



## **Consumer Preference for Samsung Mobile Phone in Bangkok**



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## ABSTRACT

This study examines Consumer Preference for Samsung Mobile Phone in Bangkok. Samsung is one of the well-known electronic brands which has manufactured and marketed various electronic products and gadgets. Most of the consumers prefer to buy Samsung mobile phone because its brand or model is the first attracted choice for the persons who use in Bangkok. Everyone can use this mobile phone because the price sale is suitable for the consumers' demands, satisfaction and wants. The Samsung Company also helps the consumers with good services from AIS, SMS, Dtac, Truemove from online to buy and pay for it. Samsung mobile phone is claimed to have higher market share.

The purpose of this paper is to indicate how Samsung mobile phone can implement its level in the reform process to international standards with other brands and models. The main objective of the study is to provide an introduction to indicate its value for analyzing consumer preference based on the value that the consumers attach to the attributes of the goods that they intend to purchase. The research method which can be used the quantitative and qualitative tools with collecting data information. The sources of data was explained the first primary source and elementary sources. The data processing in this research study has been done through SPSS package program for this study paper of questionnaires.

The result of this research explored that the most important attribute behind the consumer preference for Samsung mobile phones to know about the brand image, followed by price, product features, quality, services and it will provide the consumer's satisfaction and behaviors in the domestic marketplace. In this conclusion, this research of Samsung mobile model is used to analyze and develop a framework on consumer preference for smartphone in Thailand market. The recommendation of this research ought to be done with a large number of participants because there are many students for the associations and a lot of workers/employees for the organization. It should be done because the researcher would gain more useful information about consumer preference, solutions of theories, and future suggestions.

**Keywords:** Consumer preference, theory, sample, and research design.

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Siam University

Bangkok, Thailand

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Mr. Obhasa

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# CHAPTER I

## INTRODUCTION

### 1.1 Background and Significance of the Problem

Samsung Mobile Phone has become an indispensable part of Bangkok's everyday-life and we never want to leave this device at home while we head for our work. A Samsung Mobile Phone (also known as cellular phone, cell phone and a hand phone) is a device which can make and receive telephone calls over a radio whilst moving around a wide geographic area. In 2015, there are approximately 66 million mobile phone users in Thailand (Thailand Business News, 2010). It is also becoming increasingly important in the growth of GDP of the country, with its benefits such as increased employment and waves. Currently, the company only has a 41.46% (2015) higher market share in mobile phones for Thailand.

Thai Samsung Electronics Co., Ltd. was established in 1988 as a joint venture between Saha Pathana Inter-Holding Co., Ltd. and Samsung Electronics, Co. to manufacture home electronics and other hi-tech products. Samsung views Thailand as a key developing market in its global strategic vision and has chosen the country as a major manufacturing hub for global exports of various hi-tech products. Thai Samsung's main mission is to become what is known as a Digital-e Company, providing innovative digital products with the ability for online processes in order to capture the digital-online and network compatibility revolution. Samsung is currently third in the Thailand mobile phone market and the industry is expanding quickly.

Samsung is very optimistic about its future in Thailand and expects to see spectacular growth in the near future. Three concepts Samsung will focus on are high quality, ease of use, and reasonable prices. Business Week's annual InterBrand survey ranked Samsung as the world's 34th most valuable brand and it has also become the fastest growing global brand with an increase in brand value to \$8.1 billion. Thus, in a brand name driven market such as Thailand, it is not surprising that the Samsung brand name is highly regarded by Thai consumers. The three most cited reasons why Samsung has a strong reputation among Thai consumers are exactly what Samsung strives to do:



innovation, quality, and ease of use. Buying decisions are now mainly based on operating efficiency and technological sophistication. The trends in the Thailand market seem to fit perfectly with Samsung's differentiating strategy perfectly.

The president of South Korean telecommunications giant Samsung Industries has visited Thailand at the end of 2012, Samsung Company had increased engineers working from 155 to 200. By 2014, the present suggested Samsung engineers working around 420. The mobile phone and tablet manufacturing giant has an office in Bangkok and this is set to become the hub and central point for its Asian distribution growth by a series of increased personnel in Bangkok which will in turn help to develop new markets in the region.

