Ha2: There is a difference in term of purchasing intension toward Orange Mobile
Phone when segmented by age levels.

Table 5.15

Test Statistics[a,b]

	Age
Chi-Square	12.027
df	4
Asymp. Sig.	.017

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of significant 95% or 0.05 the significance value in the table shows 0.017 which is less than 0.05. Therefore, the null hypothesis is rejected. It can simply mean that there is some difference in term of purchasing intension toward Orange Mobile Phone when segmented by age levels. By most of them are teenager (18-22 years old).

Hypothesis 3 Purchasing Intension VS Occupation

Ho3: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by occupations.
Ha3: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by occupations.

Table 5.16

Test Statistics[a,b]

	Occupation
Chi-Square	5.877
df	4
Asymp. Sig.	.208

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of significant 95% or 0.05 the significance value in the table shows 0.208 which is greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by Occupation.

Hypothesis 4 Purchasing Intension VS Education level

Ho4: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by education levels.
Ha4: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by education levels.
Table 5.17

Test Statistics[a,b]	
	Highest education level
Chi-Square	3.859
df	4
Asymp. Sig.	.425

a. Kruskal Wallis Test
b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows 0.425 which is greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by educational levels.

Hypothesis 5 Purchasing Intension VS Salary

Ho5: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by salary.

Ha5: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by salary.

Table 5.18

Test Statistics [a,b]

	Average salary per month
Chi-Square	7.170
df	4
Asymp. Sig.	.127

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of significant 95% or 0.05 the significance value in the table shows 0.127 which is greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by salary per month.

Spearman's Rho Test

From this point using Spearman's Rho, which is to test the relationship for ordinal level of measurement, will test the followed hypothesis.

Hypothesis 6 Purchasing Intension VS Product Attribute

Ho6: There is no relationship between the purchasing intension of orange mobile phone and the product attributes.

Ha6: There is a relationship between the purchasing intension of orange mobile phone and product attributes.

Table 5.19

Correlations

			Do you intend to buy Orange mobile phone?	PRODUCT
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.153*
		Sig. (2-tailed)	.	.002
		N	400	400
	PRODUCT	Correlation Coefficient	.153**	1.000
		Sig. (2-tailed)	.002	.
		N	400	400

**.   Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.002. , The p value 0.002 is less than 0.01 so the null hypothesis is rejected. It can be explain that there is a relationship exists between the purchasing intension of orange mobile phone and product attributes. The degree of relationship between these two variables is 0.153, which is the value of the correlation coefficient.   It is quite weak relationship between these two variables.

Hypothesis 7 Purchasing Intension VS Pricing Attribute

Ho7: There is no relationship between the purchasing intension of orange mobile phone and the pricing attributes.

Ha7: There is a relationship exists between the purchasing intension of orange mobile phone and pricing attributes.

Table 5.20

Correlations

			Do you intend to buy Orange mobile phone?	PRICE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.028
		Sig. (2-tailed)	.	.578
		N	400	400
	PRICE	Correlation Coefficient	-.028	1.000
		Sig. (2-tailed)	.578	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.578. By using 95% confident level, the p value 0.578 is greater than 0.05 so the null hypothesis failed to reject. It can be explain that there is no relationship between the purchasing intension of orange mobile phone and pricing attributes.

Hypothesis 8 Purchasing Intension VS Place Attribute

Ho8: There is no relationship between the purchasing intension of orange mobile phone and the place attributes.

Ha8: There is a relationship between the purchasing intension of orange mobile phone and place attributes.

Table 5.21

Correlations

			Do you intend to buy Orange mobile phone?	PLACE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.005
		Sig. (2-tailed)	.	.920
		N	400	400
	PLACE	Correlation Coefficient	-.005	1.000
		Sig. (2-tailed)	.920	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.920. By using 95% confident level, the p value 0.920 is greater than 0.05 then the null hypothesis failed to reject. It can be explain that there is no relationship between the purchasing intension of orange mobile phone and place attributes.

Hypothesis 9 Purchasing Intension VS Promotional Attribute

Ho9: There is no relationship exists between the purchasing intension of orange mobile phone and the promotional attributes

Ha9: There is some relationship exists between the purchasing intension of orange mobile phone and promotional attributes

Table 5.22

Correlations

			Do you intend to buy Orange mobile phone?	PROMO
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.284**
		Sig. (2-tailed)	.	.000
		N	400	400
	PROMO	Correlation Coefficient	.284**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**.   Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.000. , The p value 0.000 is less than 0.01 then the null hypothesis is rejected. It can be explain that there is a relationship between the purchasing intension of orange mobile phone and promotional attributes. The degree of relationship exists between this two variables is 0.284 which is the value of the correlation coefficient. It is quite weak relationship between these two variables.

Hypothesis 10 Purchasing Intension VS Participant Attribute

Ho10: There is no relationship between the purchasing intension of orange mobile phone and the participant attributes.
Ha10: There is a relationship between the purchasing intension of orange mobile phone and participant attributes.

Table 5.23

Correlations

			Do you intend to buy Orange mobile phone?	PARTICIP
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.097
		Sig. (2-tailed)	.	.053
		N	400	400
	PARTICIP	Correlation Coefficient	.097	1.000
		Sig. (2-tailed)	.053	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.053. By using 95% confident level, the p value 0.053 is greater than 0.05 so the null hypothesis is failed to be rejected. It can be explain that there is no relationship exists between the purchasing intension of orange mobile phone and participant attributes.

Hypothesis 11 Purchasing Intension VS Physical Attribute

Ho11: There is no relationship between the purchasing intension of orange mobile phone and the physical attributes.

Ha11: There is a relationship between the purchasing intension of orange mobile phone and physical attributes.

Table 5.24

Correlations

			Do you intend to buy Orange mobile phone?	PHYSIC
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.094
		Sig. (2-tailed)	.	.061
		N	400	400
	PHYSIC	Correlation Coefficient	.094	1.000
		Sig. (2-tailed)	.061	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.061. By using 95% confident level, the p value 0.061 is greater than 0.05 so the null hypothesis failed to reject. It can be said that there is no relationship between the purchasing intension of orange mobile phone and physical attributes.

Hypothesis 12 Purchasing Intension VS Process Attribute

Ho12: There is no relationship between the purchasing intension of orange mobile phone and the process attributes.

Ha12: There is a relationship between the purchasing intension of orange mobile phone and process attributes.

Table 5.25

Correlations

			Do you intend to buy Orange mobile phone?	PROCESS
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.514**
		Sig. (2-tailed)	.	.000
		N	400	400
	PROCESS	Correlation Coefficient	.514**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.000. , The p value 0.000 is less than 0.01 so the null hypothesis is rejected. It can be said that there is a relationship between the purchasing intension of orange mobile phone and process attributes. The degree of relationship exists between this two variables is 0.514 which is the value of the correlation coefficient. It is quite strong relationship between these two variables.

Chapter6

Research Results and Discussion

This chapter provides the conclusion of research results along with the discussion for this research. Section one is the Summary of results from hypothesis testing. Section two is the conclusion drawn against the research objective. Section three is recommendation for the research. And the last section is the suggestion for further research.

Section 1. Summary of results from hypothesis testing

This study is aimed at identifies factors influencing purchase intention on consumers' toward Orange Mobile phone service by divided into 2 objectives. Each result of hypotheses presented in Table 5.14-5.25. Moreover, this study includes the demographic profile of consumers toward Orange Mobile phone. The results of study are described and explained as follows:

With regard to the 400 samples of data collected from the survey of 5 locations most of them were female (60.0%), with age levels from 18 to 22 years old (46.8%). Furthermore, most of them were student (54.8%), holding a Bachelor's degree (64.8%) and received salary per month below 10,000 bath (55.5%) as presented in Table 5.1-5.5.

Summary of Hypothesis testing (Mann- Whitney)

Table6.1 Purchasing Intension VS Gender

Demographic Factors	Significant Value (P Value)	Result
Gender	0.185	No Difference

The result of Mann-whitney test for hypothesis about difference in Consumer purchase intention toward Orange Mobile phone customer among demographic

characteristic (Gender) is highlighted in Table 6.1. It shows that the Hypothesis accept H_0. This suggests that there is no difference in purchasing intention variable when determined by gender factor.

Summary of Hypothesis testing ((Kruskal-Wallis)

Table6.2 Purchasing Intension VS Demographic factors except gender

Demographic Factors	Significant Value (P Value)	Result
Age	0.017	Some Difference
Occupation	0.208	No Difference
Education Level	0.425	No Difference
Salary	0.127	No Difference

The results of Kruskal-Wallis test for hypothesis about difference in Consumer purchase intention toward Orange Mobile phone customer among demographic characteristic included age, occupation, education level and salary are highlighted in Table 6.2. It shows that 3out of 4 Hypotheses accept H_0. This suggests that there is no difference in purchasing intention variable when determined by occupation, education level and salary factor. But this suggests that there is difference in purchasing intention variable when determined by age.

