THE FORMATION AND POSSIBLE INFLUENCE FACTORS OF ATTITUDE
OF CORPORATE USERS TOWARD TA FREEPHONE 1-800 SERVICE
IN MANUFACTURING AND SERVICE INDUSTRIES

by

SUPAMARD HORMNIRUN

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

Master of Business Administration

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ABSTRACT

Today, the telecommunication business is highly competitive. Each corporation looks forward to build its core business competency through the use of telecom network technology to satisfy its customer needs. TelecomAsia Co., Ltd. benefits from the study the information and factors that influence the attitudes of corporate users toward its Freephone 1-800 service. This could help the company to improve its product and service as well as in running its business more effectively.

The main objective of this study is to understand better the possible influence of marketing mix factors toward attitude of corporate users of TA Freephone 1-800 service in manufacturing and service industries. The primary data was collected through 64 respondents who are TelecomAsia Freephone 1-800 service existing users of TelecomAsia Co., Ltd. The respondents consist of 44 users in manufacturing and 20 in service industries. The descriptive and quantitative statistics are deployed to analyze the result.

There are ten hypotheses in this study. Pearson correlation coefficient is used to test the relationship between the marketing mix elements and corporate user attitudes toward TelecomAsia Freephone 1-800 service in manufacturing and service industries at 0.01 and 0.05 significant level of confidence. The result shows that there is a relationship between the overall marketing mix (Product, Price, Place, Promotion, Physical evidence, Process and People) and the attitude of corporate users toward TelecomAsia Freephone 1-800 service in manufacturing and service industries.

Resulting from the analysis, there are four main points that researcher would like to strongly recommend regarding the continuous improvement possibilities for TelecomAsia Co., Ltd.. They are Promotion, Physical Evidence, Process and People. Finally, TelecomAsia Co., Ltd. should closely keep in touch with customers to understand the changes of consumer behavior to improve and develop its products to meet customer satisfaction.

Acknowledgement

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CHAPTER 1

GENERALITIES TO THE STUDY

Background relating Freephone 1-800 service

The dramatically changes in technology are taking place in the telecommunications market worldwide in all segments and throughout all regions, causing a significant increase in the demand for intelligent network (IN) equipment, software and services. The changes are the result of several factors, including deregulation and privatization, increased competition, standardization, technological innovation, market convergence, and customer-driven product and service development. The changes of the telecommunication market are creating a significant increasing in competitive environment for service providers resulting in increase in demand for IN platforms. (IDC Thailand, 2000)

Service providers that deploy IN platforms will benefit by maintaining or improving their competitive position, deploying converged platforms that reduce costs, creating new revenue sources and complying with government regulations.

The adoption of INs is being driven by their ability to allow telecommunications service providers to install and provide new services like voice mail, call routing service, single number services, calling name delivery service among many others. With INs service deployment, cost and time that market can reduce significantly including service customization become more efficient.

TA Freephone 1-800 service is one of INs service that TelecomAsia has been launched in year 2000. TA Freephone 1-800 service is the service that allows the caller to make long distance calls free of charge while the receiving party is charged for the cost of such calls.

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Though, the researcher who has been works at TelecomAsia Co., Ltd. in the marketing department. She has an inspiration and intention to study in depth the analysis of TA Freephone 1-800 service toward marketing mix elements. The result of this research will provide and generate information concerning target customer, marketing insights and general information for TelecomAsia to develop for better action plans.

Thesis objectives

For this study, the researcher is particularly interested in the formation and possible influence factors of attitude of corporate users toward TA Freephone 1-800 service in manufacturing and service industry. The researcher conducted research based on the following objectives:

1. To study the relationship between marketing mix elements and manufacturing industry's attitude of TA Freephone 1-800 service.

2. To study the relationship between marketing mix elements and service industry's attitude of TA Freephone 1-800 service.

3. To study the importance of marketing mix elements as perceived by the corporate users of TA Freephone 1-800 service in manufacturing and service industry.

4. To provide TelecomAsia with better understanding of its target market for TA Freephone 1-800 service.

5. To generate information concerning general situation of TelecomAsia and market insights for TelecomAsia to develop its better action plans.

Statement of the Problems

The establishment of Freephone 1-800 as a subsidiary of TelecomAsia in the new millennium was expected to herald a new era of improved efficiency and faster service creation of INs. The issues of marketing opportunities are not fully utilizing and operating efficiently to achieve the highest optimal capacity to satisfy both consumers and service providers. The primary drive for Freephone 1-800 service is coming from large and medium business demand to customize flexible services to serve their customers and employees better. Competition environments in this market are forcing TelecomAsia to look at how Freephone 1-800 service can give them a competitive advantage over their competitors.

According to the above mentioned, market competition is intense identifying and understanding the possible influences of marketing mix elements and the attitude of each individual service industries could help TelecomAsia achieve the highest productivity as well as provide best services for its customers.

Scope of the Study

In spite of covering all both manufacturing and service industries. Only 44 manufacturing and 20 service industries are under studied. These respondents are users of TelecomAsia Freephone 1-800 service in Bangkok area.

Significance of the Study

To provide TelecomAsia information on its strengths and weakness in term of attitude for the company to adapt it's present and future marketing strategies.

Definition of terms

<u>Affective component</u> means corporate feelings toward Freephone 1-800 service.

<u>Attitude</u> means corporate overall evaluation in terms of satisfaction, feeling and intention to use that enables them to respond in consistently positive or negative way toward Freephone 1-800 service.

<u>Authorization Code / (AUTZ)</u> - is the service type of Freephone 1-800 service which user can determine incoming call 4 digit code before call in.

<u>Behavioral component</u> means corporate intention to use Freephone 1-800 service.

<u>Call Distribution (CD)</u> is the service type of Freephone 1800 service which user can determine the incoming go to the destination by percentage.

<u>Call forwarding on Busy / no answer (CF)</u> is the service type of Freephone 1-800 service which can use in case of the destination number is busy or gets no answer the call will be forwarded to another number automatically.

<u>Call Limit / (LIM)</u> is the service type of Freephone 1-800 service which user can determine the amount of pick up calls at the same time. For example, determine 1-800 number can pick up 5 calls from 120 fixed lines.

<u>Call Queuing /(QUE)</u> is the service type of Freephone 1-800 service which user can determine the number of queues when it not available.

<u>Cognitive component</u> means corporate belief in Freephone 1-800 service.

<u>Command Routing /(CMDR)</u> is the service type of Freephone 1-800 service which user can determine the Freephone 1-800 feature up to 10 features.

<u>Corporate</u> means the firm that uses TA Freephone 1-800 service in Bangkok area.

<u>Customer Profile Management /(CPM)</u> is the service type of Freephone 1-800 service which user can change the feature whenever they want.

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Customer Service Center is the application of Freephone 1-800 service to make a call center.

Freephone 1-800 service is the service that callers make long distance calls free of charge while receiving parties are charged for the cost of such calls.

Intelligent Network (IN) An intelligent network is a service independent telecommunications network.

Originate Call Screen /(OCS) is the service type of Freephone 1-800 service which the originate number of users will be determined whether they could call in or not to 1-800 number. For example, determine the users who use 077 code can call to 1-800 number but users who use 076 cannot call.

Originating Dependent Routing (ORD) is the service type of Freephone 1-800 service that incoming calls will be distributed to the originate number. For example, when caller call from Chum- porn province that 077 is a code, the call will be distribute to the long distance center in the area code 077.

Originating User Prompt /(OUP) is the service type of Freephone 1-800 service which provides users a sub menu for each branch. For example;

1-800+2955+55   Press 1 contacts Ekamai branch

Press 2 contacts Nonthaburi branch

Press 3 contacts Charunsanitwong branch

Remote Employee Access is the application of Freephone 1-800 service which provide the employee contact with the branch of firm.

Telemarketing means the application of Freephone 1-800 service, that provides telesales.

Teleordering means the application of Freephone 1-800 service, that provides call teleordering.

Time Dependent Routing (TDR) is the service type of Freephone 1-800 service, which the user can determine the outgoing call divided by day and time.

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews the concepts and theories related to both dependent and independent variables that are relevant to building up a conceptual model. Including in the review are previous empirical researches.

Concepts and Theories related to the Research

This research concerns with many variables including attitude, knowledge about Freephone 1-800 service in the area of marketing mix. The concepts and theories of these variables are explained as follows.

The first theory is the service theory. Since, TA Freephone 1-800 is the service product therefore it is necessary to know the nature of service product.

What is a Service?

The group of services is diverse yet represents only a fraction of the many different industries found in the service sector. Because of this diversity, services have traditionally been difficult to define. Complicating matters further is the fact that the way in which services are created and delivered to customers is often hard to grasp because many inputs and outputs are intangible. Most people have little difficultly defining manufacturing or mining or agriculture, but defining service can elude them. Here are two approaches that capture the essence:

- A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production.(Lovelock.,2001)

- Services are economic activities that create value and provide benefits for customers at specific times and places as a result of

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bringing about desire change in or on behalf of the recipient of the service. (Lovelock.,2001)

Service Product As Intangible Performances

Although services often include tangible elements such as sleeping in a hotel bed, using the telecommunication service- the service performance itself is basically intangible. In services, the benefits come from the nature of the performance, which requires a different marketing emphasis from marketing tangible goods, including a need to employ tangible images and metaphors to demonstrate the competencies of the service firm and to illustrate the benefits resulting from service delivery. (Lovelock.,2001)

Difficulty of Customer Evaluation

Most physical goods tend to be relatively high in *search properties*, the characteristics of the product that a customer can determine prior to purchasing it, such as color, style, shape, price, fit, feel, hardness, and smell. Other goods and some services, by contrast, may emphasize *experience properties* that can be discerned only after purchase or during consumption, such as taste, wearability, and ease of handling, quietness and personal treatment. Finally, there are *credence properties* – characteristics that customers find hard to evaluate even after consumption.

Service marketers can help customers overcome some of the unease that they feel before purchasing a service by helping them to match their needs to specific service features and educating them as to what to expect both during and after service delivery. A firm that develops a reputation for considerate and ethical treatment of its customers will gain the trust of its existing customers and benefit from positive word-of-month referrals. (Lovelock.,2001)

Understanding Customer Needs and Expectations

Customers buy goods and services to meet specific needs, and they evaluate the outcomes of their purchases based on what they expect to receive. Needs are deeply rooted in people's unconscious minds and concern long-term existence and identity issues. When people feel a need, they are motivated to take action to fulfill it. (Lovelock.,2001)

How Perceived Quality Relates to Satisfaction

Satisfaction can be defined as an attitude like judgment following a purchase act or a series of consumer product interaction. Most studies are based on the theory that the confirmation or disconfirmation of preconsumption product standards is the essential determinant of satisfaction. So, in a service context, the model argues that customers have certain service standards in mind prior to consumption (their expectations), observe service performance and compare it with their standard, and then form satisfaction judgments based on this comparison. The resulting judgment is labeled *negative disconfirmation* if the service is worse than expected, *positive disconfirmation* if better than expected, and simple *confirmation* if as expected. When there is substantial positive disconfirmation plus pleasure and an element of surprise, then customers are likely to be delighted.(Assael.,1995)

Figure 2.1: Benefits of Customer Satisfaction and Service Quality

Marketing Mix in Service Industry

The Eight components of integrated Service Management

When discussing strategies to market manufactured goods, marketers usually address four basic strategic elements: product, price, place (or distribution), and promotion (or communication). Collectively, these categories are often referred to as the 4Ps of the marketing mix. (E. Jerome McCarthy.,1960). However, the distinctive nature of service performances, especially such aspect as customer involvement in production and the importance of the time factor, requires that other strategic elements be included. To capture the nature of this challenge, we will be using the 8Ps model of *integrated service management,* developed by Bernard H. Booms and May J. Bitner which highlights the strategic decision variables facing managers of service organizations. (Bernard H. Booms and Mary J. Bitner.,1981)

Product Elements. Managers must select the features of both the core product (either a good or service) and the bundle of supplementary service elements surrounding it, with reference to the benefits desired by customers and how well competing products perform. In short, they must be attentive to all aspects of the service performance that have the potential to create value for customers.

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Place, Cyberspace, and Time. Delivering product elements to customers involves decisions on the place and time of delivery as well as on the methods and channels employed. Delivery may involve physical or electronic distribution channels (or both), depending on the nature of the service being provided. Use of messaging services and the Internet allows information based services to be delivered in cyberspace for retrieval by telephone or computer wherever and whenever it suits the customer. Firms may deliver service directly to customers or through intermediary organizations, such as retail outlets that receive a fee or percentage of the selling price to perform certain tasks associated with sales, service, and customer contact. Speed and convenience of place and time for the customer are becoming important determinants in service delivery strategy.

Process. Creating and delivering product elements to customers requires the design and implementation of effective processes that describe the method and sequence of actions in which service operating system work. Badly designed processes are likely to annoy customers when the latter experience slow, bureaucratic, and ineffective service delivery. Similarly, poor processes make it difficult for frontline staff to do their jobs well, result in low productivity, and increase the likelihood of service failures.

Productivity and Quality. These elements, often treated separately, should be treated strategically as interrelated. No service firm can afford to address either element in isolation. *Productivity* relates to how inputs are transformed into outputs that are valued by customers, whereas *quality* refer to the degree to which a service satisfies customers by meeting their needs, wants, and expectations. Improving productivity is essential to keep costs under control, but managers must beware of making inappropriate cuts in service levels that are presented by customers (and perhaps by

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employees, too) Service quality, as defined by customers, is essential for product differentiation and building customer loyalty.

People. Many services depend on direct, personal interaction between customers and a firm's employees (such as getting a haircut or eating at a restaurant). The nature of these interactions strongly influences the customer's perceptions of service quality. (Michael D. Hartline and O.C.Ferrell.,1996p.52-70.) Customer will often judge the quality of the service they receive based on their assessment of the people providing that service. They may also make judgment about other customers they encounter. Successful service firms devote significant effort to recruiting, training, and motivating their personnel. Firms often seek to manage customer behavior.

Promotion and Education. No marketing programs can succeed without effective communications. This component plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times. In service marketing, much communication is educational in nature, especially for new customers. Company may teach these customers about the benefit of the service, as well as where and when to obtain it, and provide instruction on how to participate in service processes.

Physical Evidence. The appearance of building, landscaping, vehicles, interior furnishing, equipment, staff members, signs, printed materials and other visible cues all provide tangible evidence of a firm's service quality. Service firms need to manage physical evidence carefully, because it can have a profound impact on customers' impressions. In services with few tangible elements, such as insurance, advertising is often employed to create meaningful symbols.

Price and Other User Costs. This component addresses management of the expenditures and other outlays incurred by customers in obtaining benefits from the service product. Responsibilities are not limited to the traditional pricing tasks of establishing the selling price to customers, setting trade margins, and establishing credit terms. Service managers also recognize and, where practical, seek to minimize other burdens that customers may bear in purchasing and using a service, including time, mental and physical effort, and unpleasant sensory experiences, such as noises and smells.

The 7Ps of Service Marketing Mix

The basic 4P's of marketing mix seems not covering enough when applied to service product. The marketing of services has to include other special characteristics such as:

- Intangibility; services cannot be touched or stocked. They are to be experienced.

- Inseparability; production, consumption and distribution are simultaneous. 'Production' staffs are also the customer contact.

- Variability; quality is variable and customers tend to use price as an indicator of quality.

- Perceived Risk; customers are less easily convinced of reliability than with a tangible product.(Dibb&Simkin,1994)

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Product

A product is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need (Kotler, 1997). Products that are marketed include physical goods, services, person, distribution, organization, and ideas (Kotler and Amstrong. 1997). Kotler and Amstrong (1997) mentioned each product item offered to customers can be viewed on three levels and each level adds more customer value. The most basic level is the core product, which addresses the question what the buyer really want to buy? It consists of the problem solving services or core benefits that consumers seek when they buy a product. Thus, when designing products, marketers must first design the core benefits the product that will provide to consumers. The second level is the actual product. Actual products may have as many as five characteristics: a quality level, features, design, a brand name, and packaging. The last is augmented product. It offers additional consumer service and benefits such as after sales service, warranty, installation, delivery and credit etc. To customer, all of these augmentations become an important part of the total product.

Assael (1993) states that a product is composed of intangible benefits as well as tangible characteristics. As a result, a product is defined as a bundle of attributes and benefits designed to satisfy customer needs. The fact that consumers seek different benefits means that they will see product differently. Therefore, a product is not a uniform, well-defined entity. The definition of product cites three of its components: the benefits it convey, its attributes, and its support services. The benefits of the product those characteristics consumers see as potentially meeting their needs or saying that product benefits identify the core product, because benefits determine whether the consumer buys it. Product attributes identify the tangible product or actual product coming from desired benefits. Product attributes not only

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include physical characteristics, they are also represented by the package and the brand name. The third element of a product is post-sale support. Many products are purchased on credit. Purchases also sometimes include delivery, installation, warrantees, and service. A product that includes post sales support features is referred to as an augmented product. The augmented product is particularly important in industrial marketing, because many industrial products require post sale support.

Price

Price is the amount of money charged for a product or service. More broadly, price is the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler and Amstrong, 1997). Price is the only one of the 4Ps that produces revenue. Historically, price has been the major factor affecting buyer choice. This is still true in poorer nation, and with commodity products. Thus, when setting prices, the company must consider consumer perceptions of price and how these perceptions affect consumers' buying decisions. The different perception in product or service quality lead to different identifying processes. On the other hand, price itself is a strong indicator of quality in people's minds particularly in the absence of other data (Munroe, 1976). Moreover, Walters and Bergiel (1989) stated price information supplied by business persuade to the extent that they reflect product quality. Buyers rely on price to guide purchases, but price also conveys the social worth of products to people. Price exerts psychological influence on consumers because it appears to the emotions. Consumers as indicating a great quality difference in the two products may perceive a slightly lower price than a competitor's. This response could be the deciding factor in the purchase. Low prices may be influential in causing poor people to purchase or those who are socially conscious. The

emotional response to affordability may cause one to overlook quality considerations related to the purchase.

Hawkins, Best & Coney (1994,p.15) mentioned that price is the amount of money one must pay to obtain the right to use the product. Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced too low might be perceived as having low quality. Therefore, setting a price requires a through understanding of the symbolic role that price plays for the product and target market in question.

Distribution

Distribution channel is a set of interdependent organizations involved in the process of making a product or service available for use or consumption (Kotler, 1997). A marketing channel performs the work of moving goods from producers to consumers. It overcomes the time, place, and possession gaps that separate goods and services form those who need or want them. (Kotler and Amstrong, 1997). Marketing channel involves transportation and storing goods, acquiring and using funds to cover the costs of the channel work, and assuming the risks of carrying out the channels work (Hutchison E., 1987). Marketing channel plays a role in developing and spreading persuasive communications about an offer and finding and communicating with prospective buyers. Marketing channel helps marketers to shape and fit the offer to the buyer's needs and reach an agreement on price and other terms of the offer so that ownership or possession can be transferred.