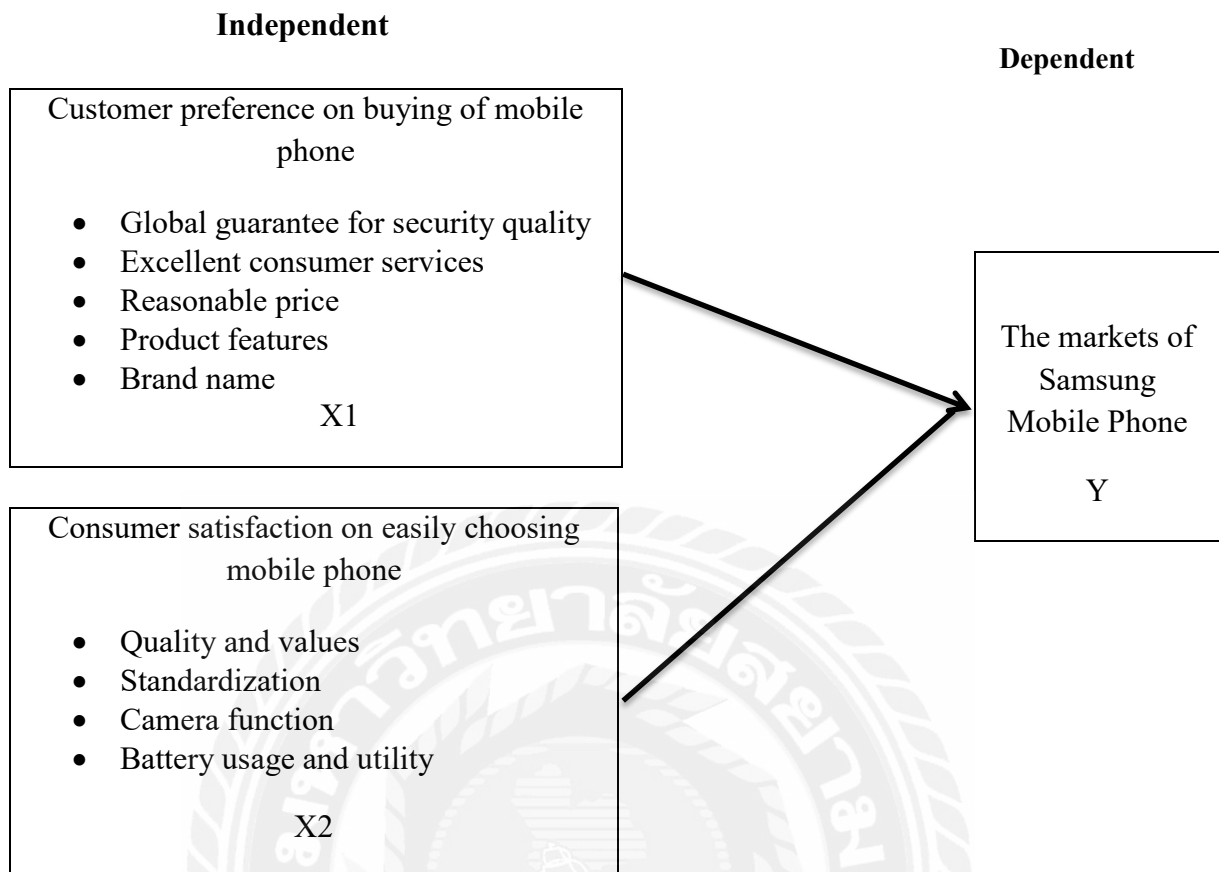
## **1.2 Research Questions**

It will be divided two parts of seven research questions. The first part explained the participants' general background and the second part mentioned the data result of the participants.

1. General Background of Participants' Information.
2. What kinds of mobile phone brand do you use now?
3. How are the quality and product features of Samsung mobile phone?
4. What is the consumers' satisfaction after buying a phone?
5. What are values and services of Samsung mobile phone for the consumer preference?
6. What is the price of Samsung mobile phone?
7. Where is the popular shopping center in Bangkok for sales mobile phones?

## **1.3 Conceptual Framework**

This conceptual framework of the conceptual model containing certain relationship needed in this research work with the consumer preference for Samsung mobile phone.



#### 1.4 Research Hypothesis

This research of the study is examined through the following hypothesis:

- H1: The camera functions and battery for a long usage is dominated to the consumer preference for buying Samsung mobile phone.
- H2: The higher quality has a positive influence on the consumer preference for buying Samsung mobile phone.
- H3: The effect of price is dominated to the consumer preference for buying Samsung mobile phone.
- H4: The excellent services and values are dominated to the consumer preference to acquire mobile phones after sales.
- H5: The product features and the modern brands influence on the consumer preference to acquire mobile phones.

## **1.5 Objectives of the Study**

The objectives of this study are described as the following:

- To understand about Thai consumer preference toward mobile phone brand.
- To modify and investigate the consumer preference for Samsung mobile phone.
- To explore the consumers' satisfaction for its mobile phone.
- To consider the concept of consumer behaviors towards Samsung mobile phone.
- To examine the theories of consumer preference for Samsung mobile phone.
- To evaluate the Samsung brand with key factors in marketplaces.