Summary of Hypothesis testing (Spearman's Rho)

Table 6.3 Purchasing Intension VS each element of marketing mix for services

Studied Attributes	Significant Value (P Value)	Result
Product	0.002	Weak relationship existed (15.3%)
Price	0.578	No relationship existed
Place	0.920	No relationship existed
Promotion	0.000	Weak relationship existed (28.4%)
Participant	0.053	No relationship existed

| Physical | 0.061 | No relationship existed |
| Process | 0.000 | Strong relationship existed (51.4%) |

This Table presents relationship between each element marketing mix for services and buyer's purchase intention toward Orange mobile phone. The results of the test highlighted in Table 6.3 suggest that three hypotheses should be rejected and other four hypotheses should be accepted. With this, it can be concluded that product, promotion and process are related to purchase intention for Orange Mobile phone service, while price, place, participant and physical are not related to purchase intention for Orange Mobile phone service.

Section 2. Conclusion drawn against the research objectives

Base on the inquisition reflected in the statement of problem, there are two main objectives of the research as have been formulated and stated in chapter 1. These research objectives can be enumerated again as follows:

Objective 1: To study the difference in consumer's purchase intention toward Orange mobile phone when determined by demographic factors.

To study the difference in consumer's purchase intention toward Orange mobile phone when determined by demographic factors are discussed as follows:

From the summarized table, the results shown that only one demographic factors that have some difference in this factor toward the purchasing intension of Orange Mobil Phone. This is simply means that difference ages of customers have difference-purchasing intension of Orange Mobile Phone. The reason that why purchase intention is diference when segmented by age levels so difference with other previous study because most of Orange customer were student so effect to limit in ability to pay for a product. This analysis result is consistent with the previous studies of Bunsantisuk (2000) who studied Factor Influencing Consumers' Decision Making for Prepaid Card Service Mobile Buyer in Bangkok Metropolitan Areas the study results show that There is a difference in consumers' decision making for Prepaid

Card Service Mobile Buyer when segmented by demographic factors and Charkornkrew (2003) who studied Factors influencing Consumer Decision Making and Attitude Wedding Studio Bangkok the study results show that there is a difference in consumer attitude toward wedding studio when segmented by demographic factors, which consist of gender, age, education level, occupations and income levels.

Objective 2: To study the relationship between each element of marketing mix for services and buyer's purchase intention toward Orange mobile phone.

To study the relationship between each element of marketing mix for services and buyer's purchase intention toward Orange mobile phone are discussed as follow:

From the summarized table, using the Spearman's Rho tests seven attributes. The results are shown out of seven attributes, there are only three attributes that have the relationship with purchasing intension of Orange Mobile Phone. And out of three attributes that haven't the relationship with purchasing intension, "Process" has the strongest relationship with purchasing intension of Orange Mobile Phone, while "Promotion" and "Product" have 28.4% and 15.3% strength of relationship respectively. This analysis result is consistent with the previous studies of Charkornkrew (2003) who studied Factors influencing Consumer Decision Making and Attitude Wedding Studio Bangkok the study results show that marketing mix for services, it can be concluded that there is a relationship between price and price range in consumer decision making toward wedding studio, while there is no relationship between product, place, promotion and participant and price range in consumer decision making to ward wedding studio. Bunsantisuk (2000) who studied Factor Influencing Consumers' Decision Making for Prepaid Card Service Mobile Buyer in Bangkok Metropolitan Areas the study results show that the marketing factor that has the most impact on purchasing decision is channel distribution.

Section 3. Recommendation

Determining the right target customers is the critical activities of every marketer before launching the product effectively. From the research result, the

purchasing intension of Orange Mobile phone is different when the marketer defined the segment by age levels. The heterogeneity of age will cause the marketer to perform difficult strategy to implement. Different age may have different preference and intension to purchase. It is likely easy for marketer to focus on the homogeneity term to target their product easily.

Moreover, after properly define the target customers; the right marketing tools also need to be designed to suit such customers. There are high competitions among the mobile phone system so they cut the price to compete with the other rivalry but the price is not much difference to make customer to shift their purchasing intension toward Orange Mobile Phone. So the price variable has no effect on the purchasing intension of Orange. The Place, Participant and Physical, although they are statistically shown no relationship toward purchasing intension of Orange but they are still the marketing tools to drive the perfects movement of marketing activities

For the other three variables which are Product, Promotion and Process These three factors shown that statistically have some relationship with purchasing intension of Orange Mobile Phone. While Process attribute shown the strongest relationship so that the improvement on this attribute continuously will provide the customer with intension to purchase. The improvements on process include the network coverage and after sale service are very critical. So the marketer can increase the signal station to cover all possible areas in Bangkok and especially the areas in which others rivalries are low at. Moreover, for improvement of process, the marketer can keep up the best standard of customer service such as the advising of information, no-defect after fixing malfunction, and provide enough call centers to response to the incoming inquired calls. The second related attribute is Promotional factors which shown the next strongest relationship relative to others. Notice that all other mobile system can provide quite no different in price and provide the availability as the same so the competing strategy will be on the promotion, the marketer may use the promotional package or call promotion which is better or even attractive than other rivalries such as call 1,000 minutes pay 1,500 baht and exempt of monthly fee and if they call in the same network system the call charge per minute will be reduce to 1.5 baht. The marketer can use the buy one get one free to attract customer by using direct strategy: 1 sim card free 1 sim card or indirect strategy by buy 1 mobile phone that use the Orange network system will get another free. Other attribute is Product which shown the strength of relationship 15.3% are the signal and protection from illegal users.

The marketer may produce the mobile phone that can response the signal from the network efficiency by developing the aerial in its mobile phone to increase its ability to send and receives the signal. The sim cards must be protected from the illegal users by locking the signal or cannot be tuned.

Finally, If the marketers give up the no relationship factors and focus on only the factors that have the direct relationship the customer may shift their attitude and moreover, the high gap between price, place, participant and physical attribute will cause the marketer of Orange to loss the market share if at the same time the rival competitors are emphasis on such attributes.

Section 4. Further Research

As this research focuses on Factors influencing Purchase intention on consumers' of Bangkok toward Orange mobile phone, there are other factors that should be investigated in the further as follows:

1. As this research studied the factors influencing Purchase intention on consumers' of Bangkok toward Orange mobile phone, it will be helpful for the related parties to study consumer behavior toward Orange mobile phone.

2. For further study, the part of marketing mix for services can be applied to study the similar topic like the attitude and consumer satisfaction of consumers toward Orange mobile phone.

3. This research limits the scope of the study to Bangkok Metropolis only. The data are collected from target population at random shops or service centers of Orange in Bangkok. Further research should collect data from population in other important provinces such as Chiangmai or Chonburi province because these provinces are large province and have more customers. The results of this research will be beneficial for marketers who want to expand their target audience to upcountry.

Reference

Bruner, Robert F. (2en Ed.) (1994). Managing for corporate value creation. Burr Ridge, IL: Irwin.

Bunsantisuk, 2000, Factor Influencing Consumers' Decision Making for Pre[aid Card Service Mobile Buyer in Bangkok Metropolitan Areas.

Charkornkrew 2003, Factors influencing Consumer Decision Making and Attitude Wedding Studio Bangkok.

Churchill, JR., G.,A. (7th Ed.) (1999). Marketing Research: Methodological foundations. Dryden: Orlando.

Davis, Duane Cosenza, Robert M. (3rd Ed.) (1993). Business research for decision making. Belmont, CA: Wadsworth.

Engle J.F., Blackwell R.D., and Miniard P.W. (6th Ed.) (1993). Consumer Behavior. Chicago, IL: The Dryden Press.

Fishbein, Martin and Icek Ajzen (1975). Belife, Atitude, Intention and Behavior: An Introduction to Theory and Research. Massachusetts, Addison-Wesley Publishing Company Inc.

Hanna, Nessim, Wozniak, Richard. (1st Ed.) (2001). Consumer behavior: an applied approach. Upper Saddle River. New Jersey: Prentice Hall.

Hanwongjirawat, 2001, Attitude and Satisfaction of mobile phone users in Bangkok metropolitan.

Hawkins Del I., Roger J. Best, and Kenneth A. Consy. (6th Ed.) (1995). Consumer Behavior. Chicago, IL: Richard D. Irwin, Inc.