Walters and Bergiel (1989) mentioned that the marketing channel is important to consumers because it determines the conditions under which the consumer must shop. One important benefit of channel operations is to adjust, in the mind of

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consumers, the total product more nearly to consumers wants. Another benefit of channels is to adjust the total cost of the product. The ability to communicate store personality makes a substantial contribution to customer convenience during the search for information. Marketing channel also provide psychic satisfaction. Some effects of store operations on consumers cannot be explained by any specific actions taken by the firm. The shopper may just feel comfortable in the store. We refer to this as psychic satisfaction. Psychic satisfaction experience during the consumer's search. Boone and Kurtz (1992) suggested distribution channels for services are largely due to the intangibility of services. The service marketer is less concerned with storage, transporting, and inventory control and typically employs shorter channels of distribution. Another consideration is the need for continuing personal relationships between performs and users of money services. Consumers will remain clients of the same insurance agents, banks, or travel agents if they are reasonably satisfied.

Promotion

Promotion is any form of information, persuading, or reminding potential customers about the firm or its products and services (Walters and Bergiel, 1989). Promotion involves any technique, under the control of a seller that can communicate favorable, persuasive information about that seller's product to potential buyers, either directly or through others who can influence purchase decisions. The two main purposes in doing promotional business are to change attitude and behavior and to strengthen the loyal customers to keep on doing what they are doing. After a company has designed a product and offer to match the wants of its target market segment, it needs to communicate this offer to buyers and persuade them to try it. Promotion is typically designed to induce consumers to purchase the firm's product because consumers have a wide selection of products within most product categories. There

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are four main tools, which may be used to achieve these goals advertising, personal selling, sales promotion, and public relations.

Personal selling is a form of person-to-person communication in which a seller attempts to persuade prospective buyers to purchase the company's products or services but nowadays increasingly telephone sales and other forms of electronic communication are being used (Shimp A., 1997).

Advertising involves either mass communication via newspapers, Magazines, radio, television, and other media such as billboards or direct communication that is pinpointed to each business-to-business customer or ultimate consumer (Shimp A., 1997).

Sales promotion consists of all marketing activities that attempt to stimulate quick buyer action, or immediate sales of a product (Shimp A., 1997). In comparison, advertising is designed to accomplish other objectives, such creating brand awareness and influencing customer attitudes. Sales promotions are directed both at the trade (wholesaler and retailers) and consumers.

Publicity, like advertising, describes non-personal communication to a mass audience; but unlike advertising, the sponsoring company does not pay for advertising time or space (Shimp A., 1997). Publicity usually assumes the form of news items or editorial comments about a company's products or services.

To address the special difficulties of services marketing 3 more 'Ps' can be added in the marketing mix:

People. Staff selection, motivation and particularly customer care training are critical.

Physical Evidence. The décor and ambience are very much part of the product offer as are customer testimonials and celebrity endorsement.

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Process. The efficiency of the process is what provides the benefits for the customer. Efficiency can be monitored by measures of performance, e.g. based on satisfaction questionnaires and 'mystery customer' surveys. (Dibb and Simkin , 1994).

Sandra Luxton (2001) stated that services often require a different marketing strategy because of the characteristics, which make them distinct from products. In order to manage these characteristics, service marketers developed the 7P framework. As well as the original four P's, product, price, place and promotion, which still apply to services, the extra 3P's, are people, process management and physical evidence have been to the marketing strategy. These 3 groups need to be managed in order to deliver a quality service that will satisfy customer needs.

People are customers of the organization as well as the service personnel and other customers.

Process Management is how the service is delivered to the customer. Process management is making sure that all this happens effectively and efficiently.

Physical evidence is what the customer can sense physically that contributes to their perception of the service. Physical evidence comes in two kinds, essential and peripheral. *Essential* is that evidence you cannot do without for the service to take place and *peripheral* evidence refers to anything else consumers will view and evaluate as part of the service quality.

According to theories, which are service, theory and marketing mix theory. Service is the intangible product. There are many different tangible product forms such as the characteristic of product or the strategy. As usual, both tangible and intangible product must be having a strategy element. In tangible products, marketer usually addresses four basics strategy elements. Lovelock said that strategies elements

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or marketing mix for service products would be using the 8Ps model of intergraded service management.

Another author stated that strategies elements or marketing mix for service products would be using the 7Ps model. TA Freephone 1-800 service is a intangible service, this study of the attitude of using TA Freephone 1-800 service toward marketing mix. It is very useful to use 7Ps strategy model to analyze TA Freephone 1-800 service. To use 7Ps model of service management is a way to conceptualize the business, define business strategy and format competitive analyses. The three additional Ps broaden management's perspective toward what they are setting and how they want to delivery goods and service. To use 7Ps analyze the attitude of corporate user toward TA Freephone 1-800 service can form and know the implication of this service. Then, it will be reach the researcher objectives of this study.

Attitudes

Definition of Attitudes

Hoyer & Macinnis(1984) define, An **attitude** is a "relatively global and enduring *evaluation* of an object, issue, person," or action. Attitudes are overall evaluations that express how much we like or dislike an object or an action. Attitudes are learned, and they tend to persist over time. Attitudes reflect the overall evaluation of how much we like the concept based on the set of associations linked to it, we also have attitudes toward brands, product categories, ads, people, countries, types of stores, and activities.

Zimbardo & Leippe (1991), attitudes, is an evaluative disposition toward some object based upon cognitions, affective reactions, behavioral intentions, and past behaviors... that can influence cognitions, affective responses, and future intentions and behaviors.

Jagdish N. Sheth, Bonwari Mittal, and Bruce I. Newmen (1999), *attitudes* are consistent inclinations- whether favorable or unfavorable that people hold toward products, services, people, place, or events. They can be more formally defined as learned predispositions to respond in a consistent manner in respect to a given object.

Rachelle (1998), *an attitude* is an evaluative reaction toward a person or thing. Because it composed of affective, behavioral, and cognitive dimensions, an attitude is an efficient means of assessing one's environment. Attitudes have also proven to be useful constructs for psychological investigation, and have been a key component in social psychological research.

Source of Attitudes

Jagdish N. Sheth, Bonwari Mittal, and Bruce I. Newmen, (1999) said that there are three major sources of forming attitudes, they are personal experience with objects, social interaction, and exposure to mass media.

Personal Experience with Objects: We constantly touch, taste, feel, try on , or examine objects we encounter. Asked on this contact, we evaluate objects in our environment and form attitudes toward them. Marketers induce trials so that we can experience products and their benefits firsthand before purchasing them.

Social Interaction: People tend to acquire attitude through social interaction, like family members, friends, neighbors, and colleagues. Social groups, peer groups, and work groups are also influential in molding a wide range of product and service

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related attitudes. Many young people today choose to get a tattoo or have their body pierced mainly to fit into and gain acceptance by their peer group.

Exposure to Mass Media: No one has ever been exposed to so much information as the present generation. The multitude of broadcast and cable networks, radio stations, computer networks, newspapers, magazines, telephones, faxes, and mail services have exposed us all to amounts of information no one ever thought possible. Events in other parts of the world are immediately communicated around the globe. With such an outpouring of information, the influence of mass media on attitude formation and change cannot be underestimated. Most products today have become equally universal; they are found in just about every country.

Structural Models of Attitudes

There are many structural models of attitudes such as single component of attitude (Engel & Blackwell, 1993), three components of a attitudes (Engel & Blackwell, 1993), and multiattribute attitude models (Engel & Blackwell, 1993). Each model has its characteristic for measuring consumer's attitude toward product or brand. In this research, the researcher selected three components of attitudes as a structural model of attitudes for measuring corporate user's attitude toward TA Freephone 1-800 service.

Three Components of Attitudes

Attitudes have traditionally been viewed as consisting of three components: cognitive, affective, and conative. A person's beliefs about some attitude object reside within the cognitive component. The affective component represents a person's like or dislike of the attitude object. The conative component refers to the person's action or behavioral tendencies toward the attitude object (James F. Engle, Roger D. Blackwell and Paulw. Miniard, 1993,p.322).

Figure 2.2: The components of attitudes
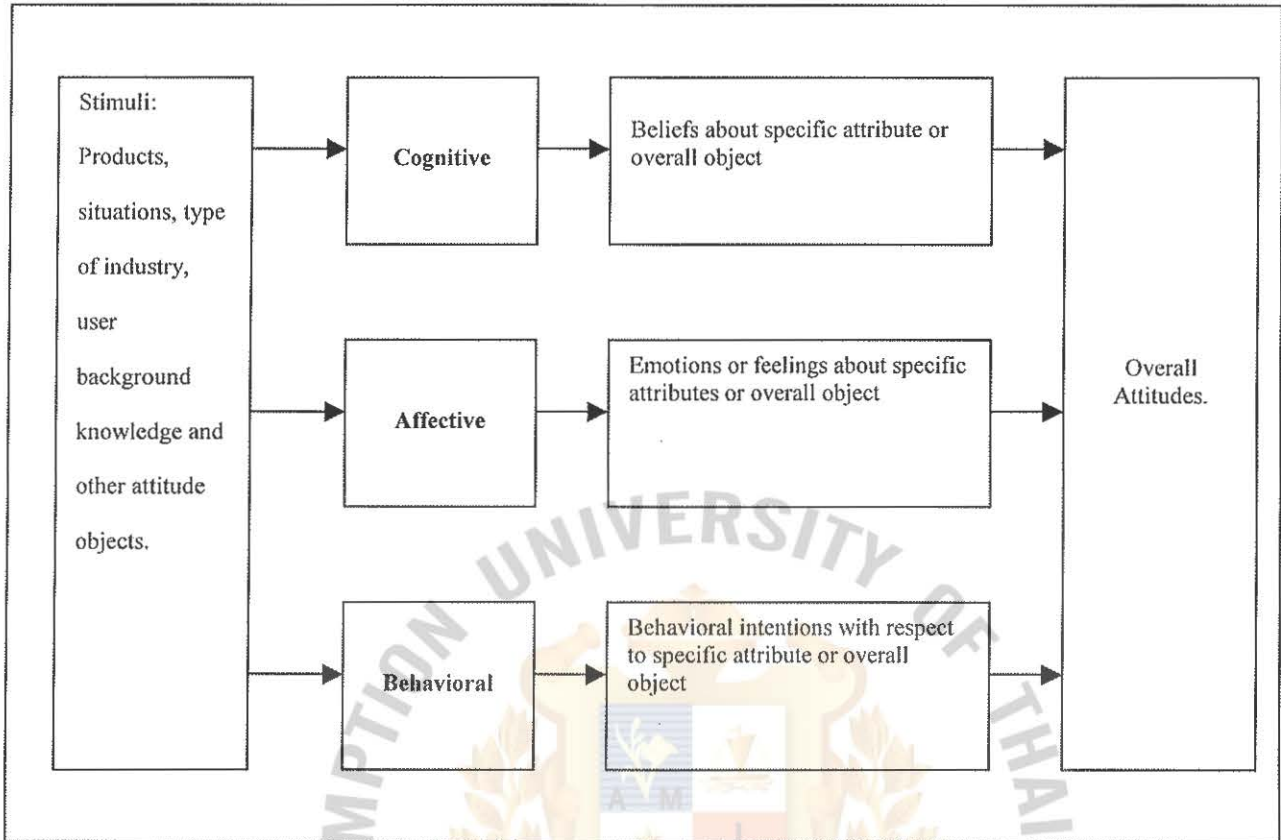
Source: Adapted from Dell. Hawkins, Roger J. Best and Kenneth A. Coney: 1994,p.356

Cognitive component

The cognitive component consists of a consumer's beliefs about an object. It is important to keep in mind that beliefs need not be correct or true. The more positive beliefs are associated with a brand and the more positive each belief is, the more favorable the overall cognitive component is presumed to be (Del I. Hawkins, Roger J. Best and Kenneth A. Coney: 1994).

John C. Mowen and Michele Minor (1998) explained that consumer beliefs are all knowledge a consumer has and all the inferences a consumer makes about objects, their attributes, and their benefits. Objects are the products, people, companies, and things about which people hold beliefs and attitudes. Attributes are

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the characteristics or features that an object may or may not have. Two broad classes of attributes have been identified. Intrinsic attributes are those that pertain to the actual quality of a product, while extrinsic attributes are those that apply to external aspects of the product, such as its brand name, packaging, and labeling. Finally, benefits are the positive outcomes that attributes provide to the consumer.

Affective component

Affective includes feeling or emotional reaction to an object represents the affective component of an attitude. A consumer who state, "I like…" is expressing the results of an emotional or affective evaluation of this brand. These attitude statements imply an overall evaluation of the product (Del I. Hawkins, Roger J. Best and Kenneth A. Coney: 1994).

Behavioral component (Conative)

The behavioral component of an attitude is one's tendency to respond in a certain manner toward an object or activity. A series of decisions to purchase or not purchase or to recommend it or other brands to friends would reflect the behavioral component of an attitude (Del I. Hawkins, Roger J. Best and Kenneth A. Coney 1994).

Jagdish N. Sheth, Bonwari Mittal, and Bruce I. Newmen (1999), *the traditional model of attitudes*, called the tricomponent model, expresses this interrelationship and posits that attitudes consist of three components: *cognitive, affective,* and *behavioral* or *conative*. A schematic diagram of the traditional model of attitudes appears in Figure2.3

Figure2.3: Schematic conception of attitudes; The Traditional Model
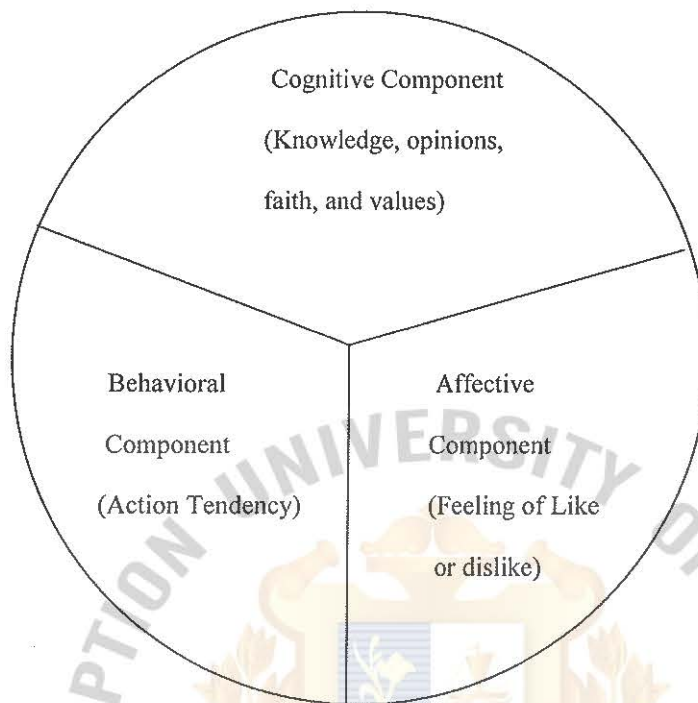
Source: Jagdish N. Sheth, Bonwari Mittal, and Bruce I. Newmen(1999)) , *the traditional model of attitudes*, called the tricomponent model.

Cognitive Component

The cognitive component is what we think we know about an attitude object. Attitudes are beliefs could be based on knowledge, opinion, faith, or value systems.

Affective Component

The affective component of an attitude includes feelings of like or dislike, representing our reaction to the cognitive aspect of the attitude.

Behavioral or Conative Component

The behavioral or conative component of an attitude represents our tendency to response in a certain way, as an expression of the favorable or unfavorable feelings formed earlier. The behavioral component may take the form of *overt behavior.*

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Component consistency

Figure2.4 illustrates a critical aspect of attitudes; all three components tend to be consistent. This means that a change in one attitude component tends to produce related changes in the other components. This tendency is the basis for a substantial amount of marketing strategy.

Figure 2.4: Attitude Component Consistency
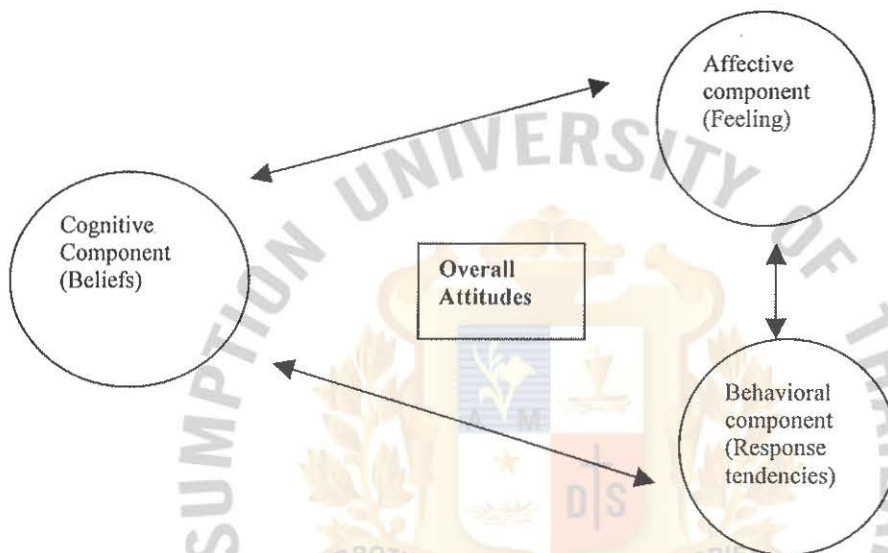
The Importance of Attitudes

Attitudes are important because they serve functions. They (1) guide our thoughts (the cognitive function), (2) influence our feelings (the affecting function), and (3) affect our behavior (the conative function).(Hoyer Wayne D,1984)

The Characteristics of Attitudes

Attitudes can be described in terms of five main characteristics. Attitudes can be described in term of their **favorability** how much we like or dislike an attitude object. However, several additional characteristics can also be used to describe attitudes. One is **attitude accessibility.** An accessible attitude is one that can be easily and readily retrieved from memory. Attitudes can be described in term of their **attitude confidence** or **strength** as well. Attitudes may also vary in their **persistence**

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or endurance. Finally, attitudes can be described in term of their **resistance** to subsequent change. (Hoyer Wayne D, 1984)

When do attitudes predict behavior?

The marketers are interested not only in how attitudes are formed and can be changed but also in knowing whether, when, and why attitudes will *predict behavior*. Therefore, it is also useful to consider what affects the attitude behavior relationship.

1. *Level of Involvement/Elaboration.* Attitudes are more likely to predict behavior when cognitive involvement is high and consumers elaborate or think extensively about the information that gives rise to their attitudes.

2. *Knowledge and Experience.* Attitudes are more likely to be strongly held and predictive of behavior when the consumer is knowledgeable about or experienced with the object of the attitude (i.e., has high ability).

3. *Accessibility of Attitudes.* Attitudes are more strongly related to behavior when they are accessible or "top-of-mind." Conversely, if an attitude cannot be easily remembered, it will have little effect on behavior. Direct experience (product usage) generally increases attitude accessibility for attributes that must be experienced (e.g., tasted, touched), whereas advertising can produce accessible attitudes for search attributes (e.g. price, ingredients, etc.), especially when there are high levels of repetition.

4. *Attitude Confidence.* Confidence tends to be stronger when the attitude is based on either a greater amount of information or on more trustworthy information. And when we are confident, our attitudes are more likely to predict our behaviors.

5. *Specificity of Attitudes.* Attitudes tend to be good predictors of behavior when we are very *specific* about the behavior that they are trying to predict.

6. *Situational Factors.* Intervening situational factors can also prevent a behavior from being performed and can thus weaken the attitude-behavior relationship.

7. *Normative Facto*   'ormative factors are also likely to affect the attitude-beh   'ie normative beliefs and motivation to comply will   vior relationship.