## **1.6 Definition of Terms**

Samsung Company produced the mobile phones and related to devices for its manufactures such as electronic with essential parts, televisions, cameras, tablets, camcorders, refrigerators, air conditioners, washing machine, laptops, printers, microwave ovens and other accessories.

The rival of the Samsung mobile maker is the LG handset. It stands by the second biggest product in South Korea.

In the country home markets of South Korean, Samsung is the largest brand for mobile phone marker. In the global brand, Samsung is the third one of the market for mobile phone.

## **1.7 Scope of the Study**

The scope of this main study is main the knowledge of the company details, quality, product features, services & values which provided by the company manufactures and the relation with consumer satisfaction.

The Samsung mobile phone has an advanced design with higher technology with regard to concept galaxy of smart phones. It can be the market leader of handset mobile of industry with the help of R&D.

To understand the research work is to be carried out as following;

- This study will provide the company which is to know about the consumer preference with the facilities and the various features.
- This study will solve the problems of the consumer preference which the company produces this brand.
- This study is to help a reader about the number of respondents' satisfaction with this product.
- This study is to know the consumer preference for Samsung Mobile phones in the local market.

### **Results of Obtaining for this Study**

The study of this research will help the readers to get knowledge with the main reasons of Samsung mobile phone and consumer preference in Bangkok. This research explained the domestic mobile products and sales which the consumers prefer about them well as follows.

The readers will consider and analyze how about (i) the mobile phone brand name, price, and the popular centers in Bangkok, (ii) the consumer of mobile phone is to understand about the quality and services, (iii) the factors of product features and values which are for consumer preference, and (iv) the consumer's satisfaction, behaviors and theories of Samsung mobile phone. This research mentioned the majority of the Samsung mobile phone in Bangkok where consumers prefer them at the second domestic marketplace.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theory of Consumer Preference**

The theory of consumer preference analysis by means of discrete choice methods is based on probability regression models. Consumer preference denotes consumer's ability to evaluate, prioritize and choose marketing products and services for selling at the transaction to get the customer's satisfaction, needs and wants or desires, etc. Consumer preference analysis involves construction of models to reflect actual consumer behavior as well as methods for measuring (quantifying) consumer preferences (Daniel Baier, 2005).

Consumer preference is thus a function of product-country match. For many consumers, this will be the very first time that they try such products, and it will also be the first time that they are exposed to brand names associated with these product categories. Thus Samsung has an opportunity to create brand equity and loyalty (Sak Onkvisit, 2004, pg 233). The goal of the theory of preferences is for the consumer to be able to rank these commodity bundles according to the amount of utility obtained from them. In other words, the consumer has different preferences over the different combinations of goods defined by the set of commodity bundles.

##### **2.1.1 The Definition of Consumer Preference**

Consumer preference is a marketing term meaning a consumer likes one thing over another. For instance, a trend may indicate consumers prefer using debit cards over credit cards to pay for goods. Companies rely on surveys, information and data in order to customize products and services based upon consumer preferences. Improved information flows enable firms to respond more efficiently to shifts in consumer preferences, and to customize their products and services to their needs (Cambridge Online Dictionaries).

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that

preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes.

### **2.1.2 Theory of the Consumer**

Consumer makes decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility's determinants are decided by a host of non-economic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences.

And consumers can develop feelings of being unfairly treated in many different ways. They may buy a product and find it on sale somewhere else at a cheaper price. They might have bought a product one day and discovered it has been reduced the next. Two people on exactly the same holiday may find that they have paid strikingly different prices. Of course it could be argued that this is just bad luck, but if the level of grievance is high then the consumer might very well look minutely for things to complain about or just never buy from the seemingly offering retailer (Ray Wright, 2006, Pg. 230).

### **2.1.3 The Consumer's Satisfaction**

Every business needs a consumer's satisfaction for his products or services. A business man cannot run his products and services without a consumer. Every human being likes different products as a consumer's satisfaction. That's why; it is very important sectors that every business needs a consumer's satisfaction. The mission and purpose of a businessman is to be satisfied by a consumer.