Henry Assael. (6th Ed.) (1998). Consumer Behavior and Marketing Action. Ohio: South-Western College.

Hoyer, Wayned. (1st Ed.) (1997). Consumer behavior. Boston: Houghton Mifflin.

Jamornman (13th Ed.) (1994), Conducting a Survey Research.

Kanlaya Vanichbuncha. (2nd Ed.) (2000). SPSS of Window Version 7-10. Bangkok: CK&S Photo Studio. P.29.

Koselka Rita. (1992). Distribution Revolution. Forbes.25 (May), 54-62.

Kurner, V. & Aaker, D., A. & Day, G., S. (Ed.) (1999). Essentials of marketing research. John Wiley & Sons: New York.

Lamb, Charles W., Jr. (3rd Ed.) (1996). Marketing. Cincinnati, OH: South-Western College.

Laroche, Michel (1996). The relationships among brand familiarity, confidence in brand evaluations, brand attitudes, and purchase intention. Journal of business research. V.37, p.115-120.

Leong, Sien Meng., Ang., Swee Hoon., Tan., Chin Tiong. (1st Ed.) (1996). Marketing insights for the Asia Pacific. Oxford: Heinemann.

Lovelock Chistopher H., Patterson, Paul G. and Walker, Rhett H. (1998). Services marketing: Australia and New Zealand. Sydney: Prentice Hall Australia Pty. Ltd.

Malhotra, N.K. & Briks, D.F. (European Ed.) (2000). Marketing research: An applied approach. Pearson Education: Essex.

McBurney, Donald H. (3rd Ed) (1994). Research methods: Pacific Grove, CA: Brooks/Cole.

McDaniel, C. & Gates, R (4th Ed.) (1999). Contemporary marketing research. South Western College: Cincinnati.

Mcdonald, Malcolm and Payne, Adrian (1996). Marketing Planing for Services. Oxford: Butterworth-Heinemann Ltd.

Mckenna, Joseph P. (1st Ed.) (1993). The logic of price. Hinsdale, IL: Dryden Pr.

Mizerski, Richard (1994). The Journal of research v. 21 (Sept. 1994) p. 366-80

Murphy, Partick E., Enis, Ben M. (1st Ed.) (1985). Marketing. Glenview, IL: Scoot, Foresmanc.

Philip Kotler. (7th Ed.) (1991). Marketing Management: analysis, planning, and implementation. Englewood Cliffs, NJ: Prentice-Hall.

Philip Kotler. (4th Ed.) (1997). Marketing Management. Upper Saddle River, NJ: Prentice-Hall, Inc. U.S.A.

Philip Kotler. (10th Ed.) (2000). Marketing Management. New Jersey: Prentice-Hall.

Philip Kotler., Armstrong, Gray. (4th Ed.) (1997). Marketing: an introduction. Upper Saddle River, NJ: Prentice-Hall.

Porter, Michael E. (1st Ed.) (1980). Competitive strategy. New York: Free Pr.

Pride, William M., Ferrell, O.C. (10th Ed.) (1997). Marketing: concepts and strategies. Boston: Houghton Mifflin.

Proctor, Tony. (1st Ed.) (1994). Marketing Management: integrating theory and practice. London: International Thomson Business Pr.

Russ, Frederick A and Kirkpatrick, Charles A. (1982). Marketing. Boston Toronto: Little, Brown and company Ltd.

Schafaner, David J., Schroder, William R., Earic, Mary D. (1st Ed.) (1998). Food marketing. Boston: McGraw-Hill.

Schiffman Leon G., and Kanuk Leslie L. (1st Ed.) (1978). Consumer Behavior. New Jersey: Prentice-Hall, Inc.

Schiffman Leon G., and Kanuk Leslie L. (5th Ed.) (1994). Consumer Behavior. New Jersey: Prentice-Hall, Inc.

Sekaran, Umd. (2nd Ed.) (1992). Research Method for Business. New York: John Wiey & Son Inc.

Smith, E. Robert and William R. Swinyard (1983). " Atitude-Behavior Consistency: The Impact of Product Trial Versus Advertising". Journal of marketing research. Vol.20, p.257-267.

Songtis (2001), the investigation of differences in perceived product characteristics and personality traits between mobile Internet innovators and non-innovators

Srisuk, 1999, Customer expectation of the Mobile Telephone Service in Bangkok Metropolitan.

Steven J. Skinner. (2nd Ed.) (1994). Marketing. Massachusetts: Houghton Mifflin.

Stanton, William J., Etzel, Michael J., Walker, Bruce. J. (9th Ed.) (1991). Fundamentals of marketing. New York: McGraw-Hill.

Stanton, William J., Etzel, Michael J., Walker, Bruce. J. (10th Ed.) (1994). Fundamentals of marketing. New York: McGraw-Hill.

Taylor, Steven (1994). The relationship between service quality and consumer satisfaction in the formation of purchase intentions across 4 service industries: health care, recreation services, transportation, and communications. Journal of retailing. V.70, p.163-178.

Toffler, Betsy-Ann., Imber, Jane. (1st Ed.) (1987). Dictionary of advertising and direct mail terms. New York: Barron's.

Tull, Donald S. Hawkins, Del. (6th Ed.) (1993). Marketing research: Measurement and Method. New York: Macmillan.

Walters & Bergiel. (1989). Consumer behavior: A decision Making Approach. Cincinnati, Ohio: Southwestern.

Wilkie, William L. (2nd Ed.) (1990). Consumer behavior. New York: J. Wiley.

Zikmund William G.   (3rd Ed.)   (1991). Business research methods. Forth Worth:
    Dryden Press.

Zikmund William G., d' Amico, Michale. (1st Ed.)   (1996). Basic Marketing. St.
    Paul, MN: West.

Zikmund William G. (5th Ed.)   (1997). Business research methods. Forth Worth:
    Dryden Press.

Zikmund William G. (1st Ed.)   (1999). Essentials of marketing research. Forth
    Worth: Dryden Press.

Zikmund William G. (6th Ed.). (2000). Business research methods. Forth Worth:
    Dryden Press.

www.orange.co.th

APPENDIX: A QUESTIONAIRE

Questionnaire

This questionnaire is designed as a tool for collecting data of respondents' the factors influencing purchasing decision of Orange mobile phone users in Bangkok Metropolitan. The survey is conducted for the purpose of the preparation of a thesis for the completion of Master's Degree in Business Administration, Assumption University. Please answer the questionnaires regarding the facts; the answer will be used in the research analysis only.

Part 1: Personal Data

Please mark √ in the blank that it is the most accurate.

1. Gender:

   ☐ Male   ☐ Female

2. Age:

   ☐ Below 18   ☐ 18-22   ☐ 23-28   ☐ 29-34

   ☐ 35-40   ☐ Above 40

3. Occupation:

   ☐ Student   ☐ Civil service employee/State enterprise employee

   ☐ Private sector employee   ☐ Home maker

   ☐ Own Business   ☐ Other (Please specific)……………..

4. Highest education level:

   ☐ Below Bachelor's degree   ☐ Bachelor's degree

   ☐ Master's degree   ☐ Higher Master's degree

5. Average salary per month:

   ☐ Less than 10,000   ☐ 10,000 – 20,000

   ☐ 20,001 – 30,000   ☐ 30,001 – 40,000   ☐ Greater than 40,000

Part 2: Factors influencing consumer purchasing decision of Orange mobile phone.

Please consider the following factors of the marketing mix, how they affect or their importance to your purchasing decision of Orange mobile phone. Please mark ✓ in the blank that is the most accurate for you.

		Not at all important	Not so important	Neutral	Fairly important	Very Important
	Product					
1	Quality of signal	1	2	3	4	5
2	Protection system for illegal users	1	2	3	4	5
3	Offer the different value-added services	1	2	3	4	5
	Price					
4	Monthly line rental fees	1	2	3	4	5
5	Rate of call service charged	1	2	3	4	5
6	Value-added service charged	1	2	3	4	5
	Place					
7	Sufficient number of Shops for service customer	1	2	3	4	5
8	Location of shop center	1	2	3	4	5
9	Convenient and easy to go	1	2	3	4	5
10	Size of shop center	1	2	3	4	5
11	Easy to buy product from general shop	1	2	3	4	5
	Promotion					
12	TV and Radio Advertisement	1	2	3	4	5
13	Print Advertisement	1	2	3	4	5
14	Internet Advertisement	1	2	3	4	5
15	Booth demonstration at Department store	1	2	3	4	5
16	Variety of promotion packages	1	2	3	4	5
17	Special price/ price off program	1	2	3	4	5
18	Promotion programs are interesting and attract customers	1	2	3	4	5

	such as a contest for sending SMS to PP island.					
19	There are promotion activities enhancing social responsibility such as a program supporting Jet ski sport	1	2	3	4	5
	Participant					
20	Courtesy of service provider	1	2	3	4	5
21	Understand customer's need	1	2	3	4	5
22	Attentiveness in providing service	1	2	3	4	5
23	Politeness of service provider	1	2	3	4	5
	Physical evidence	1	2	3	4	5
24	Well display	1	2	3	4	5
25	Suitable atmosphere	1	2	3	4	5
	Process	1	2	3	4	5
26	Good Public Relations covering wide range of customers	1	2	3	4	5
27	Good provision of information on promotion which is correct, clear and fast service to customer	1	2	3	4	5
28	Developed Technical capacity of service	1	2	3	4	5
29	Good image of after-sales service	1	2	3	4	5
30	Good after-sales service	1	2	3	4	5
31	Network coverage areas	1	2	3	4	5

Part 3: Purchasing intention

Please mark √ in the blank that is the most accurate.