   'n personality types are more likely to exhibit   ..ationships. Individuals who really like to think   .. evidence stronger attitude behavior relationships because their ..utudes will be based on high elaboration thinking. Also, people who are guided more by their own internal dispositions (called low self-monitors) are more consistent attitude behavior relationship. People who are guided by the views and behaviors of others (called high self-monitors), on the other hand, try to change their behavior to adapt to every unique situation. Thus, a high self-monitor might choose a different beer depending on the situation; a low self-monitor would choose the same beer regardless of the circumstances. (Fishbien Martin, 1967)

Attitude Change Strategies

Marketers use a number of strategies that stem from the information processing model in order to change consumer attitudes. These include making direct comparisons against competitive brands, highlighting present brand attributes, adding new attributes, providing knowledge of alternatives or consequences, and changing the relative values of brand attributes.(Hawkins Del & Coney,1995)

Making Comparisons Against Competition

The comparison strategy attempts to change beliefs about the company's products in relation to those of competitors by emphasizing its advantages against competing brands. Comparative advertising, used in many cases to accomplish this objective, presents the company's product along with another competing brand mentioned by name; the message explains how the company's product is better in some way that the other brand.

Emphasizing Brand Attributes

The second strategy for changing attitudes centers on enhancing consumer knowledge of certain attributes or features of the brand. This communication strategy highlight less familiar attributes to create a positive disposition toward the brand.

Adding New Attributes

Another strategy for changing attitudes is to add one or more new attributes to the product in an attempt to increase its attractiveness.

Providing Knowledge of Alternatives or Consequences

Providing consumers with evidence, facts, or figures that allow to make an informed choice between existing alternatives is another strategy for changing attitudes. Through this exercise in logic, consumers can determine which alternative is best for them.

Changing the Relative Value of Attributes

Still another approach to changing attitudes toward a product attempts to shift the relative values of specific attributes the product processes. (Hawkins Del & Coney, 1995)

Measurement of Attitudinal Components

There are many varieties of techniques for measuring attitudes such as rating ranking, sorting, and choice technique. Generally, rating scales are the most common practice to measure attitude. Further, the affective, cognitive, and behavioral components of attitude may be measured by different means (William G. Zikmund, 2000).

Hawkins, Best & Coney (1992) explained that purchase and use behavior at the brand level are predicted most accurately by overall measures of brand liking or affect. However, since components of attitudes are often an integral part of a marketing strategy, it is important that we are able to measure each component.

The cognitive component is measured by the beliefs consumers have about product attributes. Naturally, a lack of product knowledge as well as inaccurate knowledge could hinder the development of a positive overall attitude toward product attributes. The affective or evaluative component is how consumers feel about the product. Finally, the behavioral component is often the strength of intentions to buy on the next purchase occasion or by past purchases.

To have a successful in business, the company should be develop and market innovative products and services. It is essential for company to analyze consumer behavior to understand the attitudes of them.

Attitudes is one factor that very important for both marketer of public policy and marketers alike in their effort to anticipate and influence human behavior. There are several meanings of attitudes. It can be the evaluation of an object, issue, person or action to express how much we like or dislike, favorable or unfavorable.

As we know, there are many structural models of attitudes. The three components is a model that compare with cognitive, affective and behavioral or

conative. The cognitive component is the knowledge, belief, and opinion through product or service. The affective component concerns in the feeling, emotion and reaction toward product and services. The last component is behavioral or conative components, which is an action tendency or intention toward products and services.

For three components of the attitudes theory can find the strong point or weak point of the product or service. It helps us know about the consumer's knowledge of product, how customers feel with our products or services, and customer's intention of our product or services. After we know overall attitudes of customer, we will know the real needs of customers that are very useful to use it for developing the product or service to be better. Moreover, knowing the overall attitudes of customer whether good or bad attitudes, it will be useful to find the strategy to improve the product or service for customer. After using strategy changing customer attitude, it will make company have increase productivity and increase income.

Knowledge about Freephone 1-800 service

What is Freephone 1-800 service?

Freephone 1-800 service is the service that allows the caller to make long distance calls free of charge while the receiving party is charged for the cost of such calls.

Benefit of Freephone 1-800 service

Due to highly competitive market in service industry investors must find ways to operate their business with high flexibility, speed and response to the customer needs efficiently. Special benefits provided by Freephone 1-800 services to customer are as followed:

- Increase Call Center Productivity

- Enhance Customer Service

- Increase business Opportunity

Current market situation

Freephone 1-800 service is one of the value added service of fixed line telephone which creates new sources of revenue to service providers. TOT is one of the service providers in Thailand. At the beginning of time TOT provided Toll Free 088 service for the customer. Toll Free 088 services weak point is that the network of Toll Free 088 service does not cover all of the country. Then, TOT switched to Freephone1-800 service that has full area coverage in Thailand. In the year 2001, there were 800 person subscribers to the services and more than 1,000 persons in the year 2002. TA (TelecomAsia Co., Ltd.) is one of Freephone service provider who has 64 corporate users in year 2002.

Competitor's Environment.

There are only 2 providers of basic telecommunication infrastructure (The fixed lines telephone) in Thailand. They are TOT and TelecomAsia.

Freephone 1-800 service providers in Thailand.

1.Telephone Organization of Thailand (TOT)

The first service provider Toll Free Service 088 and Freephone 1-800 service.

- Toll Free 088 offers only to numbers having the Stored Program Control (SPC) system within the Metropolitan area. In 1998, there were 33 more subscribers to this service. At the end of September 1998 the number of customers subscriber to this service totaled to 318 persons in all. There are some weak point of Toll Free 088 service, then TOT developed new completed technology and transferred to serve customer that is Freephone 1800 service.

- Freephone 1-800 service is the new technology, which is an improved version of Toll Free 088 with the same communication system, but can offer more services than Toll Free 088. The limitation of Toll Free 088 is the area coverage, which is only in Metropolitan whereas the Freephone 1-800 can serve anywhere in the country. Freephone 1-800 service is beneficial to businesses in promoting their products to client and resulting in creating good image.

Service Rate:

There are three parts of Freephone 1-800 service rate, which are the initial payments, monthly fees and the usage fees. All the cost will be charged to the service providers.

- Initial payment of 1,000 Baht for registration (For new Free Phone 1-800)
- Monthly fee of 120 Baht per line
- Call will be charged as standard rates from anywhere.

2. TelecomAsia Co., Ltd. Corporation (TA)

TA Freephone 1-800 service, value-added service for TA's fixed lines, is one of Intelligent Network Services that allows call cost to be charged to TA Freephone 1-800 service customers instead of callers. Calls can be both local calls and distant calls (International calls, calls from mobile phone, and calls from PCT are inaccessible). By the Intelligent Network, TA Freephone 1-800 service provides the highest efficiency as well as highest security in servicing. Furthermore, with several optional service features, a TA Freephone 1-800 service

customer also gains multibenefits from flexible management that he/she can maneuver in accordance with his/her need.

How to Call TA Freephone 1-800 service

The method of calls is very simple. The caller only dials 1-800 and follows by 6 digit number, which is the number of destination that a TA Freephone 1-800 service customer can assign according to his/her request. If the TA Freephone 1-800-service number is 295-555, for instance, callers have to dial 1-800-295-555 to call a particular TA Freephone 1-800 number.

Optional Services Features of TA Freephone 1-800 service.

Besides the basic service of TA Freephone 1-800 service, there are numerous optional service features, classified into 4 types, which enhance the performance of customer contacts and also provide the diverse abilities in servicing.

1. **Call Screening**

This feature is designed to screen callers' numbers so that a TA Freephone1-800 service customer receives only willing-to-receive numbers. There are 2 functions available in this feature: Authorization Code and Originate Call Screen.

1.1 Authorization Code (AUTZ) This function allows the TA Freephone 1-800 service customer to screen received calls by requesting a personal identification number

1.2 Originate Call Screen (OCS) This function allows the TA Freephone 1-800 service customer to specify the origins of numbers to be received or not. For instance, as specified before, the callers who have area code of 077 cannot access a particular TA Freephone number.

2. Call Routing

With this feature, calls will be routed according to the call routing program designed by the TA Freephone 1-800 service customer. There are 4 functions included in this feature, they are Time Dependent Routing, Originating Dependent Routing, Call Distribution, as well as Originating User Prompt.

2.1 Time Dependent Routing (TDR) This function allows the FPH customers to route calls to different destination based on the time of day and the day of week. The FPH customers can make direct call, which are made on a specified day to a particular location, or can change destinations depending on each time zone of day or day of week. For instance, if calls are made during non-business hours, they can be routed to a head quarter so TDR can eliminate the need for around the clock service at all locations.

2.2 Originating Dependent Routing (ODR) This function route calls to the appropriate destination based on the calling user's geographical area. The FPH customers can device service user according to originating area and can decide destination to receive calls from any area.

2.3 Call Distribution (CD) This function distributes calls on a percentage basis to multiple destinations. The FPH customers can predetermine the percentage of calls to be routed to each destination.

2.4 Originating User Prompt (OUP) This function allows the FPH customers to define their own customized announcements. Therefore, calls are routed based on the option that the callers select in response to an announcement provided over the telephone.

3. Advanced Function

To ensure that the TA Freephone customer will not miss any calls because every call is very important to the customer's business, Advanced Function, the optional service feature for managing attempting calls, have 3 functions to handle this, including Call Forwarding on Busy / No Answer, Call Limit, and Call Queuing.

3.1 Call Forwarding on Busy / No Answer (CF) This function allows calls to be forwarded to another specified number when the first destination is busy or not attended.

3.2 Call Limit (LIM) This function can specified the maximum number of calls that can simultaneously terminate to a destination.

3.3 Call Queuing (QUE) This function allows calls to be queued when all the lines are busy at the called destination. Call destination is established as soon as the destination becomes available. The FPH customers can specify the maximum numbers of calls that can simultaneously terminate to a destination. A customized announcement can be prepared to tell the caller that can be prepared to tell the callers that his or her call is in the queue.

4. Optional Service to Design Other Optional Services

In management, flexibility is as important as intelligence. Optional Service to Design Other Optional Services, therefore, is offered to the TA Freephone customers so they are able to design their own program, up to 10 program, and to easily change their whenever they want. There are 2 functions included in this feature: Command Routing and Customer Profile Management.

4.1 Command Routing (CMDR) This function enables service customers to build up to 10 different routing plans by combining the other routing functions.

4.2 Customer Profile Management (CPM) TA Freephone customers can change routing plans according to their requirements whenever they want.

Benefits of Using TA Freephone

TA Freephone 1-800 service is a service created to help the company to have good image and good service for customers.

- **Increase Call Center Productivity**

Call centers both large and small are critical components of the marketing efforts for many leading-edge companies' marketing efforts. TA Freephone 1-800 service programs help them operate at peak performance by the use of automated call routing, ensuring the caller is directed to the right location the first time. It allows agents to efficiently handle those needing personal attention.

- **Enhance Customer Service**

Satisfied customers are loyal customers, so it pays to resolve their concerns quickly. TA Freephone 1-800 services let you deliver service more efficiently. One Freephone number provides a convenient, single point of contact for all the customers needs. For example, callers can reach customer service, technical support, or purchase products.

- **Increase Business Opportunities**

Even though you may have several destinations, your customers contact you via only one Freephone 1-800 number. The more convenient of customer contacts, the greater opportunities of your business. Moreover, your customers won't definitely be abandoned. This means your cost will be very high? No, with TA

Freephone 1-800 service you won't miss any customer calls and don't have to pay high cost simultaneously.

With TA Freephone 1-800 service, your products are more attractive to customers since they don't have to pay for any call costs. Therefore, response from customers, which means "Business Opportunity", increases. Furthermore, TA Freephone 1-800 service provides you more marketing channel. As everyone knows, more marketing channel means more selling opportunities. Thus, TA Freephone 1-800 service is one of the best alternatives that you should not look over.

Tariff Rates

TA Freephone 1-800 service has a tariff rate as follow:

- Access Charge   1,000.Baht / FPH number

- Optional Service Feature   20 Baht- / Monthly / Feature

- Change service charge   30 Baht/ time

- Usage Charge

    - The rate for a local call 3 Baht / call or 1 Baht / minute

    - The rate for a long distance 3-12 Baht / minute

Target Customers

The target customers of TA Freephone 1-800 service are business customers who want to raise their customer service's quality and efficiency. The customers of these business don't have to pay any call cost occurred, but the TA Freephone 1-800 service customers who are business owners will pay instead. A TA Freephone 1-800 number can also be applied for internal communication. For instance, if a company has sales department that require sales representatives to regularly go up countries, the

communication of that company will be efficient and convenient by using TA Freephone.

Previous Studies related to the Research

TelecomAsia studied " **Corporate-Users toward Toll free and Freephone 1-800 in Thailand**" .The corporate survey was conducted with 203 companies from various business segment including banking, healthcare, trading, transportation, communication, manufacturing, service and entertainment. In term of corporate users respondents were asked to indicate the awareness towards toll free and Freephone 1-800 service including knowledge, interest and current use of Freephone 1-800 service.(IDC Thailand,2000)

Perception towards Toll Free Service

Toll Free Service 088 is a free long distance call which government and corporate provide to their customer and public for calling government units and company from anywhere including Bangkok and up country area free of charge by supporting call fee from government and corporate.

Awareness towards Toll Free Service

Respondents were asked about awareness towards toll free service and 45.81% of the respondents knew toll free service. Comparing respondents among each segment, respondents from wholesale/retail, Transportation, bank/finance/insurance, manufacturing and service segment knew toll free service accounting for 42.11%, 53.85%, 48.28%, 40.00% and 37.84%, respectively.

Most respondents knew toll free service as a long distance call which they can access companies free of charge, dial 088 and then press the number respondents need, which is paid by the companies

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67.94% of the respondents did not know about free phone service and 32.26% of them were aware of free phone service. Out of the 32.26% who knew about the service, 50.00% of them were from communication/utility/government sector followed by 43.75% of them from wholesale/retail sector and 42.86% each from hospital/healthcare and manufacturing segments.

The 93 respondents who knew toll free phone were further asked on free phone service. It was found that 32.26% of the respondents knew free phone service. 43.75% of them came from wholesale/retail segment followed by 42.86% of them from the manufacturing segment.

Most of the respondents who knew the free phone service mentioned it as a call, which can be made to corporate companies free of charge. They also know it as a service where corporate companies provide service to customers by way of giving them access to companies information free pf charge for, which the companies pay the service charge. Respondents also understand free phone service as a call that can be made from anywhere free of charge including outside Thailand.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter aims at forming and elaborating the conceptual model, generating all hypothesis statements that will be tested and also providing the information of concepts and variables operationalization.

Theoretical Framework and Elaboration on The Conceptual Model

Theoretical Framework of Structural Models of Attitudes

There are many structural models of attitudes such as single component of attitude, three components of an attitude, and multiattribute attitude models. (Engel & Blackwell, 1993), Each model has its characteristic for measuring consumer's attitude toward product or brand. In this research, the researcher selected three components of attitudes as a structural model of attitudes for measuring corporate user's attitude toward TA Freephone 1-800 service.

Three Components of Attitudes

Attitudes have traditionally been viewed as consisting of three components: cognitive, affective, and conative. A person's beliefs about some attitude object reside within the cognitive component. The affective component represents a person's like or dislike of the attitude object. The conative component refers to the person's action or behavioral tendencies toward the attitude object (James F. Engle, Roger D. Blackwell and Paul w. Miniard, 1993,p.322).

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Figure 3.1: Theoretical Framework; The components of attitudes

Cognitive component

The cognitive component consists of a consumer's beliefs about an object. It is important to keep in mind that beliefs need not be correct or true. The more positive beliefs are associated with a brand and the more positive each belief is, the more favorable the overall cognitive component is presumed to be (Del I. Hawkins, Roger J. Best and Kenneth A. Coney: 1994,p.356).

John C. Mowen and Michele Minor (1998, p.242) explained that consumer beliefs are all knowledge a consumer has and all the inferences a consumer makes about objects, their attributes, and their benefits. Objects are the products, people, companies, and things about which people hold beliefs and attitudes. Attributes are

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the characteristics or features that an object may or may not have. Two broad classes of attributes have been identified. Intrinsic attributes are those that pertain to the actual quality of a product, while extrinsic attributes are those that apply to external aspects of the product, such as its brand name, packaging, and labeling. Finally, benefits are the positive outcomes that attributes provide to the consumer.

Affective component

Our feeling or emotional reaction to an object represents the affective component of an attitude. A consumer who states, "I like..." is expressing the results of an emotional or affective evaluation of this brand. These attitude statements imply an overall evaluation of the product (Del I. Hawkins, Roger J. Best and Kenneth A. Coney:1994 ,p.358).

Behavioral component (Conative)

The behavioral component of an attitude is one's tendency to respond in a certain manner towards an object or activity. A series of decisions to purchase or not or to recommend other brands to friends would reflect the behavioral component of an attitude (Del I. Hawkins, Roger J. Best and Kenneth A. Coney:1994, p.359).

Elaborating The Conceptual Model

The conceptual model consists of many variables. Independent variables include marketing mix of TA Freephone 1-800 service (Product, Price, Place, Promotion, Physical evidence, Process and People). Dependent variables include the overall attitudes of corporate user towards TA Freephone 1-800 service.

The researcher developed the conceptual model by relating the theories of attitude model (Figure3.1) and marketing mix towards TA Freephone 1-800 service. The conceptual model of this research is presented in Figure 3.2

Figure 3.2: Conceptual Model of The Attitudes of corporate users toward TA

Freephone 1-800 service in manufacturing and service industries.

Corporate users in manufacturing industry and Service industry.	⇒	The 7Ps of Service Marketing Mix -Product -Price -Place -Promotion -Physical Evidence -Process -People	⇒	The attitudes of corporate Users toward TA Freephone 1-800 service in manufacturing industry and service industry.

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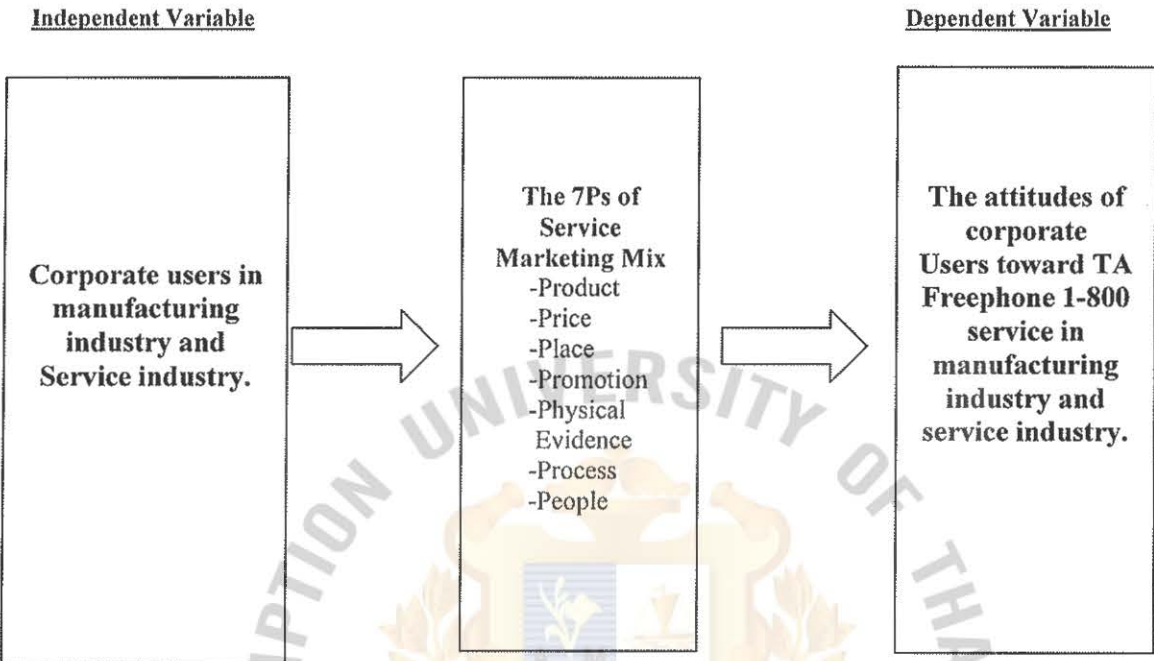
Hypothesis Statement

Hypotheses are generated after the conceptual model to find the result that the researcher would like to know about corporate users attitude toward marketing mix of TA Freephone 1-800 service. The hypotheses are divided into 2 groups.

