

# Consumer Decision on Choosing Cellular Phone Service Carrier

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**Abstract**—The purposes of this study were to determine consumer decision and marketing mix factors which influence consumer to choose cellular phone service carrier. The samplings were 400 customers who used cellular phone service carriers by using statistical application of percentage, mean, f-test (one-way Anova) for hypothesis testing, and regression analysis.

Findings from the study indicated that most of respondents were females, age less than 20 years old, second year of University level, and monthly income between 15,000-20,000 baht. The overall picture of the opinions of marketing mix factors that influence consumer on choosing cellular phone service carrier were at high level for each aspect, such as products, prices, distribution channels, marketing promotion, physical appearance of the service center, personnel, and business process of customer management. The hypothesis testing revealed that the personal different of gender affected consumer decision on choosing cellular phone service carriers and marketing mix factors influencing on consumer decision to choose cellular phone service carriers with all 7 aspects in the same direction with statistical significant level 0.05.

Recommendations from the study results were that administrative officers should focus on additional services, such as personal Wi-Fi connection, roaming service around the world, appropriate charging service fee by second of usage, set beautiful counter service with customer lounge including refreshment, promotion with reward when customer has been used service for over 2 years, knowledgeable personnel, introduce high technology equipment, inform customer on network carrier news, accurately of usage fee which can be checked by software application effortlessly, such as Line, Facebook, or other application.

**Keywords**— consumer decision on choosing cellular phone service carrier.

## I. INTRODUCTION

Communication is very important in the daily lives of all people as one of the factors that are involved in affluence. The society will standstill if it is absented of communication which shows the important of communication that is vigorous to every human life. Because communication is present everywhere in all walk of life, such as conversation, sending signal, mail, and using body language, etc. Therefore, the development of the communication system is very significant. At present, the world is in the era of information and news which is critical resources that affects accuracy in deciding on activities. The communication technology is a factor that

influences the lives of people, especially wireless communication known as cellular phone which is a device that most of people use it extensively. As a result, cellular phone business has been flourished with lot of competitions among organizations. Each of organization uses their business strategy to seize market share from the target market, whether a competition in promotion or signal and services quality, etc. These business strategy is set up to create consumer satisfaction of the services. After Post and Telegraph Department has approved radio frequencies to telephone organization which is TOT public company providing cellular phone services system by using NMT (Nordic Mobile Telephone) frequency at 470 megahertz in September 2529 B.C. since then cellular phone business has been grown correspondingly. At present time, cellular phone service numbers have more than 20 million numbers which provided by different carriers in different portion of cellular phone market. In the beginning, there were only two carriers which were TOT Public Company Limited and CAT Telecom Public Co., Ltd. because of the budget restrictions and lack of expertise to implement the policy in management of both state enterprises, including expensive cost of cellular operation. Then, both organizations decided to open private license auctions and organized private company to handle cellular phone service under their supervision of the execution BTO (Build Transfer Operate). Since then, cellular phone industry in Thailand has been expanded rapidly and continue up to the present. The overall picture of cellular phone industry in present time is diversity in term of network technology which allowed consumer on selection of network service carrier choice of the service. The cellular phone service carrier has market shared differently. There are 5 mainstreams of cellular phone carrier industry in Thailand and each carrier has different campaigns and strategy in competition. As a result, consumer has choice of their service requirement to satisfy their needs and the important parts of consumer decision to select cellular phone service carrier are the strategy of marketing mix as a primary reason. Nevertheless, there are other marketing factors which influence consumer to select cellular phone service carrier of their satisfaction.

From the introduction above, the researcher is interested in this study in order to get the results from the study to use as a guideline to develop cellular phone carrier service to meet consumer requirement and satisfaction.

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## II. THE PURPOSE OF THE STUDY

To study the process of consumer decision and marketing mix which affecting on selection of cellular phone service carrier.

## III. THE SCOPE OF THE STUDY

The researcher studied on the process of consumer decision and marketing mix which affecting on selection of cellular phone service carrier by the concepts of decision making on products, prices, distribution channel, and marketing promotion theories.

The samplings were 400 Kasem Bundit University students who used cellular phone service carriers.

The period of this study started in November 2559 B.E. until February 2560 B.E.

## IV. METHODOLOGY

The study on the process of consumer decision and marketing mix which affecting on selection of cellular phone service carrier which the results from the study can be used to improve service quality and products in order to satisfy consumer requirement by using these following methods of the study.

Primary data was the data which collected by questionnaire distribution.