1. Do you intend to buy Orange mobile phone?

☐ Definitely buy

☐ Probably buy

☐ Uncertainly

☐ Probably not buy

☐ Definitely not buy

แบบสอบถาม

        แบบสอบถามชุดนี้เป็นเครื่องมือที่ออกแบบมาเพื่อช่วยในการหาข้อมูลของผู้ตอบแบบสอบ ถาม มีวัตถุประสงค์เพื่อนำไปใช้ในการศึกษาเรื่องปัจจัยที่มีผลต่อการตัดสินใจซื้อโทรศัพท์เคลื่อนที่ระบบ Orange ในเขตกรุงเทพมหานคร แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ ระดับปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ ขอความกรุณาจากท่านโปรดตอบแบบสอบถามฉบับนี้ ข้อมูลที่ได้จะ นำไปใช้ในการศึกษาเท่านั้น ขอบคุณทุกท่านที่ให้ความร่วมมือ

ส่วนที่ 1 : ลักษณะด้านประชากรศาสตร์ของผู้บริโภค

กรุณาใส่เครื่องหมาย "√" หน้าตัวเลือกที่ตรงกับความเป็นจริงเกี่ยวกับตัวท่าน

1. เพศ
   - ☐ ชาย
   - ☐ หญิง

2. อายุ
   - ☐ ต่ำกว่า 18 ปี
   - ☐ 18-22
   - ☐ 23-28
   - ☐ 29-34
   - ☐ 35-40
   - ☐ 40 ขึ้นไป

3. อาชีพ
   - ☐ นักเรียน / นักศึกษา
   - ☐ รับราชการ/รัฐวิสาหกิจ
   - ☐ พนักงานบริษัทเอกชน
   - ☐ แม่บ้าน
   - ☐ เจ้าของกิจการ / ธุรกิจส่วนตัว
   - ☐ อื่นๆ (โปรดระบุ) ....

4. ระดับการศึกษาขั้นสูงสุด
   - ☐ ต่ำกว่าปริญญาตรี
   - ☐ ปริญญาตรี
   - ☐ ปริญญาโท
   - ☐ สูงกว่าปริญญาโท

5. รายได้เฉลี่ยต่อเดือน
   - ☐ ต่ำกว่า 10,000 บาท
   - ☐ 10,000 – 20,000 บาท
   - ☐ 20,001 – 30,000 บาท
   - ☐ 30,001 – 40,000 บาท
   - ☐ สูงกว่า 40,000 บาท

ส่วนที่ 2 ปัจจัยทางการตลาดที่มีผลต่อการเลือกซื้อโทรศัพท์เคลื่อนที่ส่วนบุคคล

คำแนะนำ : กรุณาทำเครื่องหมาย ลงใน ☐ ที่ตรงกับคำตอบของท่านมากที่สุด

1. โปรดพิจารณาปัจจัยดังต่อไปนี้ ที่มีผลต่อการตัดสินใจเลือกซื้อโทรศัพท์เคลื่อนที่ในระบบ Orange
กรุณาทำเครื่องหมาย ✓ ลงในช่องคำตอบที่ท่านให้ความสำคัญมากที่สุด

	ปัจจัย	สำคัญ น้อยที่สุด	สำคัญ น้อย	สำคัญ ปานกลาง	สำคัญ มาก	สำคัญ มากที่สุด
	ด้านผลิตภัณฑ์					
1	คุณภาพสัญญาณต้องดี ไม่มีการถูกรบกวน	1	2	3	4	5
2	มีระบบป้องกันการจูน	1	2	3	4	5
3	บริการเสริมต่างๆ ให้เลือกมากมาย	1	2	3	4	5
	ด้านราคา					
4	อัตราค่าบริการรายเดือน	1	2	3	4	5
5	อัตราค่าโทรต่อนาที	1	2	3	4	5
6	อัตราค่าบริการเสริม	1	2	3	4	5
	ด้านช่องทางการจัดจำหน่าย					
7	จำนวนของศูนย์บริการที่เพียงพอในการซื้อสินค้าและให้บริการ	1	2	3	4	5
8	ทำเลที่ตั้งของสถานบริการ	1	2	3	4	5
9	การเดินทางไปมาสะดวก	1	2	3	4	5
10	พื้นที่ใช้สอยในการให้บริการ	1	2	3	4	5
11	สินค้าหาซื้อได้ง่ายและสะดวกจากร้านตัวแทนจำหน่ายทั่วไป	1	2	3	4	5
	ด้านการส่งเสริมการขาย					
12	การโฆษณาทางโทรทัศน์/วิทยุ	1	2	3	4	5
13	การโฆษณาทางสื่อสิ่งพิมพ์	1	2	3	4	5
14	การโฆษณาทางอินเตอร์เน็ต	1	2	3	4	5
15	การจัดบูธตามห้างสรรพสินค้า	1	2	3	4	5
16	มีความหลากหลายของ โปรโมชั่นให้เลือก	1	2	3	4	5

17	การจัดรายการลดราคาตัวเครื่องราคาพิเศษ	1	2	3	4	5
18	การจัดโปรแกรมการแข่งขันที่ดึงดูดความสนใจ เช่นการแข่งขันส่งSMSไปเกาะPP	1	2	3	4	5
19	มีการจัดกิจกรรมที่มีส่วนช่วยสังคม เช่นการจัดกิจกรรมส่งเสริมกีฬาJet ski	1	2	3	4	5
	ด้านบุคลากรหรือพนักงาน					
20	มารยาทของผู้ให้บริการ	1	2	3	4	5
21	เข้าใจความต้องการของลูกค้า	1	2	3	4	5
22	การเอาใจใส่ลูกค้า	1	2	3	4	5
23	การพูดจาของพนักงาน/ผู้ให้บริการ	1	2	3	4	5
	ด้านลักษณะทางกายภาพ					
24	การจัดหน้าศูนย์บริการที่สวยงาม	1	2	3	4	5
25	บรรยากาศของศูนย์บริการ	1	2	3	4	5
	ด้านขั้นตอนการให้บริการ					
26	ข่าวประชาสัมพันธ์ที่ทั่วถึงลูกค้า	1	2	3	4	5
27	การให้ข้อมูลการส่งเสริมการขายที่ถูกต้องจากพนักงาน	1	2	3	4	5
28	ประสิทธิภาพการบริการการใช้งาน และความรวดเร็วในการพัฒนาเทคโนโลยีเรื่องการบริการที่ทันสมัย	1	2	3	4	5
29	ภาพลักษณ์ของการบริการหลังการขายที่ดีของบริษัท	1	2	3	4	5
30	การบริการหลังการขายที่ดี	1	2	3	4	5
31	เครือข่ายสัญญาณครอบคลุมทุกพื้นที่	1	2	3	4	5