The hypothesis in group one focuses on the marketing mix variables and the attitudes of corporate users toward TA Freephone 1-800 service variable in manufacturing industry.

The hypothesis in group two focuses on the marketing mix variable and the attitudes of corporate users toward TA Freephone 1-800 service variable in service industry.

Hypotheses Group 1: The marketing mix variable and the attitude of corporate users toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 1:

H1o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

H1i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 2:

H2o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the

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corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

H2i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 3:

H3o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

H3i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 4:

H4o. There is no relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

H4i. There is a relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 5:

H5o. There is no relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

H5i. There is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis Group 2: The marketing mix variable and the attitudes of corporate users toward TA Freephone 1-800 service variable in service industry.

Hypothesis 6:

H6o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

H6i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Hypothesis 7:

H7o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

H7i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

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Hypothesis 8:

H8o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

H8i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Hypothesis 9:

H9o. There is no relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and people) and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

H9i. There is a relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and people) and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

Hypothesis 10:

H10o. There is no relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

H10i. There is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

Concept and Variable Operationalization

This section is concerned with the definition and the measurement of concept of each variable. For the conceptual definition, it gives meaning to a concept by specifying the activities to measure. It helps the researcher to specify the rules for assigning numbers. The properties of the scale of numbers may allow the researcher to add, subtract, or multiple answers. There are a great many scales or number systems. It is traditional to classify scales of measurement on the basis of the mathematical comparisons that are allowable with these scales. (William G. Zikmund, 2000,p.275).

Table3.1: Table of Independent Variables Operationalization

Independent Variables

Concept	Conceptual Definition	Conceptual Component	Level of Measurement
Business Industry	-Manufacturing Industry	-Chemical Pharmacy -Factory - Food and beverage	Nominal Scale
	-Service Industry	- Advertising -Airlines Telemarketing -Banking -Communication -Healthcare -Insurance - Property	Nominal Scale
The Service Marketing Mix	- Product	-Use for business requirement -Use for business solution -Use for enhance business competency -Use for increased business productivity -Use for customer pleasure	Interval Scale

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	- Price	-Reasonable price	Interval Scale
		-Compare service fee and quality	
		-Consider price shown	
	-Place	-Apply through direct sales	Interval Scale
		-Apply through call center	
		-Apply through internet service	
	- Promotion	-Ad campaigns are seen frequently	Interval Scale
		-Various media provide the information	
		- Various promotion	
	- Physical evidence	- Name recognition	Interval Scale
		- Site reference	
		- ISO 9002	
	- Process	-Process complication	Interval Scale
		-Solution process	
		-Coverage information	

	- People	-Information provided by sales representatives.	Interval Scale
		-Adequacy of information provided by sales representatives.	
		-Knowledge of sales representatives.	

Table 3.2: Table of Dependent Variables Operationalization

Dependent Variables

Concept	Conceptual Definition	Conceptual Component	Level of Measurement
Attitudes	- Cognitions	- Service reliability -Service economically - Service customization	Interval Scale
	- Affective	-Good feeling with service -Happiness with service -Overall favorability	Interval Scale
	- Conations	-TelecomAsia's preference of usage -Recommendation to other -Trial of other service provider	Interval Scale

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CHAPTER 4

RESEARCH METHODOLOGY

Since this research is to study in attitudes of corporate users toward TA Freephone 1-800 service of TelecomAsia Co.,Ltd in manufacturing and service industries, only the corporate users in Bangkok area who have usage experience, are selected as its respondents.

The following are the collection and analysis of the attitude of person who work in the organization that use TA Freephone 1-800 service. They are divided into 5 sections. Section one explains about research method. Section two is about the respondents and procedures. Section three concerns about instruments/questionnaires Section four informs about collection of data and data gathering procedures. The last section is about the statistical method for data analysis.

Research Methods

The knowledge about the influence of marketing mix factors that effect attitudes of TA Freephone 1-800 service would be derived from the data collection and the data analysis of the attitudes of its users.

Gathering of the data, survey technique is deployed because it is a method of primary data collection based on communication with a representative sample of individuals. Survey provides a quick, inexpensive and efficient outcome.

Research methodology uses both the descriptive research and quantitative research. The descriptive statistics will be used to describe the data in qualitative aspects. The aims of descriptive research are to describe the differential of one situation to another or to diagnose the event to understand the results by using frequency and percentage and quantitative research uses Pearson Correlation Coefficient.

Sources of data

Survey through questionnaires is used to collect primary sources of data they are distributed to samples of corporate users in 44 manufacturing and 20 service industries that are using TA Freephone 1-800 service.

Respondents and Procedures

Target Population and Sample Size

The target population is people who work in organization that use TA Free Phone 1-800 service in manufacturing and service industries. There are 44 respondents in the manufacturing industry and 20 respondents in the service industry.

Research Instruments/Questionnaires

The questionnaires are designed after the concept and variable of rationalization. They ask the respondents to express their feelings and perception related to the marketing mix in general by using five points Likert Scales. The attitude components will be applied to each question to examine respondents' attitudes toward marketing mix as well. There are 3 parts that consist of General data, Attitudes toward use of TA Freephone1-800 service and service marketing mix.

Part I: General data instruments consist of type of business that respondents operate. Whether it is manufacturing, or service industry. The question of general data is applied from the previous study in Awareness of Freephone 1-800 service in Thailand by IDC Thailand (2000).

Part II: Attitudes toward the use of TA Freephone 1-800 service consists of nine statements derived from the three components of attitudes including perceived cognition, affect, and conation. All of the question are applied from *Customer behavior: Consumer Behavior and Beyond* (Jagdish, 1999). Respondents are screened based on their experience of usage. Five points Likert-scale is used to indicate the

degree of respondents assignment to each statement from strongly agree to strongly disagree.

Part III: Service Marketing Mix elements instrument consists of twenty-three statements measuring the respondents attitude toward marketing mix of TA Freephone 1-800 service. The researcher investigates seven elements that are product, price, place, promotion, physical evidence, process, and people. The product element is applied from previous study by Oya Culpan (1995). Another part is applied from previous study of Jarusin (2001). Respondents are screened based on their experience of usage. Five points Likert-scale is used to indicate the degree of respondents assignment to each statement from strongly agree to strongly disagree.

Pilot Study

Churchill (1999) stated that each question in the questionnaire should be reviewed to ensure that the question is not confusing or ambiguous, potentially offensive to the respondents, leading or bias inducing and also is easy to answer. Thus, the real test of questionnaire is used to find out how it performs under actual conditions of data collection. Pretests is vital and are defined as trial runs with a group of respondents for the purpose of detecting problems in the questionnaire instructions or design. In the pretest, the researcher looks for evidence of ambiguous questions other considerations.

The researcher pre-tested the questionnaires by distributing 20 copies of the questionnaires to respondents. After collecting the data, the researcher examined the reliability of these questionnaires by using Cronbach Alpha scales (Cronin & Tayler, 1992) in SPSS program to find out the value of the questionnaire's reliability. The result of reliability analysis after examining of the pilot study is shown in Table 4.1

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Table 4.1: Reliability Analysis-Scale (Cronbach's Coefficient Alpha)

Operationalization Dimensions	Reliability
Attitude toward use TA Freephone 1-800 service	0.8863
Service Marketing Mix	0.8527

Sekaran (1992) mentioned that if the reliability value is at least 0.6, it is considered reliable. As the result of reliability analysis from the pilot study, questionnaires in this research are sufficient for examining the relationship between attitude of TA Freephone 1-800 service and marketing mix in Bangkok because Coefficient's Alpha Scale of the pilot study is greater than 0.6.

Collection of Data and Data Gathering Procedures

To collect data for this research, the structured interview with closed-form questionnaire will be used. This method would offer a number of benefits to the researcher. As there is no doubt that the interviewers are likely to bias with the different situations with different interviewees. Therefore, the structured interview would minimize this bias and could provide data with more neutral information from the interviewees' point of their communicative component. Beside that, it is a possible way to utilize less skilled interviewers is basically to provide and record the answers. Another structured interview is Computer-Administered Questionnaires, which are increasingly being administered electronically across the network through the use of E-mail or the Internet. The merit of this approach include its relative low cost, the ease with which it can be administered, elimination of interviewer bias, and the opportunity to do instantaneous evidence collection and analysis. (Dan Remenyi, 2000)

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On the primary data, the researcher prepared the questionnaire both in English and Thai for better understanding of respondents. The researcher had distributed all the questionnaires by herself to corporate users of TA Freephone 1-800 service of manufacturing and service industries. The questionnaires were collected during 1-10 December 2002

All the feedback on the questionnaires was brought back to be examined and analyzed through SPSS/PC. The questionnaires were designed to examine the attitudes of corporate users toward TA Freephone 1-800 service in manufacturing and service industries.

Statistical Method for Data Analysis

The completed questionnaires that are returned from all respondents will be calculated and computed by Software Statistical Package of the Social Science (SPSS 10.0.5 for window program). From modified conceptual framework, descriptive analysis, and correlation coefficient are main selected statistics for this research to measure the relationship among elements. The researcher sets 95 percent and 99 percent confidence.

Descriptive Analysis

In order to interpret the data gathered, descriptive analysis is applied to transform the raw data into a form. The form 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 (Zigmund, 1997).

Correlation Analysis

Correlation analysis involves measuring the closeness of the relationship between two or more variables; it considers the joint variation of two measures, neither of which is restricted by the experiment. (Churchill, 1991).

A positive correlation reflects a tendency for a high value in one variable to be associated with high value in the second. A negative correlation reflects an association between a high value in one variable and a low value in the second variable. The expression for the sample correlation coefficient (r) is called the Pearson product-moment correlation coefficient that measures the degree to which there is a linear association between two intervals scaled variables (Kumar, Aaker and Day, 1999; p.490). Correlation analysis has a value between 1 and +1 that indicates the strength of the linear relationship between two quantitative variables called bivariate correlation. This correlation is used to analyze this research.

Neil J. Solkind (2000) identified the degree of relationship between variables as follows:

Table 4.2: The Interpreting the Correlation Coefficient

Correlation between	Meaning
0.81-1.00	Very Strong
0.61-0.80	Strong
0.41-0.60	Moderate
0.21-0.40	Weak
0.00-0.20	Very Weak

Source: Neil J. Solkind, Exploring Rescarch, 2000, p.207-208

Pearson Product-Moment Correlation Coefficient

The concept of simple correlation provides a measure of the relationship between two variables, which the Pearson product-moment correlation coefficient is used for this study. The correlation coefficient can be expressed as follow:

$$\Gamma = \frac{N\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{\left[\left(N\Sigma_X^{2-}(\Sigma X)^2\right)\right]\left[\left(\eta\Sigma Y^{2-}(\Sigma Y)^2\right)\right]}}$$

When, Γ = Correlation Coefficient

N = Sample size

ΣX = Sum of the individual's score of X variable

ΣY = Sum of the individual's score of Y variable

ΣXY = Sum of the product of each X multiple Y score

ΣX^2 = Sum of the individual X score, square

ΣY^2 = Sum of the individual Y score, square

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter is primarily concerned with the results of the survey from the procedures discussed earlier in Chapter 4. The objective of this research is to measure the possible influence marketing mix factors of the corporate users toward TA Freephone 1-800 service in manufacturing and service industries. Respondents are users, who have experience in using TA Freephone 1-800 service in Bangkok area. The data analysis presentation and interpretation based on the data of 64 samples colleted consist of following two sections: (1) The result of the descriptive analysis of the study to summarize the general data by frequency and percentage of general data, and (2) Hypothesis Testing to measure the relationship of among elements in ten hypotheses tested by correlation coefficient.

Description analysis of Type of Industry

Table 5.1: Type of Industry

Type of Industry

		Count	%
Type of Industry	Manufacturin	44	68.8%
	Service	20	31.2%
Group		64	100.0

From Table 5.1 There are 44 manufacturing respondents and 20 service industry respondents. The manufacturing industry in this research is 68.8% and 31.2% in service industry.

Description analysis of Attitude Elements

Table 5.2: The Cognition of Manufacturing and Service Industries

Cognition

			TA Freephon 1-800 service reliable its	TA Freephon 1-800 service economic than service provide	TA Freephon 1-800 service able customiz its to your needs
Kind of busines	Manufacturin	Coun	44	44	44
		Mean	4.68	4.25	4.45
		Std	.47	.44	.59
	Service	Coun	20	20	20
		Mean	4.45	4.25	4.30
		Std	.51	.72	.66
Group		Coun	64	64	64
		Mea	4.61	4.25	4.41
		Std	.49	.53	.61

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

From table 5.2, with the means values of 4.68, 4.25 and 4.45, the result indicates that the manufacturing industry agrees strongly in belief that TA Freephone 1-800 service is reliable, and agrees that it is more economical than other service providers, and also agrees that it has the ability to customize to their service respectively. To find from the service industry also shows the same results. The means values of the service industry are 4.45, 4.25 and 4.3.of the same order.

Table 5.3: The Affect of Manufacturing and Service Industries

Affect

			When you use TA Freephone 1-800 service, you feel good	You are very happy to be using TA Freephone 1-800 service for your business	The overall performance TA Freephone 1-800 service is excellent
Kind of business	Manufacturing	Count	44	44	44
		Mean	4.41	4.41	4.43
		Std Deviation	.50	.50	.50
	Service	Count	20	20	20
		Mean	4.25	4.00	4.00
		Std Deviation	.55	.65	.56
Group Total	Count		64	64	64
	Mean		4.36	4.28	4.30
	Std Deviation		.52	.58	.55

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

From table 5.3, with the means values of 4.41, 4.41 and 4.43 show that manufacturing industry feels good, is happy and agrees that the overall performance is excellent when they use TA Freephone 1-800 service.

Service industry means value of 4.25 indicates that they feel good when the use TA Freephone 1-800 service. They are happy using the service with the means value of 4.00 and also agree with the excellence of the overall performance of TA Freephone 1-800 service with the means value of 4.00.

Table 5.4: The Conation of Manufacturing and Service Industries

Conations

			You prefer use TA Freephone 1-800 service for your business more than you use other service provider	You are often recommending TA Freephone 1-800 service to other business associates	You want to try other service provider
Kind of business	Manufacturing	Count	44	44	44
		Mean	4.36	3.70	2.41
		Std Deviation	.49	.73	.50
	Service	Count	20	20	20
		Mean	4.10	3.70	3.50
		Std Deviation	.64	.73	.83
Group Total	Count		64	64	64
	Mean		4.28	3.70	2.75
	Std Deviation		.55	.73	.80

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

From Table 5.4, in the preference dimension, with the means value of 4.36 in manufacturing industry and 4.10 in service industry, show that both agree that they prefer the use of TA Freephone 1-800 service to other service providers. In the area of recommending others to use this service, the means value are both 3.7, which mean that they are between neutral to agree to recommend this service to other business.

As for the dimension of try other service providers, the means value is 2.41 for manufacturing industry and 3.5 for service industry, this indicates that both manufacturing industry and service industry are neutral to seek for other service providers.

Description analysis of Marketing Mix Elements

Table 5.5: Descriptive analysis of Product element.

Product

Kind of business			Using TA Freephone 1-800 service is a requirement for your business	Using TA Freephone 1-800 service is the solution for your problems	Using TA Freephone 1-800 service enhance your business competency	Using TA Freephone 1-800 service has increased your business productivity	Using TA Freephone 1-800 service is a good pleasure for your customers
Kind of business	Manufacturing	Count	44	44	44	44	44
		Mean	4.70	4.25	4.09	4.30	4.52
		Std Deviation	.46	.78	.77	.46	.51
	Service	Count	20	20	20	20	20
		Mean	4.40	4.00	4.20	4.40	4.30
		Std Deviation	.50	.73	.83	.60	.66
Group Total	Count		64	64	64	64	64
	Mean		4.61	4.17	4.13	4.33	4.45
	Std Deviation		.49	.77	.79	.51	.56

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

From Table 5.5, in the area of being a requirement, the means value of 4.7 of manufacturing industry and 4.40 of service industry, indicate that both agree that the service of TA Freephone 1-800 service is the requirement of doing their business. In the area of solution, the means value of 4.25 of manufacturing industry and 4.00 of service industry, indicate that both agree that the service of TA Freephone 1-800 service is the solution for their problems. In the area of enhancement to their business competency, the means value of 4.09 of manufacturing industry and 4.20 of service industry, indicate that both agree that the service of TA Freephone 1-800 service enhance their business competency. In the area of increased productivity, the means value of 4.30 of manufacturing industry and 4.40 of service industry, indicate that both agree that the service of TA Freephone 1-800 service increase their business productivity. In the area of pleasure for their customers, the means value of 4.52 of

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manufacturing industry and 4.30 of service industry, indicate that both agree that the service of TA Freephone 1-800 service is a good pleasure for their customers.

Table 5.6: Descriptive analysis of Price element.

Price

			TA Freephone 1-800 service rate is reasonable price	Compare service fees and quality for TA Freephone 1-800 service acceptable to your need	At the price shown,I would consider use TA Freephone 1-800 service
Kind of business	Manufacturing	Count	44	44	44
		Mean	4.32	4.05	3.68
		Std Deviation	.56	.65	.47
	Service	Count	20	20	20
		Mean	3.95	3.90	3.85
		Std Deviation	.76	.64	.75
Group Total	Count		64	64	64
	Mean		4.20	4.00	3.73
	Std Deviation		.65	.64	.57

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

From Table 5.6, in the area of reasonable price, the means value of 4.32 of manufacturing industry indicates that manufacturing industry agrees that the price of the rate service of TA Freephone 1-800 service is reasonable whereas the service industry is neutral with the means value of 3.95. In comparing the service fees with the quality obtained, the means value of 4.05 of manufacturing industry indicates that manufacturing industry agrees that they are acceptable to their needs. This same area is neutral to service industry with the means value of 3.90. In the area of continuing making use of TA Freephone 1-800 service at the present price, the means value of 3.68 of manufacturing industry and 3.85 of service industry, indicate that both are neutral.

Table 5.7: Descriptive analysis of Place element.