Secondary data was the data collected by researching of books, periodicals, documents, texts, related research, and website.

The tool for this study was a questionnaire which was divided into 3 parts as follows:

1. The personal information was the general information of the respondents in regard to gender, age, income, level of education, etc.
2. The questions of personal opinion on the factors of marketing mix effected consumer decision on selection of cellular phone service carrier in regard of products, prices, distribution channel, marketing promotion, personnel, physical, and process with 39 statements. Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.
3. The questions concerned the process of consumer decision which effected on selection of cellular phone service carrier. The Likert scale were used a five-point rating scale and process with 22 statements.

The researcher collected all 30 questionnaires from the samplings group other than the study group to check for reliable and valid assessment data before sending the all questionnaire to the study group.

Processing data information which obtained from respondents by using Microsoft Excel application to create pie chart and bar chart to describe the percentage, mean from personal data that we gathered.

## V. STATISTICAL APPLICATION USED IN THE DATA ANALYSIS

Descriptive statistics in data analysis was used frequency, percentage, mean, and standard deviation to measure the distribution of the data, describe the personal factors of the respondents and marketing factors that affected the decision on influencing consumer to choose cellular phone service carrier.

Inferential statistics in data analysis was used T-test for hypothesis test, F-test (One-way Anova, and Regression analysis

## VI. THE RESULTS OF THE STUDY

Findings from the study revealed that most of respondents were females, age less than 20 years old, second year university level, monthly income between 15,000-20,000 baht.

The overall picture of the opinions of marketing mix factors were at high level consisted of service center, processing of operation, place of the services, marketing promotion, products, prices, and personnel, respectively, the details were as follows:

Products aspect: the overall picture of the opinions on factors of marketing mix on products were at high level within ascending order level which consisted of cellular system with 3G and general packet radio service (GPRS) supports cover nationwide, strong and clear signal, cellular phone company with reputation, and the system can be used all over the world, respectively.

Prices aspect: the overall picture of the opinions on factors of marketing mix on prices were at high level within ascending order level which consisted of no monthly service fee, minute usage fee, second usage fee, reasonable moderate sim prices, respectively.

Place of services: the overall picture of the opinions on factors of marketing mix on place of services were at high level within ascending order level which consisted of several service centers, parking conveniently, service center located in department stores, and dealer near you, respectively.

Marketing promotion: the overall picture of the opinions on factors of marketing promotion were at high level within ascending order level which consisted of advertising through multimedia, website, brochures, special promotion events, and recommendations by the personnel, respectively.

Personnel: the overall picture of the opinions on factors of personnel were at high level within ascending order level which consisted of employees who are enthusiastic, knowledgeable and competent, able to solve unexpected problems, courtesy, politeness, immaculate dress, and trustworthy, respectively.

Physical appearance of the service center: the overall picture of the opinions on factors of physical appearance of the service center were at high level within ascending order level which consisted of modern technology equipment, information on cellular phone system to inform, cleanliness, well design, and customer waiting lounge area, respectively.

The process of management: the overall picture of the opinions on factors of the process of management were at high level within ascending order level which consisted of accuracy of the billing statement, rapidly service requested, adequate service personnel, conveniently operating hours, service

department with clearly signs, respectively.

The results from study of the process of consumer decision on selection of cellular phone service carrier consisted of these issues, such as perceived problems issue, searching for information, alternative assessment, purchasing decision, and sensitivity after purchased. The overall picture of the opinions on process of consumer decision on selection of cellular phone service carrier were at the high level with details as follow:

**Perceived problems issue:** the overall picture of the opinions on the process of consumer decision on perceived problems issue were in high level within ascending order level which consisted of following issues, such as more consumer service convenient than the other, more fashionable appearance than others, able to use with all electronic devices, recognized and accepted by other people, respectively.

**Searching for information issue:** the overall picture of the opinions on the process of consumer decision on internal search issue were in high level within ascending order level which consisted of followed issues, such as experience cellular phone users, test product from sale representative before purchase, information from family, products knowledge, and other information from people other than family member, respectively.

**Alternative assessment issue:** the overall picture of the opinions on the process of consumer decision on alternative assessment issues were in high level within ascending order level which consisted of followed issues, such as service instruction from the carrier, cellular phone carrier with ISO service standard, purchasing prices, customer service convenient, and marketing promotion, respectively.

**Purchasing decision:** the overall picture of the opinions on the process of consumer decision on purchasing decision issues were in high level within ascending order level which consisted of followed issues, such as post purchase warrantee, service center nationwide, payment system, personnel with courtesy, and marketing promotion, respectively.