ส่วนที่ 3 : ความตั้งใจซื้อ

1. คุณมีความตั้งใจซื้อโทรศัพท์ระบบOrangeหรือไม่

☐ ซื้อแน่นอน

☐ เป็นไปได้ที่จะซื้อ

☐ ไม่แน่นอน

☐ ไม่น่าจะซื้อ

☐ ไม่ซื้อแน่นอน

APPENDIX: B RELIABILITY ANALYSIS
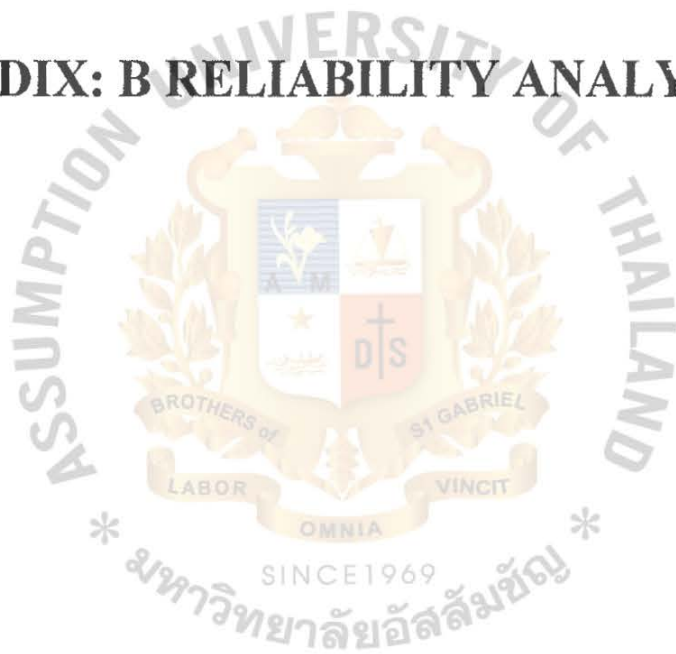
Reliability – PRODUCT

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	B01	4.5575	.7504	400.0
2.	B.02	4.5000	.7788	400.0
3.	B.03	4.0050	.9707	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 3

Alpha =   .6977

Reliability - PRICE
****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	B.04	3.8750	1.1631	400.0
2.	B.05	4.4700	.8579	400.0
3.	B.06	4.0725	1.0173	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 3

Alpha =   .7189

Reliability - PROMOTION
****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

		Mean	Std Dev	Cases
1.	B.12	3.9125	.8785	400.0
2.	B.13	3.7775	.8972	400.0
3.	B.14	3.5400	1.0154	400.0
4.	B.15	3.8075	.8958	400.0
5.	B.16	4.2475	.9373	400.0
6.	B.17	4.1725	.8943	400.0
7.	B.18.	3.5175	1.0666	400.0
8.	B.19	3.5150	1.1238	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 8

Alpha =   .8153

Reliability - PARTICIPANT
****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

		Mean	Std Dev	Cases
1.	B.20	4.2700	.9078	400.0
2.	B.21	4.3225	.8691	400.0
3.	B.22	4.5025	2.6348	400.0
4.	B.23	4.3800	.8761	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 4

Alpha =   .6772

Reliability - PHYSICAL
****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	B.24	3.7525	1.0118	400.0
2.	B.25	3.8800	1.0016	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 2

Alpha =   .8321

Reliability - PROCESS
****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	B.26	3.9700	1.0710	400.0
2.	B.27	3.9100	1.0629	400.0
3.	B.28	4.0625	1.0893	400.0
4.	B.29	4.1675	1.0966	400.0
5.	B.30	4.4525	.8364	400.0
6.	B.31	4.5775	.8431	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 6

Alpha =   .8718

Reliability - PLACE
****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	B.07	3.8750	.9200	400.0
2.	B.08	3.7625	.9478	400.0
3.	B.09	3.8750	.9522	400.0
4.	B.10	3.8975	.9997	400.0
5.	B.11	3.8775	.9406	400.0

Reliability Coefficients

N of Cases =   400.0   N of Items = 5

Alpha =   .8757

APPENDIX: C DESCRIPTIVE

ANALYSIS TABLE
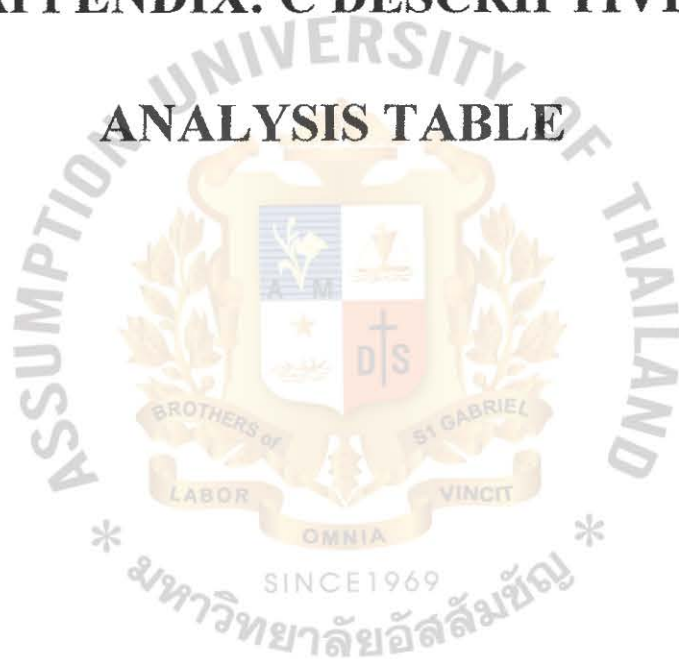
APPENDIX

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	160	40.0	40.0	40.0
	Female	240	60.0	60.0	100.0
	Total	400	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	19	4.8	4.8	4.8
	18-22	187	46.8	46.8	51.5
	23-28	123	30.8	30.8	82.3
	29-34-	38	9.5	9.5	91.8
	35-40	15	3.8	3.8	95.5
	Over 40	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	219	54.8	54.8	54.8
	Civil service employee/State enterprise employee	18	4.5	4.5	59.3
	Private sector employee	86	21.5	21.5	80.8
	Home maker	12	3.0	3.0	83.8
	Own Business	34	8.5	8.5	92.3
	Others - Sales representative	6	1.5	1.5	93.8
	Others - Subordinate	7	1.8	1.8	95.5
	Others - Merchant	12	3.0	3.0	98.5
	Others - Not specify	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Highest education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor's degree	122	30.5	30.5	30.5
	Bachelor's degree	259	64.8	64.8	95.3
	Master's degree	19	4.8	4.8	100.0
	Total	400	100.0	100.0	

Average salary per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	222	55.5	55.5	55.5
	10,000 - 20,000	110	27.5	27.5	83.0
	20,001 - 30,000	17	4.3	4.3	87.3
	30,001 - 40,000	18	4.5	4.5	91.8
	Greater than 40,000	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

Product - Quality of signal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	.3	.3	.3
	Not so important	6	1.5	1.5	1.8
	Neutral	39	9.8	9.8	11.5
	Fairly important	77	19.3	19.3	30.8
	Very important	277	69.3	69.3	100.0
	Total	400	100.0	100.0	

Product - Protecttion system for illegal users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not so important	9	2.3	2.3	2.3
	Neutral	44	11.0	11.0	13.3
	Fairly important	85	21.3	21.3	34.5
	Very important	262	65.5	65.5	100.0
	Total	400	100.0	100.0	

Product - Offer different value-added service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	18	4.5	4.5	5.5
	Neutral	109	27.3	27.3	32.8
	Fairly important	110	27.5	27.5	60.3
	Very important	159	39.8	39.8	100.0
	Total	400	100.0	100.0	

Price - Monthly line rental fees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	8	2.0	2.0	2.0
	Not so important	52	13.0	13.0	15.0
	Neutral	94	23.5	23.5	38.5
	Fairly important	74	18.5	18.5	57.0
	Very important	172	43.0	43.0	100.0
	Total	400	100.0	100.0	

Price - Rate of call service charged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	10	2.5	2.5	3.5
	Neutral	43	10.8	10.8	14.3
	Fairly important	80	20.0	20.0	34.3
	Very important	263	65.8	65.8	100.0
	Total	400	100.0	100.0	

Price - Value-added service charged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	27	6.8	6.8	7.8
	Neutral	88	22.0	22.0	29.8
	Fairly important	98	24.5	24.5	54.3
	Very important	183	45.8	45.8	100.0
	Total	400	100.0	100.0	

Place - Sufficient number of shops for service customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	6	1.5	1.5	1.5
	Not so important	14	3.5	3.5	5.0
	Neutral	119	29.8	29.8	34.8
	Fairly important	146	36.5	36.5	71.3
	Very important	115	28.8	28.8	100.0
	Total	400	100.0	100.0	

Place - Location of shop center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	12	3.0	3.0	3.0
	Not so important	14	3.5	3.5	6.5
	Neutral	124	31.0	31.0	37.5
	Fairly important	157	39.3	39.3	76.8
	Very important	93	23.3	23.3	100.0
	Total	400	100.0	100.0	

Place - Convenient and easy to go

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	16	4.0	4.0	6.3
	Neutral	107	26.8	26.8	33.0
	Fairly important	152	38.0	38.0	71.0
	Very important	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

Place - Size of shop center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	18	4.5	4.5	6.8
	Neutral	114	28.5	28.5	35.3
	Fairly important	123	30.8	30.8	66.0
	Very important	136	34.0	34.0	100.0
	Total	400	100.0	100.0	