Place

			You prefer to apply TA Freephone 1-800 service through sales representatives	You prefer to apply TA Freephone 1-800 service through call center	If there is internet service to apply this service, you prefer to use it
Kind of business	Manufacturing	Count	44	44	44
		Mean	4.09	2.91	3.39
		Std Deviation	.68	.29	.65
	Service	Count	20	20	20
		Mean	4.05	2.80	3.25
		Std Deviation	.89	.62	.79
Group Total		Count	64	64	64
		Mean	4.08	2.88	3.34
		Std Deviation	.74	.42	.70

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

From Table 5.7, in the area of applying this service through sales representatives, the means value of 4.09 of manufacturing industry and 4.05 of service industry, indicate that both agree that they prefer to apply TA Freephone 1-800 service through sales representatives. As for call center, the means value of 2.91 of manufacturing industry and 2.80 of service industry, indicate that both disagree to apply TA Freephone 1-800 service through call center. In the area of applying this service through internet, the means value of 3.39 of manufacturing industry and 3.25 of service industry, indicate that both manufacturing and service industry are neutral to apply this service through internet.

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Table 5.8: Descriptive analysis of Promotion element.

Promotion

			The Ad campaigns for TA Freephone 1-800 service are seem frequently	There are various media to provide the information about TA Freephone 1-800 service	TA Freephone 1-800 service has various sales promotion
Kind of business	Manufacturing	Count	44	44	44
		Mean	3.16	2.48	2.45
		Std Deviation	.83	.63	.50
	Service	Count	20	20	20
		Mean	3.35	2.55	2.35
		Std Deviation	.75	.69	.59
Group Total	Count		64	64	64
	Mean		3.22	2.50	2.42
	Std Deviation		.81	.64	.53

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

From Table 5.8, in the area of the advertising campaigns whether they see frequently or not, the means value of 3.16 of manufacturing industry and 3.35 of service industry, indicate that both manufacturing and service industries are neutral. In the area whether there are various media providing them sufficient information, the means value of 2.48 of manufacturing industry and 2.55 of service industry, indicate that both disagree that they see various media providing them sufficient information about TA Freephone 1-800 service. In the area of sales promotion the means value of 2.45 of manufacturing industry and 2.35 of service industry, indicate that both disagree that TA Freephone 1-800 service has various sales promotions.

Table 5.9: Descriptive analysis of Physical Evidence element.

Physical Evidence

			TA Freephone 1-800 service name recognition influence your decision in using this service	There are many site references in TA Freephone 1-800 service	ISO 9002 recognition your decision in using TA Freephone 1-800 service
Kind of business	Manufacturing	Count	44	44	44
		Mean	3.93	4.02	3.82
		Std Deviation	.62	.66	.90
	Service	Count	20	20	20
		Mean	4.10	2.25	4.10
		Std Deviation	.64	.79	.72
Group Total	Count		64	64	64
	Mean		3.98	3.47	3.91
	Std Deviation		.63	1.08	.85

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

From Table 5.9, in the area of name recognition whether it influences their decision to use TA Freephone 1-800 service or not, the means value of 3.93 of manufacturing industry, indicate that manufacturing industry is neutral whereas in service industry the means value is 4.10 which indicates that service industry agrees. In the area of site references, the means value of 4.02 of manufacturing industry indicates that manufacturing industry agrees that there are many site references in TA Freephone 1-800 service. The means value of 2.25 of service industry indicates that service industry disagrees that there are many site references in TA Freephone 1-800 service. In the area of ISO 9002 recognition, the means value of 3.82 of manufacturing industry, indicates that manufacturing industry is neutral about ISO 9002 recognition their decision in using TA Freephone 1-800 service. The means value of 4.10 of service industry indicates that service industry agrees that ISO 9002 recognition of TA Freephone 1-800 service has influence to their decision to use this service.

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Table 5.10: Descriptive analysis of Process element.

Process

Kind of business			To apply TA Freephone 1-800 service is complicated	TA Freephone 1-800 service staffs give solution for you just in time, when you have a problems	When you need TA Freephone 1-800 service information, our staff provide for you just in time
Kind of business	Manufacturing	Count	44	44	44
		Mean	2.66	3.55	3.55
		Std Deviation	.48	.59	.59
	Service	Count	20	20	20
		Mean	2.90	2.55	2.45
		Std Deviation	.45	.60	.60
Group Total	Count		64	64	64
	Mean		2.73	3.23	3.20
	Std Deviation		.48	.75	.78

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

From Table 5.10, in the area of process complication, the means value of 2.66 of manufacturing industry and 2.90 of service industry indicate that both disagree that the process to apply TA Freephone 1-800 service is complicated. In the area of staffs providing solutions when they have problems in time, the means value of 3.55 of manufacturing industry indicates that manufacturing industry is neutral. This is more or less the same as in the service industry with the means value of 2.25 which indicates that they disagree. In the area of staffs provide information just in time, the means value of 3.55 of manufacturing industry indicates that manufacturing industry is neutral. The means value of 2.45 of service industry indicates that service industry disagrees to the service aforementioned.

Table 5.11: Descriptive analysis of People element.

People

			Sale representatives informing you about the information of TA Freephone 1-800 service	Sales representatives inform enough information of TA Freephone 1-800 service	Sales representatives are knowledgeable in TA Freephone 1-800 service
Kind of business	Manufacturing	Count	44	44	44
		Mean	4.02	3.52	3.48
		Std Deviation	.55	.66	.66
	Service	Count	20	20	20
		Mean	3.40	2.35	2.30
		Std Deviation	.75	.75	.73
Group Total	Count		64	64	64
	Mean		3.83	3.16	3.11
	Std Deviation		.68	.88	.88

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

From Table 5.11, in the area of informing information by sale representatives, the means value of 4.02 of manufacturing industry indicate that manufacturing agree. The means value of 3.40 of service industry indicates that service industry is neutral. In the area of sale representatives inform enough information, the means value of 3.52 of manufacturing industry indicates that manufacturing industry is neutral .The means value of 2.35 of service industry indicates that service industry disagrees In the area of sale representatives knowledge whether they are knowledgeable or not, the means value of 3.48 of manufacturing industry indicates that manufacturing industry is neutral The means value of 2.30 of service industry indicates that service industry disagrees.

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Hypothesis Testing

This study investigates to assess users attitude toward TA Freephone 1-800 service. The researcher examines ten hypotheses, which classified into two groups for supporting research objectives. The first group includes five hypotheses. They measure the relationship between the seven marketing mix elements and the attitudes toward TA Freephone 1-800 service in manufacturing industry. This measurement is evaluated by using correlation coefficient test. The second group includes five hypotheses. They measure the relationship between the seven marketing mix elements and the attitudes toward TA Freephone 1-800 service in service industry. This also will be evaluated by using correlation coefficient test.

Group I: The marketing mix variable and the attitude of corporate users toward TA Freephone 1-800 service variable in manufacturing industry.

Hypothesis 1:

H1o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

H1i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1800 service variable in manufacturing industry.

Table 5.12: The Analysis of Relationship between Cognition and Marketing Mix in

Manufacturing Industry Using Correlation Coefficient

Correlations between Cognitions and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Cognitions	Pearson Correlation	.605**	.196	.067	-.048	.288	-.073	.111
	Sig. (2-tailed)	.000	.203	.665	.757	.058	.636	.472
	N	44	44	44	44	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).

Product and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.000,which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between product variable and the corporate belief toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.605, it means that product elements and the corporate belief of TA Freephone 1-800 service have a positive relationship at 60.5percent at the 99 percent confident levels.

Price and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.203,which was more than 0.01 (0.203 > 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate belief toward TA Freephone 1-800 service variable in manufacturing industry.

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Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.196, it means that price elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 19.6 percent at the 99 percent confident levels.

Place and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.665,which was more than 0.01 (0.665 > 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the place variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.067, it means that place elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 6.7 percent at the 99 percent confident levels.

Promotion and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.757,which was more than 0.01 (0.757 > 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users belief toward TA Freephone1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.048, it means that promotion elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 4.8 percent at the 99 percent confident levels.

Physical Evidence and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.058,which was more than 0.01 (0.058 > 0.01) indicated that there was a statistically significant difference in correlation between physical evidence variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.288, it means that physical evidence elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 5.8 percent at the 99 percent confident levels.

Process and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.636,which was more than 0.01 (0.636 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

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Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.073, it means that process elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 7.3 percent at the 99 percent confident levels.

People and Belief

The Pearson correlation analysis shown in Table5.12 with a 2-tailed significance of 0.472,which was more than 0.01 (0.472 > 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.111, it means that people elements and the corporate belief of TA Freephone 1-800 service have a negative relationship at 11.1 percent at the 99 percent confident levels.

Hypothesis 2:

H2o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

H2i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Table 5.13: The Analysis of Relationship between Affect and Marketing Mix in

Manufacturing Industry Using Correlation Coefficient

Correlations between Affect and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Affect	Pearson Correlation	.633**	.412**	.305*	.246	.573**	.290	.396*
	Sig. (2-tailed)	.000	.005	.044	.107	.000	.056	.008
	N	44	44	44	44	44	44	44

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Product and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.000,which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between product variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.633, it means that product elements and the corporate users feeling of TA Freephone 1-800 service have a positive relationship at the 63.3 percent at the 99 percent confident level.

Price and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.005,which was less than 0.01 (0.005 < 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the price variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.412, it means that price element and the corporate users feeling of TA Freephone 1-800 service have a positive relationship at the 41.2 percent at the 99 percent confident level.

Place and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.044,which was less than 0.01 (0.044 < 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the place variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.305, it means that place element and the corporate users feeling of TA Freephone 1-800 service have a positive relationship at the 30.5 percent at the 95 percent confident level.

Promotion and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.107, which was more than 0.01 (0.107 > 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.246, it means that promotion element and the corporate users feeling of TA Freephone 1-800 service have a negative relationship at 24.6 percent at the 95 percent confident level.

Physical Evidence and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.000, which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between physical evidence variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the physical evidence variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.573, it means that physical evidence element and the corporate users feeling of TA Freephone 1-800 service have a positive relationship at 57.3 percent at the 99 percent confident level.

Process and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.056,which was more than 0.01 (0.056 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.290, it means that process element and the corporate users feeling of TA Freephone 1-800 service have a negative relationship at 29.0 percent at the 99 percent confident level.

People and Feeling

The Pearson correlation analysis shown in Table5.13 with a 2-tailed significance of 0.008,which was less than 0.01 (0.008 < 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the people variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.396, it means that people element and the corporate users feeling of TA Freephone 1-800 service have a positive relationship at 39.6 percent at the 99 percent confident level.

Hypothesis 3:

H3o.There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

H3i.There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Table 5.14: The Analysis of Relationship between Conation and Marketing Mix in Manufacturing Industry Using Correlation Coefficient

Correlations between Conations and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Conations	Pearson Correlation	.511**	.291	.476**	.376*	.480**	.234	.269
	Sig. (2-tailed)	.000	.056	.001	.012	.001	.126	.078
	N	44	44	44	44	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Product and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.000,which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between product variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

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Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.511, it means that product element and the corporate users intend to use of TA Freephone 1-800 service have a positive relationship at 51.1 percent at the 99 percent confident level.

Price and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.056,which was more than 0.01 (0.056 > 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.291, it means that price element and the corporate users intend to use of TA Freephone 1-800 service have a negative relationship at 29.1 percent at the 99 percent confident level.

Place and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.001,which was less than 0.01 (0.001 < 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.476, it means that place element and the corporate users intend to use of TA Freephone 1-800 service have a positive relationship 47.6 percent at the 99 percent confident level.

Promotion and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.012,which was less than 0.01 (0.012 < 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.376, it means that promotion element and the corporate users intend to use of TA Freephone 1-800 service have a positive relationship 37.6 percent at the 95 percent confident level.

Physical Evidence and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.001,which was less than 0.01 (0.001 < 0.01) indicated that there was a statistically significant difference in correlation between physical evidence variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the physical evidence variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.480, it means that physical evidence element and the corporate users intend to use of TA Freephone 1-800 service have a positive relationship 48.0 percent at the 99 percent confident level.

Process and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.126,which was more than 0.01 (0.126 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.234, it means that process element and the corporate users intend to use of TA Freephone 1-800 service have a negative relationship 23.4 percent at the 99 percent confident level.

People and Intend to use

The Pearson correlation analysis shown in Table5.14 with a 2-tailed significance of 0.078,which was more than 0.01 (0.078 > 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.269, it means that people element and the corporate users intend to use of TA Freephone 1-800 service have a negative relationship 26.9 percent at the 99 percent confident level.

Hypothesis 4:

H4o. There is no relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and people) and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

H4i. There is a relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and people) and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

Table 5.15: The Analysis of Relationship between each of marketing mix and the Corporate users attitudes toward TA Freephone 1800 service in Manufacturing industry.

Correlations

		Product	Price	Place	Promotion	Physical Evidence	Process	People
(Cognition, Affect, Conations)	Pearson Correlation	.705**	.370*	.336*	.230	.547**	.192	.323*
	Sig. (2-tailed)	.000	.013	.026	.133	.000	.212	.032
	N	44	44	44	44	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

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Product and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.000,which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between product variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.705, it means that product element and the corporate users attitude of TA Freephone 1-800 service have a positive relationship at 70.5 percent at the 99 percent confident level.

Price and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.013,which was less than 0.01 (0.013 < 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the price variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.370, it means that price element and the corporate users attitude of TA Freephone 1-800 service have a positive relationship at 37.0 percent at the 95 percent confident level.

Place and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.026,which was less than 0.01 (0.026 < 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the place variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.336, it means that place element and the corporate users attitude of TA Freephone 1-800 service have a positive relationship at 33.6 percent at the 95 percent confident level.

Promotion and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.133,which was more than 0.01 (0.133 > 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.230, it means that promotion element and the corporate users attitude of TA Freephone 1-800 service have a negative relationship at 23.0 percent at the 95 percent confident level.

Physical Evidence and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.000,which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.547, it means that physical evidence element and the corporate users attitude of TA Freephone 1-800 service have a positive relationship at 54.7 percent at the 99 percent confident level.

Process and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.212,which was more than 0.01 (0.212 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.192, it means that process element and the corporate users attitude of TA Freephone 1-800 service have a negative relationship at 19.2 percent at the 99 percent confident level.

People and Attitudes

The Pearson correlation analysis shown in Table5.15 with a 2-tailed significance of 0.032,which was less than 0.01 (0.032 < 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the people variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.323, it means that people element and the corporate attitude of TA Freephone 1-800 service have a positive relationship at 32.3 percent at the 95 percent confident level.

Hypothesis 5:

H5o. There is no relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

H5i. There is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

Table 5.16: The Analysis of Relationship between overall of marketing mix and the corporate users attitudes toward TA Freephone 1800 service in manufacturing industry.

Correlations

		(Cognition, Affect, Conations)
(Product, Price, Place, Promotion, Physical Evidence, Process, People)	Pearson Correlation	.544**
	Sig. (2-tailed)	.000
	N	44

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation analysis shown in Table5.16 with a 2-tailed significance of 0.000, which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in manufacturing industry.

For the Pearson correlation at the 0.544, it means that the overall of marketing mix and the corporate users attitudes toward TA Freephone 1-800 service in manufacturing industry have a positive relationship at 54.4 percent at the 99 percent confident level.

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Group II: The marketing mix variable and the attitudes of corporate users toward TA Freephone 1-800 service variable in service industry.

Hypothesis 6:

H6o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

H6i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Table 5.17: The Analysis of Relationship between Cognitions and Marketing Mix in Manufacturing Industry Using Correlation Coefficient

Correlations between Cognitions and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Cognitions	Pearson Correlation	.427	.038	.043	.217	.495*	.279	.312
	Sig. (2-tailed)	.061	.873	.858	.358	.026	.234	.181
	N	20	20	20	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).

Product and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.061,which was more than 0.01 (0.061 > 0.01) indicated that there was a statistically significant difference in correlation between product variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

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Therefore, the null hypothesis was accepted which means that there is no relationship between the product variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.427, it means that the product and the corporate users belief toward TA Freephone 1-800 service in service industry have a negative relationship at 42.7 percent at the 95 percent confident level.

Price and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.873,which was more than 0.01 (0.873 > 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.038, it means that the price and the corporate users belief toward TA Freephone 1-800 service in service industry have a negative relationship at 3.8 percent at the 95 percent confident level.

Place and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.858,which was more than 0.01 (0.858 > 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate belief toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the place variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.043, it means that the place and the corporate users belief toward TA Freephone 1-800 service in service industry have a negative relationship at 4.3 percent at the 95 percent confident level.

Promotion and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.358,which was more than 0.01 (0.358 > 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.217, it means that the promotion and the corporate users belief toward TA Freephone 1-800 service in service industry have a negative relationship at 21.7 percent at the 95 percent confident level.

Physical Evidence and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.026,which was less than 0.01 (0.026 < 0.01) indicated that there was a statistically significant difference in correlation between the physical evidence variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the physical evidence variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.495, it means that the physical evidence and the corporate users belief toward TA Freephone 1-800 service in service industry have a positive relationship at 49.5 percent at the 95 confident level.

Process and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.234,which was more than 0.01 (0.234 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users belief toward TA Freephone 10800 service variable in service industry.

For the Pearson correlation at the 0.279, it means that the process and the corporate users belief toward TA Freephone 1-800 service in service industry have a positive relationship at 27.9 percent at the 95 confident level.

People and Belief

The Pearson correlation analysis shown in Table5.17 with a 2-tailed significance of 0.181,which was more than 0.01 (0.181 > 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate belief toward TA Freephone 10800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users belief toward TA Freephone 10800 service variable in service industry.

For the Pearson correlation at the 0.312, it means that the people and the corporate users belief toward TA Freephone 1-800 service in service industry have a positive relationship at 31.2 percent at the 95 confident level.

Hypothesis 7:

H7o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

H7i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Table 5.18: The Analysis of Relationship between Affect and Marketing Mix in Service Industry Using Correlation Coefficient

Correlations between Affect and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Affect	Pearson Correlation	.646**	.327	.303	-.069	.405	.095	.239
	Sig. (2-tailed)	.002	.160	.195	.772	.076	.689	.311
	N	20	20	20	20	20	20	20

. Correlation is significant at the 0.01 level (2-tailed).

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Product and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.002,which was less than 0.01 (0.002 < 0.01) indicated that there was a statistically significant difference in correlation between the product variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.646, it means that the product and the corporate users feeling toward TA Freephone 1-800 service in service industry have a positive relationship at 64.6 percent at the 99 confident level.

Price and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.160,which was more than 0.01 (0.160 > 0.01) indicated that there was a statistically significant difference in correlation between price variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.327, it means that the price and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 32.7 percent at the 99 confident level.

Place and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.195, which was more than 0.01 (0.195 > 0.01) indicated that there was a statistically significant difference in correlation between place variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the place variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.303, it means that the place and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 30.3 percent at the 99 confident level.

Promotion and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.772, which was more than 0.01 (0.772 > 0.01) indicated that there was a statistically significant difference in correlation between promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.069, it means that the promotion and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 6.9 percent at the 99 confident level.

Physical Evidence and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.076,which was more than 0.01 (0.076 > 0.01) indicated that there was a statistically significant difference in correlation between physical evidence variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the physical evidence variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.405, it means that the physical evidence and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 40.5 percent at the 99 confident level.