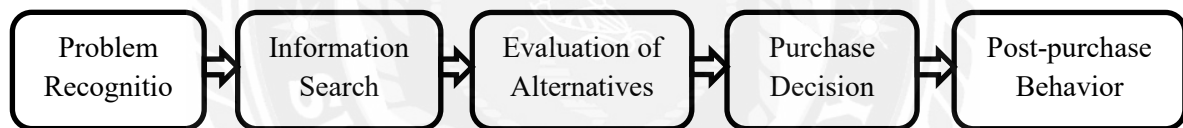
When continuing to sell the products or services to customers, it is very necessary for their satisfaction and remembrance. This creates what is important for consumer's satisfaction and his needs. The consumer's satisfaction is different choice from one product or service to another. For owing or buying or using a product, each consumer in his life has a different behavior. So, the marketer should know the consumer's behavior to satisfy his products and services.

## 2.2 The Consumer Decision-making

We believe that the consumer decision-making problem we have encountered in quality-quantity space is different from the problems addressed by these other models (Wadman, 2000, Pg 100). One of the fundamental issues in consumer preference is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer decision making could be defined as the “preference patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services” (Du Plessis et al,1991).

Consumer decision making has long been of great interest to researchers. Early decision making studies concentrated on the purchase action (Loudon and Bitta, 1993). A buyer can purchase a mobile phone and go to those five steps as following figure one. These stages help the buyer to evaluate his/her needs, choose the best smartphone according to his/her need and budget and purchase it.

Figure (1): Consumer Decision-making Process



## 2.3 The Consumer’s Behavior and Preferences

Samsung can develop models for predicting future consumer behaviors and preferences (Jesus Mena, 2013, pg 206). Brand awareness, brand recall, and brand congruence are obviously important business objectives, but merely steps in the process for the sponsoring company that eventually needs achieving of the ultimate goal of the promotional communication campaign, the consumer behavior of purchasing its products (John A. Fortunato, 2013, Pg 88).

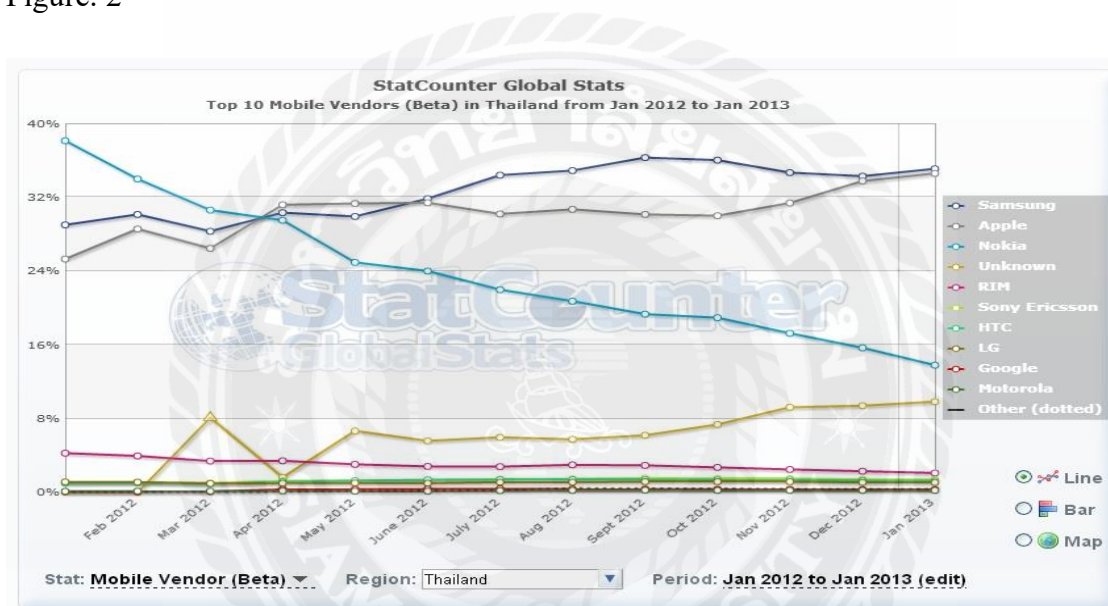
To know the trends in consumer behavior towards cell phones and implement the strategies accordingly, they conduct their own studies or rely upon the studies conducted by various public and private institutions. The activities of the consumers undertake when obtaining, consuming and disposing of products and services is known as consumer

behavior. When a consumer wanted to make the purchase decision, he will pass through the process – recognition, search of information, evaluation, purchase and feedback (Blackwell, Miniard and Engel, 2006).