Place - Easy to buy product from general shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	20	5.0	5.0	6.8
	Neutral	102	25.5	25.5	32.3
	Fairly important	157	39.3	39.3	71.5
	Very important	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

Promotion - TV and Radio Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	15	3.8	3.8	4.8
	Neutral	104	26.0	26.0	30.8
	Fairly important	166	41.5	41.5	72.3
	Very important	111	27.8	27.8	100.0
	Total	400	100.0	100.0	

Promotion - Print Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	22	5.5	5.5	6.3
	Neutral	131	32.8	32.8	39.0
	Fairly important	149	37.3	37.3	76.3
	Very important	95	23.8	23.8	100.0
	Total	400	100.0	100.0	

Promotion - Internet Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	12	3.0	3.0	3.0
	Not so important	45	11.3	11.3	14.3
	Neutral	133	33.3	33.3	47.5
	Fairly important	135	33.8	33.8	81.3
	Very important	75	18.8	18.8	100.0
	Total	400	100.0	100.0	

Promotion - Booth demonstration at Department store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	24	6.0	6.0	6.8
	Neutral	116	29.0	29.0	35.8
	Fairly important	161	40.3	40.3	76.0
	Very important	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

Promotion - Variety of promotion packages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	12	3.0	3.0	4.8
	Neutral	60	15.0	15.0	19.8
	Fairly important	117	29.3	29.3	49.0
	Very important	204	51.0	51.0	100.0
	Total	400	100.0	100.0	

Promotion - Special price/ price off program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	.8	.8	.8
	Not so important	9	2.3	2.3	3.0
	Neutral	86	21.5	21.5	24.5
	Fairly important	120	30.0	30.0	54.5
	Very important	182	45.5	45.5	100.0
	Total	400	100.0	100.0	

Promotion - Such as contest for sending SMS to PP island

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	21	5.3	5.3	5.3
	Not so important	34	8.5	8.5	13.8
	Neutral	142	35.5	35.5	49.3
	Fairly important	123	30.8	30.8	80.0
	Very important	80	20.0	20.0	100.0
	Total	400	100.0	100.0	

Promotion - There are promotion activities enhancing social responsibility such as a program supporting Jet ski sport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	17	4.3	4.3	4.3
	Not so important	53	13.3	13.3	17.5
	Neutral	135	33.8	33.8	51.3
	Fairly important	97	24.3	24.3	75.5
	Very important	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

Participant - Courtesy of service provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	5	1.3	1.3	1.3
	Not so important	12	3.0	3.0	4.3
	Neutral	59	14.8	14.8	19.0
	Fairly important	118	29.5	29.5	48.5
	Very important	206	51.5	51.5	100.0
	Total	400	100.0	100.0	

Participant - Understand customer's need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	11	2.8	2.8	3.8
	Neutral	50	12.5	12.5	16.3
	Fairly important	122	30.5	30.5	46.8
	Very important	213	53.3	53.3	100.0
	Total	400	100.0	100.0	

Participant - Attentiveness in providing service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	5	1.3	1.3	1.3
	Not so important	9	2.3	2.3	3.5
	Neutral	53	13.3	13.3	16.8
	Fairly important	95	23.8	23.8	40.5
	Very important	238	59.5	59.5	100.0
	Total	400	100.0	100.0	

Participant - Politeness of service provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	9	2.3	2.3	3.3
	Neutral	55	13.8	13.8	17.0
	Fairly important	95	23.8	23.8	40.8
	Very important	237	59.3	59.3	100.0
	Total	400	100.0	100.0	

Physical - Well display

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	10	2.5	2.5	2.5
	Not so important	32	8.0	8.0	10.5
	Neutral	110	27.5	27.5	38.0
	Fairly important	143	35.8	35.8	73.8
	Very important	105	26.3	26.3	100.0
	Total	400	100.0	100.0	

Physical - Suitable atmosphere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	33	8.3	8.3	9.3
	Neutral	104	26.0	26.0	35.3
	Fairly important	125	31.3	31.3	66.5
	Very important	134	33.5	33.5	100.0
	Total	400	100.0	100.0	

Process - Good Public Relations covering wide range of customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	11	2.8	2.8	2.8
	Not so important	30	7.5	7.5	10.3
	Neutral	79	19.8	19.8	30.0
	Fairly important	120	30.0	30.0	60.0
	Very important	160	40.0	40.0	100.0
	Total	400	100.0	100.0	

Process - Good provision of information on promotion which is correct, clear and fast service to customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	1.8	1.8	1.8
	Not so important	41	10.3	10.3	12.0
	Neutral	80	20.0	20.0	32.0
	Fairly important	125	31.3	31.3	63.3
	Very important	147	36.8	36.8	100.0
	Total	400	100.0	100.0	

Process - Developed Techincal capacity of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	8	2.0	2.0	2.0
	Not so important	35	8.8	8.8	10.8
	Neutral	72	18.0	18.0	28.8
	Fairly important	94	23.5	23.5	52.3
	Very important	191	47.8	47.8	100.0
	Total	400	100.0	100.0	

Process - Good image of after-sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	9	2.3	2.3	2.3
	Not so important	26	6.5	6.5	8.8
	Neutral	80	20.0	20.0	28.8
	Fairly important	59	14.8	14.8	43.5
	Very important	226	56.5	56.5	100.0
	Total	400	100.0	100.0	

Process - Good ater-sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	.5	.5	.5
	Not so important	11	2.8	2.8	3.3
	Neutral	45	11.3	11.3	14.5
	Fairly important	88	22.0	22.0	36.5
	Very important	254	63.5	63.5	100.0
	Total	400	100.0	100.0	

Process - Network coverage areas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	11	2.8	2.8	3.8
	Neutral	36	9.0	9.0	12.8
	Fairly important	48	12.0	12.0	24.8
	Very important	301	75.3	75.3	100.0
	Total	400	100.0	100.0	

Do you intend to buy Orange mobile phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely not buy	14	3.5	3.5	3.5
	Probably not buy	42	10.5	10.5	14.0
	Uncertainty	130	32.5	32.5	46.5
	Probably buy	120	30.0	30.0	76.5
	Definitely buy	94	23.5	23.5	100.0
	Total	400	100.0	100.0	

APPENDIX: D HYPOTHESIS TABLE

Hypothesis 1: Product

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PRODUCT
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.153*
		Sig. (2-tailed)	.	.002
		N	400	400
	PRODUCT	Correlation Coefficient	.153*	1.000
		Sig. (2-tailed)	.002	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

Hypothesis 2: Price

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PRICE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.028
		Sig. (2-tailed)	.	.578
		N	400	400
	PRICE	Correlation Coefficient	-.028	1.000
		Sig. (2-tailed)	.578	.
		N	400	400

Hypothesis 3: Place

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PLACE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.005
		Sig. (2-tailed)	.	.920
		N	400	400
	PLACE	Correlation Coefficient	-.005	1.000
		Sig. (2-tailed)	.920	.
		N	400	400

Hypothesis 4: Promotion

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PROMO
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.284*
		Sig. (2-tailed)	.	.000
		N	400	400
	PROMO	Correlation Coefficient	.284*	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

Hypothesis 5: People

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PARTICIP
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.097
		Sig. (2-tailed)	.	.053
		N	400	400
	PARTICIP	Correlation Coefficient	.097	1.000
		Sig. (2-tailed)	.053	.
		N	400	400

Hypothesis 6: Physical evidence

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PHYSIC
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.094
		Sig. (2-tailed)	.	.061
		N	400	400
	PHYSIC	Correlation Coefficient	.094	1.000
		Sig. (2-tailed)	.061	.
		N	400	400

Hypothesis 7: Process

Nonparametric Correlations

Correlations

			Do you intend to buy Orange mobile phone?	PROCESS
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.514*
		Sig. (2-tailed)	.	.000
		N	400	400
	PROCESS	Correlation Coefficient	.514*	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

Hypothesis 8: Demographic

Mann-whitney Test

Gender

Test Statistics[a]

	Do you intend to buy Orange mobile phone?
Mann-Whitney U	17755.000
Wilcoxon W	46675.000
Z	-1.327
Asymp. Sig. (2-tailed)	.185

a. Grouping Variable: Gender

NPar Tests
Kruskal-Wallis Test

Ranks

	Do you intend to buy	N	Mean Rank
Age	Definitely not buy	14	254.75
	Probably not buy	42	221.96
	Uncertainty	130	182.27
	Probably buy	120	214.87
	Definitely buy	94	189.70
	Total	400	

Test Statistics[a,b]