Process and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.689,which was more than 0.01 (0.689 > 0.01) indicated that there was a statistically significant difference in correlation between process variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.095, it means that the process and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 9.5 percent at the 99 confident level.

People and Feeling

The Pearson correlation analysis shown in Table5.18 with a 2-tailed significance of 0.311,which was more than 0.01 (0.311 > 0.01) indicated that there was a statistically significant difference in correlation between people variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.239, it means that the people and the corporate users feeling toward TA Freephone 1-800 service in service industry have a negative relationship at 23.9 percent at the 99 confident level.

Hypothesis 8:

H8o. There is no relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1800 service variable in service industry.

H8i. There is a relationship between each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users intend to use toward TA Freephone 1800 service variable in service industry.

Table 5.19: The Analysis of Relationship between Conation and Marketing Mix in

Service Industry Using Correlation Coefficient

Correlations between Conations and 7P (Product,Price,Place,Promotion,Physical Evidence,Process,People)

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Conations	Pearson Correlation	.529*	.431	.535*	.010	.218	.042	-.065
	Sig. (2-tailed)	.017	.058	.015	.966	.355	.859	.785
	N	20	20	20	20	20	20	20

*. Correlation is significant at the 0.05 level (2-tailed).

Product and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.017,which was less than 0.01 (0.017 < 0.01) indicated that there was a statistically significant difference in correlation between the product variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users intend to use toward TA Freephone 1800 service variable in service industry.

For the Pearson correlation at the 0.529, it means that the product and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a positive relationship at 52.9 percent at the 95 percent confident level.

Price and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.058,which was more than 0.01 (0.058 > 0.01) indicated that there was a statistically significant difference in correlation between the price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.431, it means that the price and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a negative relationship at 43.1 percent at the 95 percent confident level.

Place and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.015,which was less than 0.01 (0.015 < 0.01) indicated that there was a statistically significant difference in correlation between the place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.535, it means that the place and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a positive relationship at 53.5 percent at the 95 percent confident level.

Promotion and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.966,which was more than 0.01 (0.966 > 0.01) indicated that there was a statistically significant difference in correlation between the promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.010, it means that the promotion and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a negative relationship at 1.0 percent at the 95 percent confident level.

Physical Evidence and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.355,which was more than 0.01 (0.355 > 0.01) indicated that there was a statistically significant difference in correlation between the physical evidence variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the physical evidence variable and the corporate users intend to use toward TA Freephone 1800 service variable in service industry.

For the Pearson correlation at the 0.218, it means that the physical evidence and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a negative relationship at 21.8 percent at the 95 percent confident level.

Process and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.859,which was more than 0.01 (0.859 > 0.01) indicated that there was a statistically significant difference in correlation between the process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.042, it means that the process and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a negative relationship at 4.2 percent at the 95 percent confident level.

People and Intend to use

The Pearson correlation analysis shown in Table5.19 with a 2-tailed significance of 0.785,which was more than 0.01 (0.785 > 0.01) indicated that there was a statistically significant difference in correlation between the people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.065, it means that the people and the corporate users intend to use toward TA Freephone 1-800 service in service industry have a negative relationship at 6.5 percent at the 95 percent confident level.

Hypothesis 9:

H9o. There is no relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

H9i. There is a relationship between the each of marketing mix variable (Product, Price, Place, Promotion, Physical Evidence, Process and People) and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

Table 5.20: The Analysis of Relationship between each of marketing mix and the corporate users attitudes toward TA Freephone 1-800 service in Service industry.

Correlations

		Product	Price	Place	Promotion	Physical Evidence	Process	People
Cognition, Affect, Conations	Pearson Correlation	.771**	.387	.429	.074	.534*	.197	.228
	Sig. (2-tailed)	.000	.091	.059	.757	.015	.404	.333
	N	20	20	20	20	20	20	20

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Product and Attitudes

The Pearson correlation analysis shown in Table5.20 with a 2-tailed significance of 0.000, which was less than 0.01 (0.000 < 0.01) indicated that there was a statistically significant difference in correlation between the product variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

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Therefore, the null hypothesis was rejected which means that there is a relationship between the product variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.771, it means that the product and the corporate users attitude toward TA Freephone 1-800 service in service industry have a positive relationship at the 0.771 or 77.1 percent at the 95 percent confident level.

Price and Attitudes

The Pearson correlation analysis shown in Table 5.20 with a 2-tailed significance of 0.091,which was more than 0.01 (0.091 > 0.01) indicated that there was a statistically significant difference in correlation between the price variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the price variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.387, it means that the price and the corporate users attitude toward TA Freephone 1-800 service in service industry have a negative relationship at 38.7 percent at the 95 percent confident level.

Place and Attitudes

The Pearson correlation analysis shown in Table5.20 with a 2-tailed significance of 0.059,which was more than 0.01 (0.059 > 0.01) indicated that there was a statistically significant difference in correlation between the place variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the place variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.429, it means that the place and the corporate users attitude toward TA Freephone 1-800 service in service industry have a negative relationship at 42.9 percent at the 95 percent confident level.

Promotion and Attitudes

The Pearson correlation analysis shown in Table5.20 with a 2-tailed significance of 0.757,which was more than 0.01 (0.757 > 0.01) indicated that there was a statistically significant difference in correlation between the promotion variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the promotion variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.074, it means that the promotion and the corporate users attitude toward TA Freephone 1-800 service in service industry have a negative relationship at 7.4 percent at the 95 percent confident level.

Physical Evidence and Attitudes

The Pearson correlation analysis shown in Table5.20 with a 2-tailed significance of 0.015,which was less than 0.01 (0.015 < 0.01) indicated that there was a statistically significant difference in correlation between the physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.534, it means that the physical evidence and the corporate users attitude toward Freephone 1800 service in service industry have a positive relationship at 53.4 percent at the 95 percent confident level.

Process and Attitudes

The Pearson correlation analysis shown in Table 5.20 with a 2-tailed significance of 0.404,which was more than 0.01 (0.404 > 0.01) indicated that there was a statistically significant difference in correlation between the process variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was accepted which means that there is no relationship between the process variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.197, it means that the process and the corporate users attitude toward Freephone 1800 service in service industry have a negative relationship at 19.7 percent at the 95 percent confident level.

People and Attitudes

The Pearson correlation analysis shown in Table5.20 with a 2-tailed significance of 0.333,which was more than 0.01 (0.333 > 0.01) indicated that there was a statistically significant difference in correlation between the people variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.

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Therefore, the null hypothesis was accepted which means that there is no relationship between the people variable and the corporate users attitude toward TA Freephone 1800 service variable in service industry.

For the Pearson correlation at the 0.228, it means that the people and the corporate users attitude toward Freephone 1800 service in service industry have a negative relationship at 22.8 percent at the 95 percent confident level.

Hypothesis 10:

H10o. There is no relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

H10i. There is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

Table 5.21: The Analysis of Relationship between overall of marketing mix and the corporate users attitudes toward TA Freephone 1-800 service in Service industry.

Correlations

		(Cognition, Affect, Conations)
(Product, Price, Place, Promotion, Physical Evidence, Process, People)	Pearson Correlation	.616**
	Sig. (2-tailed)	.004
	N	20

**·. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation analysis shown in Table 5.21 with a 2-tailed significance of 0.004, which was less than 0.01 (0.004 < 0.01) indicated that there was a statistically significant difference in correlation between the overall of marketing mix variable and the corporate users attitudes toward A Freephone 1-800 service variable in service industry.

Therefore, the null hypothesis was rejected which means that there is a relationship between the overall of marketing mix variable and the corporate users attitudes toward TA Freephone 1-800 service variable in service industry.

For the Pearson correlation at the 0.616, it means that the overall of marketing mix and the corporate users attitudes toward TA Freephone 1-800 service in service industry have a positive relationship at 61.6 percent at the 99 percent confident level.

Summary of Results from Hypotheses Testing

Table 5.22: Summary of Results from Hypothesis Testing in Manufacturing Industry

Hypothesis	Significant	Result
Cognition		
H1.1o) There is no relationship between the product variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H1.2o) There is no relationship between the price variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.203	Accept
H1.3o) There is no relationship between the place variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.665	Accept
H1.4o) There is no relationship between the promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.757	Accept
H1.5o) There is no relationship between the physical evidence variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.058	Accept
H1.6o) There is no relationship between the process variable and the corporate users belief toward TA Freephone 1-800 service variable in manufacturing industry.	.636	Accept
H1.7o) There is no relationship between the people variable and the corporate users belief toward TA Freephone 1-00 service variable in manufacturing industry.	.472	Accept
Affect		
H2.1o) There is no relationship between the product variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H2.2o) There is no relationship between the price variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.005	Reject
H2.3o) There is no relationship between the place variable and the corporate users feeling toward TA Freephone	.044	Reject

1-800 service variable in manufacturing industry.		
H2.4o) There is no relationship between the promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.107	Accept
H2.5o) There is no relationship between the physical evidence variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H2.6o) There is no relationship between the process variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.056	Accept
H2.7o) There is no relationship between the people variable and the corporate users feeling toward TA Freephone 1-800 service variable in manufacturing industry.	.008	Reject
Conations		
H3.1o) There is no relationship between the product variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H3.2o) There is no relationship between the price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.056	Accept
H3.3o) There is no relationship between the place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.001	Reject
H3.4o) There is no relationship between the promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.012	Reject
H3.5o) There is no relationship between the physical evidence variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.001	Reject
H3.6o) There is no relationship between the process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.126	Accept

H3.7o) There is no relationship between the people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in manufacturing industry.	.078	Accept
Each Service Marketing Mix Elements and Attitude		
H4.1o) There is no relationship between the product variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H4.2o) There is no relationship between the price variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.013	Reject
H4.3o) There is no relationship between the place variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.026	Reject
H4.4o) There is no relationship between the promotion variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.133	Accept
H4.5o) There is no relationship between the physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.000	Reject
H4.6o) There is no relationship between the process variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.212	Accept
H4.7o) There is no relationship between the people variable and the corporate users attitude toward TA Freephone 1-800 service variable in manufacturing industry.	.032	Reject
Service Marketing Mix Elements and Attitude		
H5o) There is no relationship between overall marketing mix(Product, Price, Place, Promotion, Physical Evidence, Process, People) and attitude in Manufacturing Industry	.000	Reject

**. Correlation is significant at the 0.01 level (2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed)

Table 5.23: Summary of Results from Hypothesis Testing in Service Industry

Hypothesis	Significant	Result
Cognitions		
H6.1o) There is no relationship between the product variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.061	Accept
H6.2o) There is no relationship between the price variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.873	Accept
H6.3o) There is no relationship between the place variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.858	Accept
H6.4o) There is no relationship between the promotion variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.358	Accept
H6.5o) There is no relationship between the physical evidence variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.026	Reject
H6.6o) There is no relationship between the process variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.234	Accept
H6.7o) There is no relationship between the people variable and the corporate users belief toward TA Freephone 1-800 service variable in service industry.	.181	Accept
Affect		
H7.1o) There is no relationship between the product variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.002	Reject
H7.2o) There is no relationship between the price variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.160	Accept
H7.3o) There is no relationship between the place variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.195	Accept
H7.4o) There is no relationship between the promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.772	Accept
H7.5o) There is no relationship between the physical evidence variable and the corporate users feeling toward	.076	Accept

TA Freephone 1-800 service variable in service industry.		
H7.6o) There is no relationship between the process variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.689	Accept
H7.7o) There is no relationship between the promotion variable and the corporate users feeling toward TA Freephone 1-800 service variable in service industry.	.311	Accept
Conations		
H8.1o) There is no relationship between the product variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.017	Reject
H8.2o) There is no relationship between the price variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.058	Accept
H8.3o) There is no relationship between the place variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.015	Reject
H8.4o) There is no relationship between the promotion variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.966	Accept
H8.5o) There is no relationship between the physical evidence variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.355	Accept
H8.6o) There is no relationship between the process variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.859	Accept
H8.7o) There is no relationship between the people variable and the corporate users intend to use toward TA Freephone 1-800 service variable in service industry.	.785	Accept
Each Service Marketing Mix Elements and Attitude		
H9.1o) There is no relationship between the product variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.000	Reject
H9.2o) There is no relationship between the price variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.091	Accept
H9.3o) There is no relationship between the place variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.059	Accept

H9.4o) There is no relationship between the promotion variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.757	Accept
H9.5o) There is no relationship between the physical evidence variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.015	Reject
H9.6o) There is no relationship between the process variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.404	Accept
H9.7o) There is no relationship between the people variable and the corporate users attitude toward TA Freephone 1-800 service variable in service industry.	.333	Accept
Service Marketing Mix Elements and Attitude		
H10o) There is no relationship between overall marketing mix(Product, Price, Place, Promotion, Physical Evidence, Process, People) and attitude in service industry.	.004	Reject

**. Correlation is significant at the 0.01 level (2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed)

CHAPTER 6

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the finding of the descriptive analysis and the ten hypotheses are summarized. The first part of the summary is the result of the descriptive analysis of the study and hypotheses testing. The second part are recommendations that composed of suggestions for further study and practical implications.

Summary of The results of the descriptive analysis of the study

Figure 6.1: The Respondents

Kind of Business
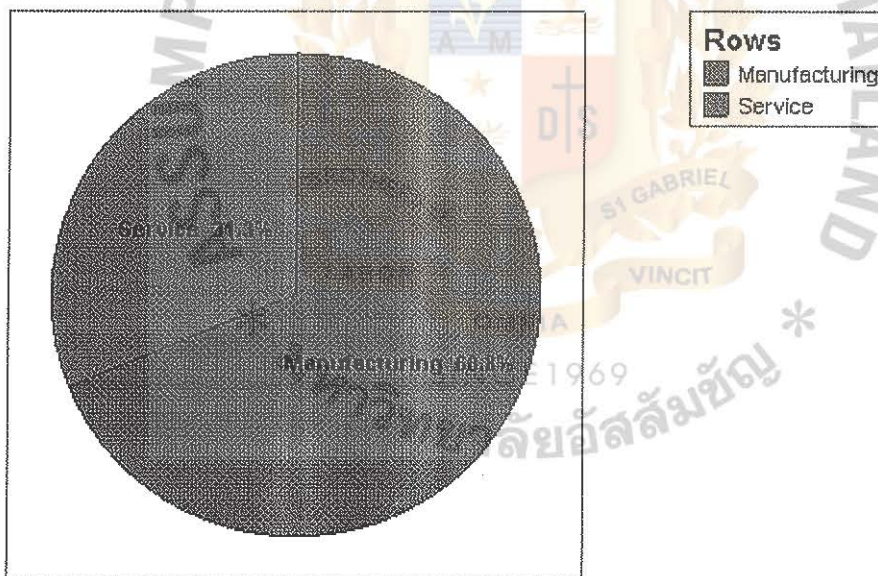
The respondents of this research are the corporate users who are using TA Freephone 1-800 service. There are 44 respondents in manufacturing industry, which is 68.8% of all respondents, and 20 respondents in service industry, which is 31.2%.

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The result of statistic analysis of cognition element, both manufacturing and service industries agree that TA Freephone 1-800 service is reliable, economical and customized its service to their needs. In the area of affect, both manufacturing and service industries feel good, happy to use TA Freephone 1-800 service. They also feel that the overall performance of TA Freephone 1-800 service is excellence. In the area of conation, both manufacturing and service industries prefer to use TA Freephone 1-800 service rather than other serviced providers and would like to recommend this service to other businesses.

Concerning the seven marketing mix elements, in the area of product, both manufacturing and service industries strongly agree that the use of TA Freephone 1-800 service is a requirement for their business and TA Freephone 1-800 service is a good pleasure for them. They also agree that TA Freephone 1-800 service is the solution to their problems, enhances their business competency and increases their business productivity. In the area of price, both manufacturing and service industries agree that TA Freephone 1-800 service price rate is reasonable, when compared with the service fees and quality. In the area of place, both of manufacturing and service industries agree that they prefer applying TA Freephone 1-800 service through sales representatives and Internet. As for call center, they are indifferent. In the area of promotion, both manufacturing and service industries agree that there are various media to provide the information about TA Freephone 1-800 service and TA Freephone 1-800 service has various sales promotion, they have no opinion concerning seeing frequently the advertising campaign. In the area of physical evidence, manufacturing industry agrees that TA Freephone 1-800 service name recognition influences their decision in using this service, there are many site references in TA Freephone 1-800 service and ISO-9002 recognition influences their

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decision in using this service. Service industry agree that TA Freephone 1-800 service name recognition influence their decision in using this service and ISO-9002 recognition influence their decision in using this service. As for the site reference service industry is neutral. In the area of process, both manufacturing industry and service industry disagrees that application of the service is complicated. They agree that TA Freephone 1-800 service staffs could give solution and information in time. The last area is people, manufacturing industry agrees that sales representatives gives them adequate information and they are also knowledgeable about their work. For service industry, they are indifferent as regards to information given by sale representatives. They disagree that sales representatives inform enough information of TA Freephone 1-800 service but they agree that sales representatives are knowledgeable.

Conclusion of Hypotheses Testing

Manufacturing Industry

The result from testing of the first hypothesis to the fifth one to find the relationship between the seven marketing mix and attitude of TA Freephone corporate users in manufacturing industry shows that in the area of product, there is a relationship between cognition, affect, conation and product. In the area of price, there is a relationship between affect and price in positive moderate relationship. In the area of place, there are relationships between affect, conation and place in the positive weak and moderate respectively. In the area of promotion, there is a relationship between conation and promotion in positive weak relationship. In the area of physical evidence, there are relationships between affect, conation and physical evidence in positive moderate relationship. In the area of people, there is a relationship between affect and people in positive weak relationship. There is no relationship between

cognition, affect, conation and process. In the area of attitude and seven marketing mix, there are relationships between attitude and product, price, place, physical evidence and people. There are no relationship between Promotion, Process and attitudes. The last one is the area of the attitude and overall of 7Ps, there is a relationship between attitude and 7Ps in the positive moderate relationship. These are tabulated as follow:

Table 5.24: Summary of the relationship between the seven marketing mix and attitudes of TA Freephone 1-800 service of corporate users in manufacturing industry.

Hypothesis	Product	Price	Place	Promotion	Physical Evidence	Process	People	Overall Marketing Mix
H1:Cognitions	Strong							
H2: Affect	Strong	Moderate	Weak		Moderate		Weak	
H3: Conations	Moderate		Moderate	Weak	Moderate			
H4: Attitudes	Strong	Weak	Weak		Moderate		Weak	
H5:Attitudes								Moderate

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Service Industry

The result from testing of the sixth hypothesis to the tenth to find the relationship between the seven marketing mix and attitude of TA Freephone 1-800 service of corporate users in service industry shows that in the area of product, there are relationships between affect, conation and product in positive strong and moderate relationship in respectively. In the area of place, there is a relationship between conation and place in positive moderate relationship. In the area of physical evidence, there is a relationship between cognition and physical evidence in positive moderate relationship. There are no relationship between cognition, affect, conation and price, promotion, process and also people. In the area of the attitude and seven marketing mix, there are relationships between attitude and product, physical evidence in positive strong and moderate relationship respectively. There are no relationship between attitudes and price, place, promotion, process and people. The last one is the area of the attitude and overall of 7Ps, there is a relationship between attitude and 7Ps in the positive strong relationship. These are also could be tabulated as follow:

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Table 5.25: Summary of the relationship between the seven marketing mix and attitudes of TA Freephone 1-800 service of corporate users in service industry.