**Sensitivity after purchased:** the overall picture of the opinions on the process of consumer decision on sensitivity after purchased issues were in high level within ascending order level which consisted of followed issues, such as service satisfaction and consumer will recommend to others, respectively.

## VII. THE RESULTS OF THE HYPOTHESIS TEST

**Hypothesis 1:** the different personal factors affected the decision to select cellular phone carrier. The personal different as gender was not affected the decision to select cellular phone carrier at statistical significant 0.05 level.

**Hypothesis 2:** Marketing factors influenced consumer decision on selection of cellular phone service carrier with the following factors, such as products, complementary services, free of monthly service fee charge, appropriate charging service fee by second of usage, cheaper SIM, counter service at department stores, free gift with purchased, introduce high technology equipment and inform customer, and when customer has some question regarding of the bill which can be checked by software application at statistical significant 0.05 level.

## VIII. DISCUSSION OF THE RESULTS

### **Products aspect:**

The factors of marketing mix of products affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Varin Sathaporn (2552 B.E.) who studied on the factors influenced consumer decision to purchase G-NET cellular phone in Phra Pradaeng district revealed that the important of products were in high level of the opinions.

### **Prices aspect:**

The factors of marketing mix of prices affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Sunan Nilpoung. (2556 B.E.) who studied on the factors influenced consumer decision to purchase cellular phone in Municipality district, Kanchanaburi province revealed that the important of prices were in high level of the opinions.

### **Places of service distribution aspect:**

The factors of marketing mix of places of service distribution affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Sunan Nilpoung. (2556 B.E.) who studied on the factors influenced consumer decision to purchase cellular phone in Municipality district, Kanchanaburi province revealed that the important of places of service distribution were in high level of the opinions.

### **Marketing promotion aspect:**

The factors of marketing mix of marketing promotion affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Varin Sathaporn (2552 B.E.) who studied on the factors influenced consumer decision to purchase G-NET cellular phone in Phra Pradaeng district revealed that the important of marketing promotion were in high level of the opinions.

### **Service personnel aspect:**

The factors of marketing mix of service personnel affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Sunan Nilpoung. (2556 B.E.) who studied on the factors influenced consumer decision to purchase cellular phone in Municipality district, Kanchanaburi province revealed that the important of service personnel were in high level of the opinions.

### **Physical appearance of the service center:**

The factors of marketing mix of physical appearance of the service center affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Vareekarn Kemthong (2555 B.E.) who studied on the factors influenced consumer decision to purchase 3G cellular phone service carrier in Bangkok revealed that the important of physical appearance of the service center were in high level of the opinions.

### **The process of management aspect:**

The factors of marketing mix of process of business management affected consumer decision on selection of cellular phone service carrier were in high level of the opinions which associated to the research study of Vareekarn Kemthong (2555 B.E.) who studied on the factors influenced consumer decision to purchase 3G cellular phone service carrier in Bangkok revealed that the important of process of business management were in high level of the opinions.

The factors of personal different of gender affected consumer decision on purchasing cellular phone service carrier at statistical significant 0.05 level of the opinion which associated to the research study of Terumpa Chamnanprai. (2550 B.E.) who studied on the factors influenced consumer decision to purchase cellular phone service in Municipality district, Ratchaburi province revealed that personal different of gender affected consumer decision on purchasing cellular phone service carrier.

### **IX. RECOMMENDATION FROM THE STUDY RESULTS**

Products aspect: cellular phone service carrier administrative officers should emphasize on supplement service, such as individual WI-FI equipment and worldwide cellular phone usage. Prices aspect: administrative officers should emphasize on billing of usage service fee in second of use, no addition charge when calling family.

Place of service: administrative officers should emphasize on well-designed counter service at department stores with customers lounge including refreshment and rapidly respond to customer service.

Marketing promotion aspect: administrative officers should provide free gift with purchased of service more than 2 years.

Service personnel aspect: personnel should wear proper uniform, schedule of regular service training.

Physical appearance of the service center: cellular phone service carrier should provide information regarding the service, modern technology equipment, and service documents news for customers.

The business management process aspect: administrative officers should emphasize on accuracy of service charge and consumer be able to review the charge through application, such as Line and Facebook, etc.

### **Suggestions for Future Research**

The purposes of this study were to determine consumer decision on selection of cellular phone service carrier in general. Therefore, for the future study should determine of different system of cellular phone carrier, such as 4G system in order to investigate into deeper level of the cellular phone business market.

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