	Age
Chi-Square	12.027
df	4
Asymp. Sig.	.017

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?
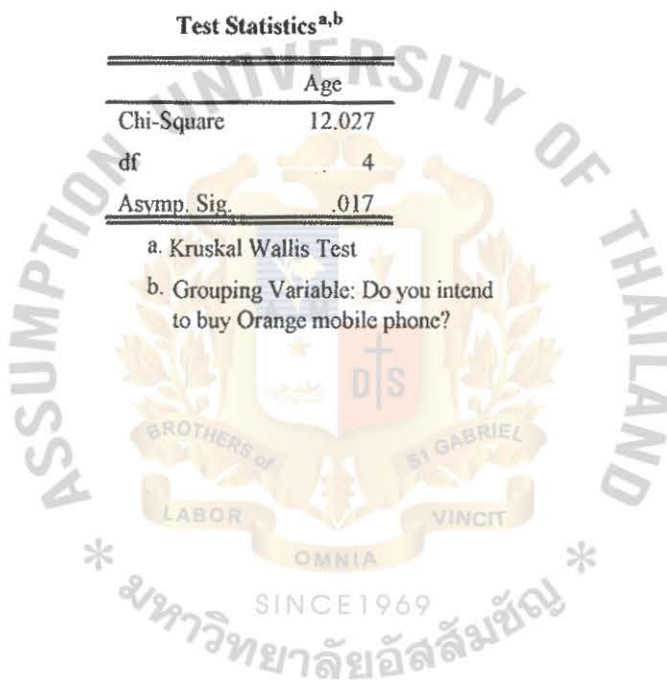
NPar Tests
Kruskal-Wallis Test

Ranks

	Do you intend to buy	N	Mean Rank
Occupation	Definitely not buy	14	245.57
	Probably not buy	42	199.68
	Uncertainty	130	187.71
	Probably buy	120	211.47
	Definitely buy	94	197.84
	Total	400	

Test Statistics [a,b]

	Occupation
Chi-Square	5.877
df	4
Asymp. Sig.	.208

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?
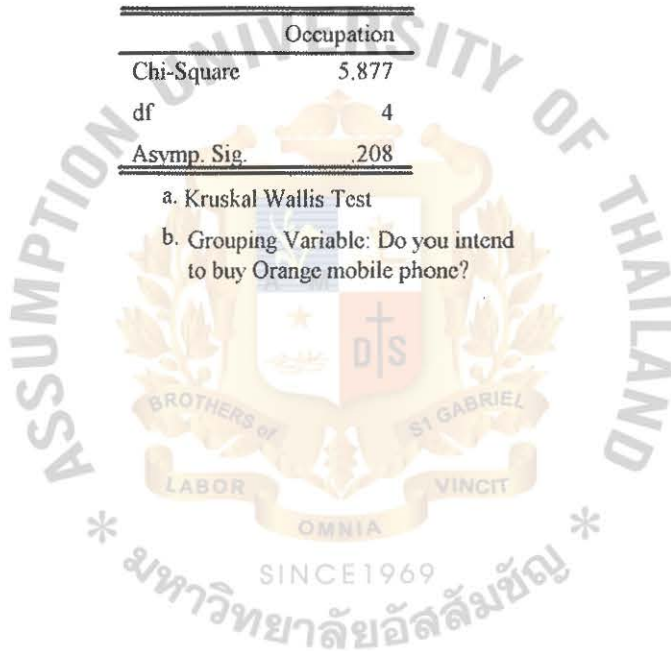
NPar Tests
Kruskal-Wallis Test

Ranks

	Do you intend to buy	N	Mean Rank
Highest education level	Definitely not buy	14	197.57
	Probably not buy	42	219.88
	Uncertainty	130	204.47
	Probably buy	120	200.64
	Definitely buy	94	186.60
	Total	400	

Test Statistics[a,b]

	Highest education level
Chi-Square	3.859
df	4
Asymp. Sig.	.425

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?
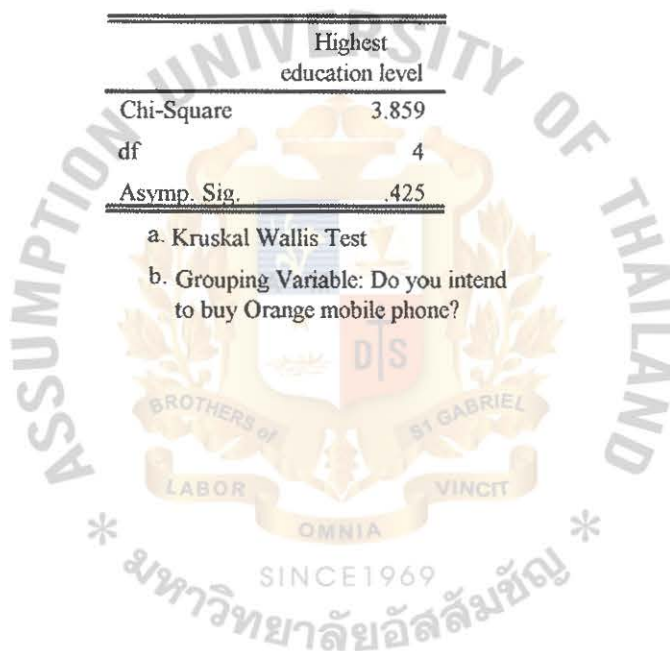
NPar Tests
Kruskal-Wallis Test

Ranks

	Do you intend to buy	N	Mean Rank
Average salary per month	Definitely not buy	14	222.46
	Probably not buy	42	217.82
	Uncertainty	130	198.32
	Probably buy	120	211.15
	Definitely buy	94	178.91
	Total	400	

Test Statistics[a,b]

	Average salary per month
Chi-Square	7.170
df	4
Asymp. Sig.	.127

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

Table 5.12.5 Good after-sales service

Process - Good ater-sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	.5	.5	.5
	Not so important	11	2.8	2.8	3.3
	Neutral	45	11.3	11.3	14.5
	Fairly important	88	22.0	22.0	36.5
	Very important	254	63.5	63.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.5, which is good after-sales service, only 0.5% of respondents perceive that this attribute is not at all important while 63.5% perceive that it is very important, followed by 11.3% of respondents perceive it as neutral things to concern in their purchasing intension.

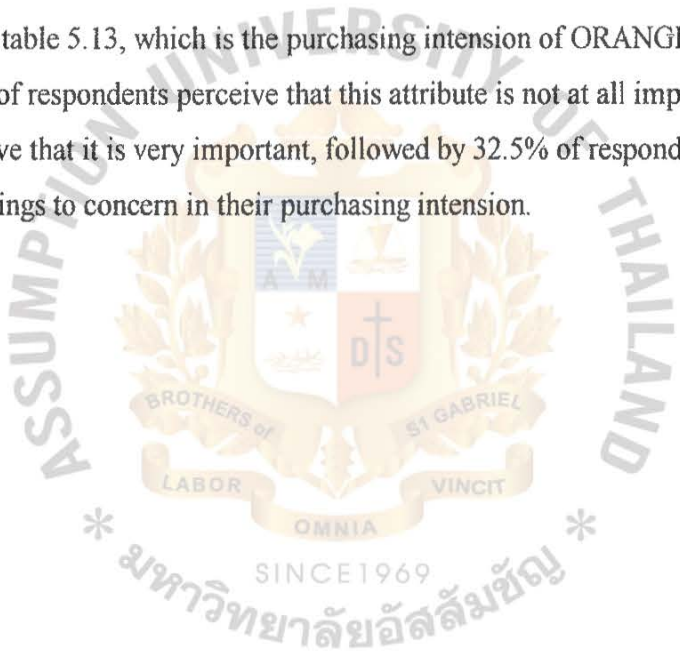**Table 5.12.6 Network coverage areas**

Process - Network coverage areas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	1.0	1.0	1.0
	Not so important	11	2.8	2.8	3.8
	Neutral	36	9.0	9.0	12.8
	Fairly important	48	12.0	12.0	24.8
	Very important	301	75.3	75.3	100.0
	Total	400	100.0	100.0	

Refer to the table 5.12.6, which is network coverage areas, only 1.0% of respondents perceive that this attribute is not at all important while 75.3% perceive that it is very important, followed by 9% of respondents perceive it as neutral things to concern in their purchasing intension.

Table 5.13 Purchasing intension

Do you intend to buy Orange mobile phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely not buy	14	3.5	3.5	3.5
	Probably not buy	42	10.5	10.5	14.0
	Uncertainty	130	32.5	32.5	46.5
	Probably buy	120	30.0	30.0	76.5
	Definitely buy	94	23.5	23.5	100.0
	Total	400	100.0	100.0	

Refer to the table 5.13, which is the purchasing intension of ORANGE mobile phone, only 23.5% of respondents perceive that this attribute is not at all important while 3.5% perceive that it is very important, followed by 32.5% of respondents perceive it as neutral things to concern in their purchasing intension.