Hypothesis	Product	Price	Place	Promotion	Physical Evidence	Process	People	Overall Marketing Mix
H6:Cognitions					Moderate			
H7: Affect	Strong							
H8: Conations	Moderate		Moderate					
H9: Attitudes	Strong				Moderate			
H10:Attitudes								Straong

Recommendations

Based on the fact that telecommunication business in Thailand still has big opportunity for growth, competition is becoming more intense both from the existing rivalries and the threat of new entrants, customer attitudes which is directly related to customer satisfaction, service marketing seems to be the solution for corporations to plan for their strategies.

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Services often require a different marketing strategy because of the characteristics that make them distinct from products. In order to manage these characteristics, service marketers could develope the 7P strategy for initiating more efficient service marketing strategy.

Product

TA Freephone 1-800 service sale representatives should be knowledgeable regarding the requirements of each type of their customers. Knowing the exact needs can be of tremendous assistance to the company in developing their product to match up with customers' need. The result of this study provides the information on significant product relationship relating to the corporate attitudes both in manufacturing and service industries. TelecomAsia Co., Ltd. should pay more attention to the features of the product, which should have more varieties to maintain and retain the customers.

Price

Today, corporate users agree that the price rate of this service is reasonable when compared to the quality of the service. To satisfy customers to continue using the service TelecomAsia Co., Ltd. should be able to create a strategy for pricing elements. For example, the company should create a new program or a new service rate for each kind of industry or each kind of business as different kind of businesses has different kinds of usage.

Place

TelecomAsia Co., Ltd. should be concerned with creating a channel that would be easily accessible to the corporate users in using the service. The respondents who provide positive answers agree to apply this service through sales representatives and the Internet. These are the people that TelecomAsia should be most concerned. Moreover, TelecomAsia should change the role of the call center to be more helpful and informative in accepting calls regarding problems from customers.

Promotion

TelecomAsia Co., Ltd. should advertise more through various media to provide information, as TA Freephone 1-800 is the newest service of TelecomAsia. The company should educate the users about what this product is, what the benefits are and how this product can enhance their businesses and etc. Moreover, TelecomAsia should offer extended services to the users. The other technique is to organize events and seminars relating to providing information about this service and inviting member of the companies that use this service as key speakers. This technique can gain new customers and TelecomAsia Co., Ltd. will come to know the potential customers who exist in the market.

Physical Evidence

From the result of the study, corporate users agree that name recognition through ISO 9002 has influenced the making of decisions to use this service. TelecomAsia Co., Ltd. should announce the site reference in the advertisements that can entice customers to use this service. If TelecomAsia Co., Ltd. can provide more education regarding the site reference to customers, it will increase TelecomAsia Co., Ltd. corporate users.

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Process

TelecomAsia Co., Ltd should reduce some complicated and unnecessary processes to provide quick and easy convenience for customers. TelecomAsia Co., Ltd. should design the work instruction process that eliminates the complicated tasks. Each department such as sales, engineering or call center should have clear and precise work instructions.

People

TelecomAsia Co., Ltd. should set up training programs for sales representatives and related staff that provides services to customers. The program should include general knowledge of TA Freephone 1-800 service, service mind, negotiation and sales call process. Having a knowledgeable and efficient staff and sales representatives can help the company increase its productivity and revenue.

According to the analysis results, there are four main points that the researcher would like to strongly recommend for continuous improvement possibilities for TelecomAsia Co., Ltd. The first is the promotion; TelecomAsia Co., Ltd. has weak promotion campaign in both manufacturing and service industry. TelecomAsia Co., Ltd. should educate and inform the public about TA Freephone 1-800 service. For example, the company should provide for government organizations to use the service as social public service hot line to provide information to consumers. In generating physical evidence in service marketing the company can gain access to the public and educate them. In this way the physical evidence will be increased automatically. Regarding the process, TelecomAsia Co., Ltd. being a telecommunication service provider should provide timely and efficient response performance. The call center should be manned 24 hours, 7 days a week. Moreover, the information or the process that can be processed via Internet or website is beneficial as it can save time and cost

for both TelecomAsia Co., Ltd. and customers. The last issue, which is very important is people. As staff and sales representatives are the people who encounter the customers daily, their first good impression is essential in influencing the customers to use this product. Moreover, sales representatives and staff should be knowledgeable with regards to TA Freephone 1-800 service.

Finally, as attitudes can change all the time, it is imperatives for TelecomAsia Co., Ltd. to keep in touch with customers to understand the changes in consumer behavior because this product is new and needs improvement and development to provide customer satisfaction.

Further Study

TA Freephone 1-800 is a new product of TelecomAsia Co., Ltd. It has few customers in both of manufacturing and service industries. Therefore, it is recommended to future researchers to investigate more respondents in each industry. The studies should also focus on the differences in the attitudes of manufacturing and service industries in the area of marketing mix as well as on the applications of each business.

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APPENDIX A:

Questionnaires

Questionnaires to Study Attitudes of Corporate user toward
TA Freephone 1-800 service in Thailand

This questionnaire is a partial of fulfillment of the requirement for the Degree of Master of Business

Administration Assumption University.

Please indicate your opinion as to extent to which you agree or disagree with the following statements

of your attitudes toward TA Freephone1-800 service remember that there are no right or wrong

answers-research is interested in the numbers that show your attitudes toward TA Freephone 1-800

service in Bangkok.

Part I: General Data

1.What kind of your business company?

----- Advertising   ----- Food and Beverage

----- AirlinesTelemarketing   ----- Factory

----- Banking   ----- Healthcare

----- Communication   ----- Insurance

----- Chemical Pharmacy   ----- Property

----- Others

Part II: Attitudes toward use TA Freephone 1-800 service

Strongly Disagree (SD)	1
Disagree (DA)	2
Neutral (N)	3
Agree (AG)	4
Strongly Agree (SA)	5

	SD	DA	N	AG	SA
Cognitions					
1) TA Freephone 1-800 service is reliable in its service.	1	2	3	4	5
2) TA Freephone 1-800 service economical than other service provider.	1	2	3	4	5
3) TA Freephone 1-800 service is able to customize its service to your needs.	1	2	3	4	5
Affect					
4) When you use TA Freephone 1-800 service, you feel good.	1	2	3	4	5
5) You are very happy to be using TA Freephone 1-800 service for your business.	1	2	3	4	5
6) The overall performance TA Freephone 1-800 service is excellent.	1	2	3	4	5

7) You prefer use TA Freephone 1-800 service for your business more than you use other service provider.	1	2	3	4	5
8) You are often recommending TA Freephone 1-800 service to other business associates.	1	2	3	4	5
9) You want to try other service provider.	1	2	3	4	5

Part III : Service Marketing Mix

Product

10) Using TA Freephone 1-800 service is a requirement for your business.	1	2	3	4	5
11) Using TA Freephone 1-800 service is the solution for your problems.	1	2	3	4	5
12) Using TA Freephone 1-800 service enhance your business competency	1	2	3	4	5
13) Using TA Freephone 1-800 service has increased your business productivity.	1	2	3	4	5
14) Using TA Freephone 1-800 service is a good pleasure for your customers.	1	2	3	4	5

Price

15) TA Freephone 1-800 service rate is reasonable price.	1	2	3	4	5
16) Compare service fees and quality for TA Freephone 1-800 service acceptable to your need.	1	2	3	4	5
17) At the price shown, I would consider use TA Freephone 1-800 service.	1	2	3	4	5

Place

18) You prefer to apply TA Freephone 1-800 service through sales representatives.	1	2	3	4	5
19) You prefer to apply TA Freephone 1-800 service through call center.	1	2	3	4	5
20) If there is internet service to apply this service, you prefer to use it.	1	2	3	4	5

Promotion

21) The Ad campaigns for TA Freephone 1-800 service are seen frequently.	1	2	3	4	5
22) There are various media to provide the information about TA Freephone 1-800 service.	1	2	3	4	5

23) TA Freephone 1-800 service has various sales promotion. 1   2   3   4   5

Physical Evidence

24) TA Freephone 1-800 service name recognition influence   1   2   3   4   5
     you decision in using this service.

25) There are many site references in TA Freephone 1-800   1   2   3   4   5
     service.

26) ISO 9002 recognition influenceyou decision in using   1   2   3   4   5
     TA Freephone 1-800 service.

Process

27) To apply TA Freephone 1-800 service is complicated.   1   2   3   4   5

28) TA Freephone 1-800 service staffs give solution   1   2   3   4   5
     for you just in time, when you have a problems.

29) When you need TA Freephone 1-800 service   1   2   3   4   5
     information, our staff provide for you just in time.

People

30) Sales representatives informing you about the information 1   2   3   4   5
     of TA Freephone 1-800 service.

31) Sales representatives inform enough information of   1   2   3   4   5
     TA Freephone 1-800 service.

32) Sales representatives are knowledgeable in TA Freephone 1   2   3   4   5
     1-800 service.

THANK YOU

Questionnaires to Study Attitudes of Corporate user toward
TA Freephone 1-800 service in Thailand

แบบสอบถามนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ระดับมหาบัณฑิต มหาวิทยาลัยอัสสัมชัญ (ABAC)
กรุณา ◯บนหมายเลขตามความคิดเห็นของท่านว่า เห็นด้วยหรือไม่เห็นด้วย กับข้อความต่อไปนี้ เกี่ยวกับ ความคิด/ ความรู้สึกที่
ท่านมีต่อบริการ TA Freephone 1-800 ไม่มีคำตอบที่ถูกหรือผิด ผู้วิจัยต้องการทราบความคิดเห็น/ความรู้สึกของผู้ตอบแบบ
สอบถามเกี่ยวกับบริการ TA Freephone 1-800 ในพื้นที่กรุงเทพฯ เท่านั้น

ส่วนที่ 1: General Data

1.บริษัทของท่านจัดอยู่ในธุรกิจแบบใด?

----- โฆษณา   ----- อาหารและเครื่องดื่ม

----- สายการบิน   ----- โรงงานอุตสาหกรรม

----- ธนาคาร   ----- ธุรกิจเกี่ยวกับสุขภาพ

----- ธุรกิจการสื่อสาร   ----- ประกันภัย

----- เคมีภัณฑ์   ----- อสังหาริมทรัพย์

----- อื่นๆ

ส่วนที่ 2 : Attitudes toward use TA Freephone 1-800 service

ไม่เห็นด้วยอย่างยิ่ง (SD)	1
ไม่เห็นด้วย (DA)	2
เฉยๆ (N)	3
เห็นด้วย (AG)	4
เห็นด้วยอย่างยิ่ง (SA)	5

	SD	DA	N	AG	SA
Cognition					
1) บริการ TA Freephone 1-800 เป็นบริการที่น่าเชื่อถือได้	1	2	3	4	5
2) บริการ TA Freephone 1-800 เป็นบริการที่คุ้มค่ามากกว่าผู้ให้บริการรายอื่น	1	2	3	4	5
3) บริการ TA Freephone 1-800 สามารถปรับเปลี่ยนได้ตามความต้องการของลูกค้า	1	2	3	4	5

	SD	DA	N	AG	SA
Affect					
4) ท่านรู้สึกดีเมื่อใช้บริการ TA Freephone 1-800	1	2	3	4	5
5) ท่านรู้สึกพอใจในการใช้บริการ TA Freephone 1-800 กับบริษัทของท่าน	1	2	3	4	5
6) โดยภาพรวมท่านรู้สึกว่าบริการ TA Freephone 1-800 ดี	1	2	3	4	5

Conation

7) ท่านพอใจที่จะใช้บริการ TA Freephone 1-800 มากกว่า   1   2   3   4   5

     ผู้ให้บริการรายอื่น

8) ท่านแนะนำบริการ TA Freephone 1-800ให้กับผู้อื่นอยู่เสมอ   1   2   3   4   5

9) ท่านต้องการทดลองใช้บริการ Freephone 1-800 จากผู้ให้   1   2   3   4   5

     บริการรายอื่น

ส่วนที่ 3: Service Marketing Mix

Product

10) บริการ TA Freephone 1-800 เป็นบริการที่มีความจำเป็น   1   2   3   4   5

     ต่อบริษัทท่าน

11) บริการ TA Freephone 1-800 เป็นบริการที่สามารถแก้ไข   1   2   3   4   5

     ปัญหาให้กับบริษัทท่าน

12) บริการ TA Freephone 1-800 เป็นบริการที่เพิ่มประสิทธิ   1   2   3   4   5

     ภาพให้กับบริษัทของท่าน

13) บริการ TA Freephone 1-800 ทำให้บริษัทของท่านมี   1   2   3   4   5

     รายได้เพิ่มมากขึ้น

14) บริการ TA Freephone 1-800 เป็นบริการที่สร้างความ   1   2   3   4   5

     พึงพอใจให้กับลูกค้าของท่าน

Price

15) ราคาของบริการ TA Freephone 1-800เป็นราคาที่เหมาะสม   1   2   3   4   5

16) เมื่อเปรียบเทียบราคากับคุณภาพในการให้บริการ TA Freephone   1   2   3   4   5

     1-800 มีความเหมาะสม

17) จากราคาที่แสดงอยู่ท่านจะยังคงใช้บริการ TA Freephone   1   2   3   4   5

     1-800

Place

18) ท่านมีความพอใจในการขอใช้บริการ TA Freephone 1-800   1   2   3   4   5

    ผ่านพนักงานขาย

19) ท่านมีความพอใจในการขอใช้บริการ TA Freephone 1-800   1   2   3   4   5

    ผ่านศูนย์กลางบริการ(Call Center)

20) ท่านมีความพอใจหากมีการขอใช้บริการ TA Freephone 1-800   1   2   3   4   5

    ผ่านInternet

Promotion

21) โฆษณาของบริการ TA Freephone 1-800 สามารถพบ   1   2   3   4   5

    เห็นได้บ่อยๆ

22) มีสื่อต่างๆมากมายให้ข้อมูลเกี่ยวกับบริการ TA Freephone   1   2   3   4   5

    1-800

23) บริการ TA Freephone 1-800 เป็นบริการที่มีรายการส่งเสริม   1   2   3   4   5

    การขายที่หลากหลาย

Physical Evidence

24) ความมีชื่อเสียงของบริการ TA Freephone 1-800 มีอิทธิพล   1   2   3   4   5

    ต่อการตัดสินใจในการใช้บริการ

25) บริการ TA Freephone 1-800 เป็นบริการที่มีสถานที่   1   2   3   4   5

    อ้างอิงมาก

26) ISO 9002 มีอิทธิพลต่อการตัดสินใจในการใช้บริการ   1   2   3   4   5

Process

27) การขอใช้บริการ TA Freephone 1-800 มีขั้นตอนที่ซับซ้อน   1   2   3   4   5

28) เจ้าหน้าที่ของบริการ TA Freephone 1-800 สามารถแก้ไข   1   2   3   4   5

    ปัญหาให้ท่านได้ในเวลาที่เหมาะสม

29) เมื่อท่านต้องการทราบข้อมูลบริการ TA Freephone 1-800   1   2   3   4   5

    เจ้าหน้าที่สามารถให้บริการท่านได้ในเวลาที่เหมาะสม

People

30) พนักงานสามารถแนะนำข้อมูลต่างๆของบริการ   1   2   3   4   5

      TA Freephone 1-800

31) พนักงานขายสามารถแนะนำข้อมูลของบริการ   1   2   3   4   5

      TA Freephone 1-800ได้อย่างเพียงพอ

32) พนักงานขายมีความรู้เกี่ยวกับบริการ TA Freephone 1-800   1   2   3   4   5

ขอบคุณค่ะ.

APPENDIX B:

Corporate Users of TA Freephone 1-800 Service
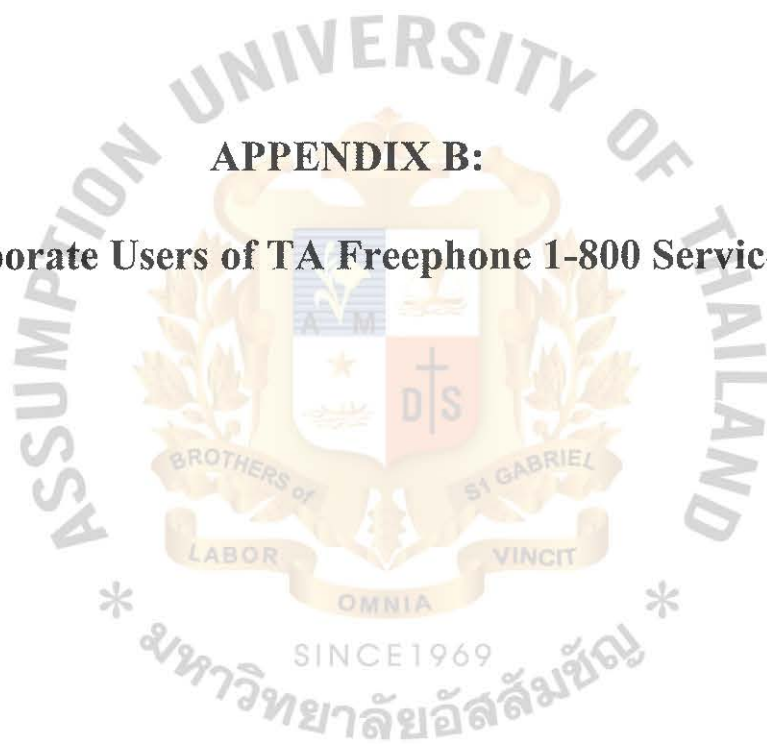
Corporate Users of TA Freephone 1-800 service

NO.	TollFreeNumber	Customer
1	1800295000	AIA
2	1800295570	Effem Thailand
3	1800295558	FMP Distribution Limited
4	1800295516	Michelin Group
5	1800295588	Nestle
6	1800295545	P&G
7	1800295547	PC Zone
8	1800295523	S.Y.K. Factory & Products
9	1800826826	TA Orange
10	1800295504	United Factory
11	1800295537	กองทุนรวมสินทรัพย์ไทย 1
12	1800295519	กาลิเลโอ (ไทยแลนด์)
13	1800295589	แกล็กโซสมิทไคล็น (ประเทศไทย)
14	1800295593	โกลด์ซิตี้ ฟุตแวร์
15	1800295525	ควอลิเมด
16	1800295522	คัสโตเมอร์เอ็นจิเนียริ่งเซอร์วิส จำกัด
17	1800295578	เจริญวิรัตน์ จำกัด
18	1800295531	ชัยบูรณ์ บราเดอร์ส
19	1800295574	โชคเพิ่มทรัพย์ ปิโตเลี่ยม
20	1800295530	ซิลค์ คัท
21	1800295502	ที.โอ เคมีคอลส์ (1979)
22	1800295507	ทีพีไอ โพลีน
23	1800295585	เทอร์โม (ประเทศไทย)
24	1800295555	ไทยน้ำทิพย์
25	1800295563	ไทยรุ่งยูเนี่ยนคาร์
26	1800295565	ไทยวาโก้
27	1800295595	นารายณ์สากลประกันภัย
28	1800295509	บ้านฉาง กลาสเฮ้าส์
29	1800295572	บุญภารุ่งเรือง 2544
30	1800295550	ปตท.จำหน่ายก๊าซธรรมชาติ
31	1800295527	แปซิฟิกเฮลธ์แคร์
32	1800295543	เพอร์รี่ จอห์นสันอิงค์
33	1800295503	ฟาร์มาสันต์แล็บบอราตอรี่ส์