5.2 Hypothesis Testing Results

Mann-Whitney Test

Hypothesis 1 Purchasing Intension VS Gender

Ho1: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by gender

Ha1: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by gender

Table 5.14

Test Statistics[a]

	Do you intend to buy Orange mobile phone?
Mann-Whitney U	17755.000
Wilcoxon W	46675.000
Z	-1.327
Asymp. Sig. (2-tailed)	.185

a. Grouping Variable: Gender

Refer to the above table, the computed Mann-whitney U shows value of 0.185. In which at the significant level of 0.05 (95% confident interval), p value shows 0.185, which is greater than 0.05 therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by gender.

Kruskal-Wallis Test

Hypothesis 2 Purchasing Intension VS Age

Ho2: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by age levels.

Ha2: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by age levels.

Table 5.15

Test Statistics[a,b]

	Age
Chi-Square	12.027
df	4
Asymp. Sig.	.017

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of significant 95% or 0.05 the significance value in the table shows 0.017 which is less than 0.05. Therefore, the null hypothesis is rejected. It can simply mean that there is some difference in term of purchasing intension toward Orange Mobile Phone when segmented by age levels. By most of them are teenager (18-22 years old).

Hypothesis 3 Purchasing Intension VS Occupation

Ho3: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by occupations.
Ha3: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by occupations.

Table 5.16

Test Statistics[a,b]

	Occupation
Chi-Square	5.877
df	4
Asymp. Sig.	.208

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of significant 95% or 0.05 the significance value in the table shows 0.208 which is greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by Occupation.

Hypothesis 4 Purchasing Intension VS Education level

Ho4: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by education levels.
Ha4: There is a difference in term of purchasing intension toward Orange Mobile Phone when segmented by education levels.

Table 5.17

Test Statistics[a,b]

	Highest education level
Chi-Square	3.859
df	4
Asymp. Sig.	.425

a. Kruskal Wallis Test
b. Grouping Variable: Do you intend to buy Orange mobile phone?

From the above table, the Asymp. Significant shows 0.425 which is greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean that there is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by educational levels.

Hypothesis 5 Purchasing Intension VS Salary

Ho5: There is no difference in term of purchasing intension toward Orange Mobile Phone when segmented by salary.

Ha5: There is a difference in term of purchasing intension toward Orange Mobile
Phone when segmented by salary.

Table 5.18

Test Statistics [a,b]

	Average salary per month
Chi-Square	7.170
df	4
Asymp. Sig.	.127

a. Kruskal Wallis Test

b. Grouping Variable: Do you intend
to buy Orange mobile phone?

From the above table, the Asymp. Significant shows that at the level of
significant 95% or 0.05 the significance value in the table shows 0.127 which is
greater than 0.05. Therefore, the null hypothesis failed to reject. It can simply mean
that there is no difference in term of purchasing intension toward Orange Mobile
Phone when segmented by salary per month.

Spearman's Rho Test

From this point using Spearman's Rho, which is to test the relationship for
ordinal level of measurement, will test the followed hypothesis.

Hypothesis 6 Purchasing Intension VS Product Attribute

Ho6: There is no relationship between the purchasing intension of orange mobile
phone and the product attributes.

Ha6: There is a relationship between the purchasing intension of orange mobile phone
and product attributes.

Table 5.19

Correlations

			Do you intend to buy Orange mobile phone?	PRODUCT
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.153**
		Sig. (2-tailed)	.	.002
		N	400	400
	PRODUCT	Correlation Coefficient	.153**	1.000
		Sig. (2-tailed)	.002	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.002. , The p value 0.002 is less than 0.01 so the null hypothesis is rejected. It can be explain that there is a relationship exists between the purchasing intension of orange mobile phone and product attributes. The degree of relationship between these two variables is 0.153, which is the value of the correlation coefficient. It is quite weak relationship between these two variables.

Hypothesis 7 Purchasing Intension VS Pricing Attribute

Ho7: There is no relationship between the purchasing intension of orange mobile phone and the pricing attributes.
Ha7: There is a relationship exists between the purchasing intension of orange mobile phone and pricing attributes.

Table 5.20

Correlations

			Do you intend to buy Orange mobile phone?	PRICE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.028
		Sig. (2-tailed)	.	.578
		N	400	400
	PRICE	Correlation Coefficient	-.028	1.000
		Sig. (2-tailed)	.578	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.578. By using 95% confident level, the p value 0.578 is greater than 0.05 so the null hypothesis failed to reject. It can be explain that there is no relationship between the purchasing intension of orange mobile phone and pricing attributes.

Hypothesis 8 Purchasing Intension VS Place Attribute

Ho8: There is no relationship between the purchasing intension of orange mobile phone and the place attributes.

Ha8: There is a relationship between the purchasing intension of orange mobile phone and place attributes.

Table 5.21

Correlations

			Do you intend to buy Orange mobile phone?	PLACE
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	-.005
		Sig. (2-tailed)	.	.920
		N	400	400
	PLACE	Correlation Coefficient	-.005	1.000
		Sig. (2-tailed)	.920	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.920. By using 95% confident level, the p value 0.920 is greater than 0.05 then the null hypothesis failed to reject. It can be explain that there is no relationship between the purchasing intension of orange mobile phone and place attributes.

Hypothesis 9 Purchasing Intension VS Promotional Attribute

Ho9: There is no relationship exists between the purchasing intension of orange mobile phone and the promotional attributes

Ha9: There is some relationship exists between the purchasing intension of orange mobile phone and promotional attributes

Table 5.22

Correlations

			Do you intend to buy Orange mobile phone?	PROMO
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.284**
		Sig. (2-tailed)	.	.000
		N	400	400
	PROMO	Correlation Coefficient	.284**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**.   Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.000. , The p value 0.000 is less than 0.01 then the null hypothesis is rejected.   It can be explain that there is a relationship between the purchasing intension of orange mobile phone and promotional attributes.   The degree of relationship exists between this two variables is 0.284 which is the value of the correlation coefficient.   It is quite weak relationship between these two variables.

Hypothesis 10 Purchasing Intension VS Participant Attribute

Ho10: There is no relationship between the purchasing intension of orange mobile phone and the participant attributes.

Ha10: There is a relationship between the purchasing intension of orange mobile phone and participant attributes.

Table 5.23

Correlations

			Do you intend to buy Orange mobile phone?	PARTICIP
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.097
		Sig. (2-tailed)	.	.053
		N	400	400
	PARTICIP	Correlation Coefficient	.097	1.000
		Sig. (2-tailed)	.053	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.053. By using 95% confident level, the p value 0.053 is greater than 0.05 so the null hypothesis is failed to be rejected. It can be explain that there is no relationship exists between the purchasing intension of orange mobile phone and participant attributes.

Hypothesis 11 Purchasing Intension VS Physical Attribute

Ho11: There is no relationship between the purchasing intension of orange mobile phone and the physical attributes.
Ha11: There is a relationship between the purchasing intension of orange mobile phone and physical attributes.

Table 5.24

Correlations

			Do you intend to buy Orange mobile phone?	PHYSIC
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.094
		Sig. (2-tailed)	.	.061
		N	400	400
	PHYSIC	Correlation Coefficient	.094	1.000
		Sig. (2-tailed)	.061	.
		N	400	400

From the above table, the bivariate test using Spearman's rho shows the p value of 0.061. By using 95% confident level, the p value 0.061 is greater than 0.05 so the null hypothesis failed to reject. It can be said that there is no relationship between the purchasing intension of orange mobile phone and physical attributes.

Hypothesis 12 Purchasing Intension VS Process Attribute

Ho12: There is no relationship between the purchasing intension of orange mobile phone and the process attributes.

Ha12: There is a relationship between the purchasing intension of orange mobile phone and process attributes.

Table 5.25

Correlations

			Do you intend to buy Orange mobile phone?	PROCESS
Spearman's rho	Do you intend to buy Orange mobile phone?	Correlation Coefficient	1.000	.514**
		Sig. (2-tailed)	.	.000
		N	400	400
	PROCESS	Correlation Coefficient	.514**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the .01 level (2-tailed).

From the above table, the bivariate test using Spearman's rho shows the p value of 0.000. , The p value 0.000 is less than 0.01 so the null hypothesis is rejected. It can be said that there is a relationship between the purchasing intension of orange mobile phone and process attributes. The degree of relationship exists between this two variables is 0.514 which is the value of the correlation coefficient. It is quite strong relationship between these two variables.