Corporate Users of TA Freephone 1-800 service

NO.	TollFreeNumber	Customer
34	1800295517	มิชลินมาร์เก็ตติ้งแอนด์เซลส์
35	1800295532	แมคอินทอช เซ็นเตอร์
36	1800295506	ยูนิคพร็อพเพอตี้
37	1800295538	ยูเนียนเมดดิคอล (ประเทศไทย)
38	1800295505	ราชาชูรส
39	1800295579	ริโก้ (ประเทศไทย)
40	1800295518	วังอนุบาล
41	1800295552	วัฏจักรคลาสสิฟายด์ส จำกัด
42	1800295590	วีรวงศ์
43	1800295580	สยามนิสสัน ยานยนต์
44	1800295526	สหแพทย์เภสัช
45	1800295513	สหยูเนี่ยน
46	1800295528	สหสติกเกอร์
47	1800295511	หลักทรัพย์ จัดการกองทุนรวม ทหารไทย
48	1800295515	หลักทรัพย์ ธนชาติ
49	1800295559	หลักทรัพย์กรุงศรีอยุธยา
50	1800295592	หลักทรัพย์จัดการกองทุนรวม กรุงไทย
51	1800295582	หัวเว่ย เทคโนโลยี่ (ประเทศไทย)
52	1800295564	ห้างหุ้นส่วนจำกัดบางพูนเซอร์วิสออยส์
53	1800295554	อเมริกัน ไต้หวัน ไบโอฟาม
54	1800295561	อเมริกัน เอ็กซ์เพรส(ไทย)
55	1800295514	ออลซีซันส์ พร็อพเพอตี้
56	1800295529	อัมพร ดีไซน์ อินเตอร์เนชั่นแนล
57	1800295510	อาบาคัส ซีคส์
58	1800295500	อาบาคัส
59	1800295569	อุดมโชคปิโตรเลี่ยม
60	1800295560	อุษา แอดวานซ์ บิสซิเนส คอร์ปอเรชั่น
61	1800295568	เอซ อินชัวร์รันซ์
62	1800295575	เอ็ดวาร์ดส์ ไลฟ์ไซเอ็นซ์ (ประเทศไทย) จำกัด
63	1800295541	เอเพ็กซ์ซาวด์ แลป (ไทย)
64	1800295666	แอกซ่า แอสซิสแตนท์ จำกัด (ประกันภัย)

APPENDIX C:

Reliability of Questionnaires

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)

otal Statistics

	Scale Mean if Item· Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
	115.0156	108.8093	.2921	.8962
	115.3750	107.6667	.3692	.8951
	115.2188	108.1736	.2760	.8966
	115.2656	105.2458	.6181	.8917
	115.3438	105.4355	.5304	.8927
	115.3281	104.2875	.6583	.8909
	115.3438	104.5784	.6393	.8912
	115.9219	103.3748	.5503	.8918
	116.6750	118.6506	-.4170	.9110
)	115.0156	105.7299	.6008	.8922
1	115.4531	102.5692	.5718	.8913
2	115.5000	103.3651	.5040	.8927
3	115.2969	106.2121	.5353	.8929
4	115.1719	106.0176	.4943	.8933
	115.4219	104.7875	.5166	.8926
	115.6250	107.0000	.3487	.8955
	115.8906	106.5751	.4372	.8941
	115.5469	101.5216	.6680	.8894
	116.7500	109.5238	.2686	.8964
	116.2813	108.9355	.1812	.8986
21	116.4063	104.9435	.3908	.8951
22	117.1250	106.9048	.3561	.8954
23	117.2031	107.5613	.3836	.8949
	115.6406	104.2656	.5743	.8917
	116.1563	101.9117	.4097	.8963
	115.7188	101.5704	.5699	.8913
27	116.8906	111.1783	.0632	.8990
28	116.3906	102.0196	.6243	.8903
29	116.4219	101.8986	.6056	.8906
	115.7969	102.9263	.6278	.8905
	116.4688	101.6498	.5446	.8919
	116.5156	100.8251	.5951	.8907

bility Coefficients

Cases =   64.0   N of Items = 32

=   .8970
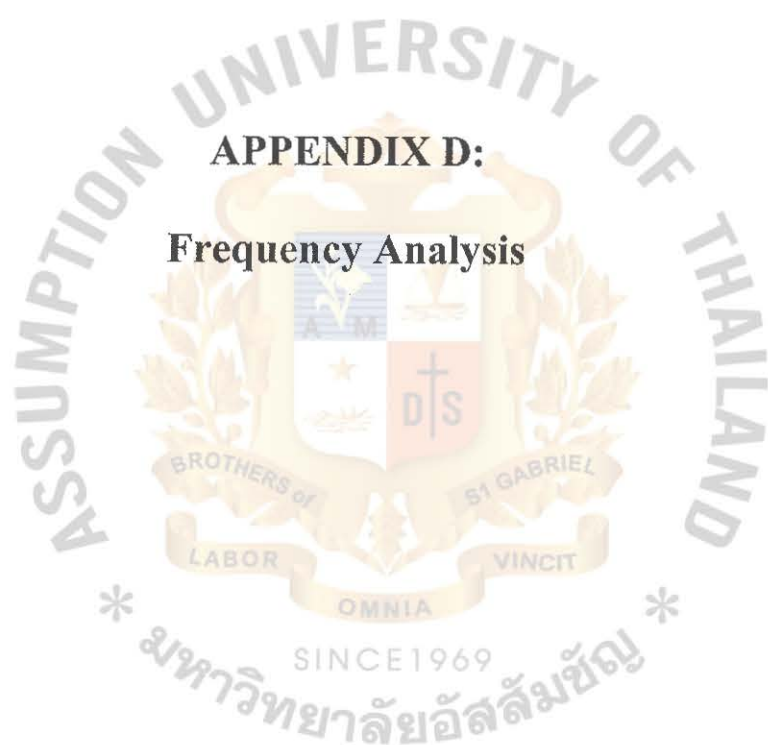
APPENDIX D:

Frequency Analysis

| | | Kind of business | | | | | | Group Total | | |
| | | Manufacturing | | | Service | | | | | |
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
TA Freephone 1-800 service is reliable in its service	Agree	14	56.0%	31.8%	11	44.0%	55.0%	25	100.0%	39.1%
	Strongly Agree	30	76.9%	68.2%	9	23.1%	45.0%	39	100.0%	60.9%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
TA Freephone 1-800 service economical than other service provider	Neutral				3	100.0%	15.0%	3	100.0%	4.7%
	Agree	33	78.6%	75.0%	9	21.4%	45.0%	42	100.0%	65.6%
	Strongly Agree	11	57.9%	25.0%	8	42.1%	40.0%	19	100.0%	29.7%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
TA Freephone 1-800 service is able to customize its service to your needs	Neutral	2	50.0%	4.5%	2	50.0%	10.0%	4	100.0%	6.3%
	Agree	20	66.7%	45.5%	10	33.3%	50.0%	30	100.0%	46.9%
	Strongly Agree	22	73.3%	50.0%	8	26.7%	40.0%	30	100.0%	46.9%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Affect

Affect

| | | Kind of business | | | | | | Group Total | | |
| | | Manufacturing | | | Service | | | | | |
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
When you use TA Freephone 1-800 service, you feel good	Neutral				1	100.0%	5.0%	1	100.0%	1.6%
	Agree	26	66.7%	59.1%	13	33.3%	65.0%	39	100.0%	60.9%
	Strongly Agree	18	75.0%	40.9%	6	25.0%	30.0%	24	100.0%	37.5%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
You are very happy to be using TA Freephone 1-800 service for your business	Neutral				4	100.0%	20.0%	4	100.0%	6.3%
	Agree	26	68.4%	59.1%	12	31.6%	60.0%	38	100.0%	59.4%
	Strongly Agree	18	81.8%	40.9%	4	18.2%	20.0%	22	100.0%	34.4%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
The overall performance TA Freephone 1-800 service is excellent	Neutral				3	100.0%	15.0%	3	100.0%	4.7%
	Agree	25	64.1%	56.8%	14	35.9%	70.0%	39	100.0%	60.9%
	Strongly Agree	19	86.4%	43.2%	3	13.6%	15.0%	22	100.0%	34.4%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Conation

Conations

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
You prefer use TA Freephone 1-800 service for your business more than you use other service provider	Neutral				3	100.0%	15.0%	3	100.0%	4.7%
	Agree	28	70.0%	63.6%	12	30.0%	60.0%	40	100.0%	62.5%
	Strongly Agree	16	76.2%	36.4%	5	23.8%	25.0%	21	100.0%	32.8%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
You are often recommending TA Freephone 1-800 service to other business associates	Neutral	20	69.0%	45.5%	9	31.0%	45.0%	29	100.0%	45.3%
	Agree	17	68.0%	38.6%	8	32.0%	40.0%	25	100.0%	39.1%
	Strongly Agree	7	70.0%	15.9%	3	30.0%	15.0%	10	100.0%	15.6%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
You want to try other service provider	Disagree	26	92.9%	59.1%	2	7.1%	10.0%	28	100.0%	43.8%
	Neutral	18	69.2%	40.9%	8	30.8%	40.0%	26	100.0%	40.6%
	Agree				8	100.0%	40.0%	8	100.0%	12.5%
	Strongly Agree				2	100.0%	10.0%	2	100.0%	3.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Product

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
Using TA Freephone 1-800 service is a requirement for your business	Agree	13	52.0%	29.5%	12	48.0%	60.0%	25	100.0%	39.1%
	Strongly Agree	31	79.5%	70.5%	8	20.5%	40.0%	39	100.0%	60.9%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Using TA Freephone 1-800 service is the solution for your problems	Neutral	9	64.3%	20.5%	5	35.7%	25.0%	14	100.0%	21.9%
	Agree	15	60.0%	34.1%	10	40.0%	50.0%	25	100.0%	39.1%
	Strongly Agree	20	80.0%	45.5%	5	20.0%	25.0%	25	100.0%	39.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Using TA Freephone 1-800 service enhance your business competency	Neutral	11	68.8%	25.0%	5	31.3%	25.0%	16	100.0%	25.0%
	Agree	18	75.0%	40.9%	6	25.0%	30.0%	24	100.0%	37.5%
	Strongly Agree	15	62.5%	34.1%	9	37.5%	45.0%	24	100.0%	37.5%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Using TA Freephone 1-800 service has increased your business productivity	Neutral				1	100.0%	5.0%	1	100.0%	1.6%
	Agree	31	75.6%	70.5%	10	24.4%	50.0%	41	100.0%	64.1%
	Strongly Agree	13	59.1%	29.5%	9	40.9%	45.0%	22	100.0%	34.4%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Using TA Freephone 1-800 service is a good pleasure for your customers	Neutral				2	100.0%	10.0%	2	100.0%	3.1%
	Agree	21	67.7%	47.7%	10	32.3%	50.0%	31	100.0%	48.4%
	Strongly Agree	23	74.2%	52.3%	8	25.8%	40.0%	31	100.0%	48.4%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Price

Price

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
TA Freephone 1-800 service rate is reasonable price	Neutral	2	25.0%	4.5%	6	75.0%	30.0%	8	100.0%	12.5%
	Agree	26	74.3%	59.1%	9	25.7%	45.0%	35	100.0%	54.7%
	Strongly Agree	16	76.2%	36.4%	5	23.8%	25.0%	21	100.0%	32.8%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Compare service fees and quality for TA Freephone 1-800 service acceptable to your need	Neutral	8	61.5%	18.2%	5	38.5%	25.0%	13	100.0%	20.3%
	Agree	26	68.4%	59.1%	12	31.6%	60.0%	38	100.0%	59.4%
	Strongly Agree	10	76.9%	22.7%	3	23.1%	15.0%	13	100.0%	20.3%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
At the price shown.I would consider use TA Freephone 1-800 service	Neutral	14	66.7%	31.8%	7	33.3%	35.0%	21	100.0%	32.8%
	Agree	30	76.9%	68.2%	9	23.1%	45.0%	39	100.0%	60.9%
	Strongly Agree				4	100.0%	20.0%	4	100.0%	6.3%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Place

Place

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
You prefer to apply TA Freephone 1-800 service through sales representatives	Neutral	8	53.3%	18.2%	7	46.7%	35.0%	15	100.0%	23.4%
	Agree	24	82.8%	54.5%	5	17.2%	25.0%	29	100.0%	45.3%
	Strongly Agree	12	60.0%	27.3%	8	40.0%	40.0%	20	100.0%	31.3%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
You prefer to apply TA Freephone 1-800 service through call center	Strongly Disagree				2	100.0%	10.0%	2	100.0%	3.1%
	Disagree	4	100.0%	9.1%				4	100.0%	6.3%
	Neutral	40	69.0%	90.9%	18	31.0%	90.0%	58	100.0%	90.6%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
If there is internet service to apply this service, you prefer to use it	Strongly Disagree				1	100.0%	5.0%	1	100.0%	1.6%
	Disagree	2	100.0%	4.5%				2	100.0%	3.1%
	Neutral	25	65.8%	56.8%	13	34.2%	65.0%	38	100.0%	59.4%
	Agree	15	75.0%	34.1%	5	25.0%	25.0%	20	100.0%	31.3%
	Strongly Agree	2	66.7%	4.5%	1	33.3%	5.0%	3	100.0%	4.7%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Promotion

Promotion

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
The Ad campaigns for TA Freephone 1-800 service are seem frequently	Disagree	10	83.3%	22.7%	2	16.7%	10.0%	12	100.0%	18.8%
	Neutral	19	65.5%	43.2%	10	34.5%	50.0%	29	100.0%	45.3%
	Agree	13	65.0%	29.5%	7	35.0%	35.0%	20	100.0%	31.3%
	Strongly Agree	2	66.7%	4.5%	1	33.3%	5.0%	3	100.0%	4.7%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
There are various media to provide the information about TA Freephone 1-800 service	Strongly Disagree				1	100.0%	5.0%	1	100.0%	1.6%
	Disagree	26	76.5%	59.1%	8	23.5%	40.0%	34	100.0%	53.1%
	Neutral	15	60.0%	34.1%	10	40.0%	50.0%	25	100.0%	39.1%
	Agree	3	75.0%	6.8%	1	25.0%	5.0%	4	100.0%	6.3%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
TA Freephone 1-800 service has various sales promotion	Strongly Disagree				1	100.0%	5.0%	1	100.0%	1.6%
	Disagree	24	68.6%	54.5%	11	31.4%	55.0%	35	100.0%	54.7%
	Neutral	20	71.4%	45.5%	8	28.6%	40.0%	28	100.0%	43.8%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Physical Evidence

Physical Evidence

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
TA Freephone 1-800 service name recognition influence your decision in using this service	Neutral	10	76.9%	22.7%	3	23.1%	15.0%	13	100.0%	20.3%
	Agree	27	69.2%	61.4%	12	30.8%	60.0%	39	100.0%	60.9%
	Strongly Agree	7	58.3%	15.9%	5	41.7%	25.0%	12	100.0%	18.8%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
There are many site references in TA Freephone 1-800 service	Strongly Disagree				4	100.0%	20.0%	4	100.0%	6.3%
	Disagree				7	100.0%	35.0%	7	100.0%	10.9%
	Neutral	9	50.0%	20.5%	9	50.0%	45.0%	18	100.0%	28.1%
	Agree	25	100.0%	56.8%				25	100.0%	39.1%
	Strongly Agree	10	100.0%	22.7%				10	100.0%	15.6%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
ISO 9002 recognition your decision in using TA Freephone 1-800 service	Disagree	4	100.0%	9.1%				4	100.0%	6.3%
	Neutral	10	71.4%	22.7%	4	28.6%	20.0%	14	100.0%	21.9%
	Agree	20	66.7%	45.5%	10	33.3%	50.0%	30	100.0%	46.9%
	Strongly Agree	10	62.5%	22.7%	6	37.5%	30.0%	16	100.0%	25.0%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- Process

Process

| | | Kind of business | | | | | | Group Total | | |
| | | Manufacturing | | | Service | | | | | |
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
To apply TA Freephone 1-800 service is complicated	Disagree	15	83.3%	34.1%	3	16.7%	15.0%	18	100.0%	28.1%
	Neutral	29	64.4%	65.9%	16	35.6%	80.0%	45	100.0%	70.3%
	Agree				1	100.0%	5.0%	1	100.0%	1.6%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
TA Freephone 1-800 service staffs give solution for you just in time, when you have a problems	Strongly Disagree				1	100.0%	5.0%	1	100.0%	1.6%
	Disagree				7	100.0%	35.0%	7	100.0%	10.9%
	Neutral	22	64.7%	50.0%	12	35.3%	60.0%	34	100.0%	53.1%
	Agree	20	100.0%	45.5%				20	100.0%	31.3%
	Strongly Agree	2	100.0%	4.5%				2	100.0%	3.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
When you need TA Freephone 1-800 service information, our staff provide for you just in time	Strongly Disagree				1	100.0%	5.0%	1	100.0%	1.6%
	Disagree				9	100.0%	45.0%	9	100.0%	14.1%
	Neutral	22	68.8%	50.0%	10	31.3%	50.0%	32	100.0%	50.0%
	Agree	20	100.0%	45.5%				20	100.0%	31.3%
	Strongly Agree	2	100.0%	4.5%				2	100.0%	3.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%

- People

		Kind of business						Group Total		
		Manufacturing			Service					
		Count	Row %	Col %	Count	Row %	Col %	Count	Row %	Col %
Sale representatives informing you about the information of TA Freephone 1-800 service	Disagree				2	100.0%	10.0%	2	100.0%	3.1%
	Neutral	6	40.0%	13.6%	9	60.0%	45.0%	15	100.0%	23.4%
	Agree	31	79.5%	70.5%	8	20.5%	40.0%	39	100.0%	60.9%
	Strongly Agree	7	87.5%	15.9%	1	12.5%	5.0%	8	100.0%	12.5%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Sales representatives inform enough information of TA Freephone 1-800 service	Strongly Disagree				2	100.0%	10.0%	2	100.0%	3.1%
	Disagree	2	16.7%	4.5%	10	83.3%	50.0%	12	100.0%	18.8%
	Neutral	19	73.1%	43.2%	7	26.9%	35.0%	26	100.0%	40.6%
	Agree	21	95.5%	47.7%	1	4.5%	5.0%	22	100.0%	34.4%
	Strongly Agree	2	100.0%	4.5%				2	100.0%	3.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%
Sales representatives are knowledgeable in TA Freephone 1-800 service	Strongly Disagree				3	100.0%	15.0%	3	100.0%	4.7%
	Disagree	2	20.0%	4.5%	8	80.0%	40.0%	10	100.0%	15.6%
	Neutral	21	70.0%	47.7%	9	30.0%	45.0%	30	100.0%	46.9%
	Agree	19	100.0%	43.2%				19	100.0%	29.7%
	Strongly Agree	2	100.0%	4.5%				2	100.0%	3.1%
Group Total		44	68.8%	100.0%	20	31.3%	100.0%	64	100.0%	100.0%