## 2.4 Samsung Mobile Phone in Thailand

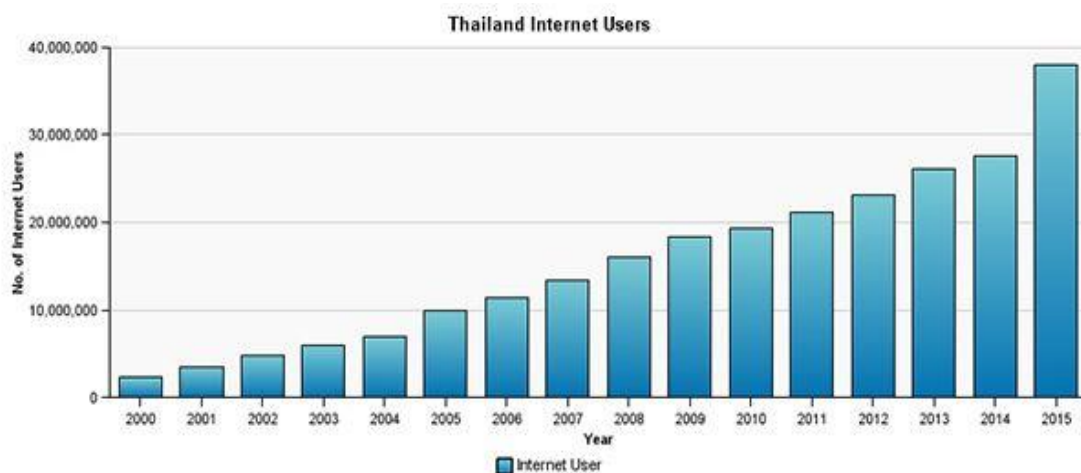
In 2012 year, this chart shown Samsung had increased the growth 33% at the market share. From 2012 to 2013, Samsung grew very fast at the smartphone markers in Asia. Samsung has a strong feature phone with including its devices.

Figure: 2



## Mobile Internet Usage in Thailand

Figure: 3





## **2.5 Characteristics of the Thai Consumer Market**

The general characteristics of Thai consumer markets can be summarized as follows:

A wide assortment and plentiful supply of consumer goods are available throughout much of Thailand. 1974: Bangkok serves as the hub of the physical distribution system through which these products must flow. From Bangkok the national transportation network, which includes water, highway, rail and air modes, radiates outward to major population centers. Goods usually travel from producer or importer through several intermediaries to retailers, market vendors or traveling merchants and on to consumers.

Among LDCs Thailand has enjoyed relatively stable consumer price levels. In comparison with the sophisticated charge-card and household finance agency systems characteristics of most MDCs, consumer credit systems in Thailand are limited, expensive and primitive. Mass media of Thailand include radio, the single most pervasive and far-reaching medium, television, cinema and national and local newspapers and magazines and advertisements. Most of the ongoing systematic marketing research in Thailand is done by or on behalf of foreign firms or their local subsidiaries and is generally concentrated in Bangkok.

In an effort to cope with the fundamental problems of industrial standardization, quality control and product safety among domestic producers and exporters, the Thai Industrial Standards Institute (TISI) began operation in 1969 to develop and supervise standards for industrial products. Consumer protection laws leave a great deal to be desired and a number of high-profile cases concerning poor service have highlighted the low levels of consumer satisfaction in the Kingdom (John Walsh, 2006, pg. 58).

## **2.6 Bangkok's Mobile Phone Market**

In Bangkok, and most other places of any size, one can find the global producers at mobile phone products such as Apple, Samsung, Nokia, etc. Thai users can also choose the domestic producers to buy any smartphones. MBK is the best and most popular and economical place in Bangkok areas. There are hundreds of outlet-sales phones and thousands of mobile phone shops or stalls which can get the cheap or high prices, the latest Blackberries and many model phones all over the Bangkok city. For buying a

smartphone, one can take a special trip to MBK or at the official retailer in either Paragon or Central World shopping mall to get a phone. Most other places of any size, such as Pattaya or Patong Beach, have places similar to MBK (B. Burnett Brown, 2013, pg 64).

There are 3 major carriers in Bangkok, AIS, DTAC and True who all offer different types of calling plans depending on if you want a prepaid or post paid calling plan. The most popular pre-paid credit plan is the AIS One-2-Call package. At present, these systems are still operable only at the higher end of the market but, will mobile phone penetration in Thailand experiencing rapid growth, it may be that this new media attracts increasing attention in the period ahead (The Report: Thailand 2009, pg 188).

Number of smartphone users in Thailand from 2013 to 2021 (in millions): This forecast shows the number of smartphone users in Thailand from 2013 to 2021. For 2017, the number of smartphone users in Thailand is estimated to reach 21.8 million, with the number of smartphone users worldwide forecast to exceed 2 billion users by that time.<sup>1</sup>

Figure: 4



© Statista 2016

Source: information for logged in users only.

Currently, Thailand has approximately 15 million mobile phone users in 2016, which represents a 19.8 percent mobile penetration rate. The Thai mobile industry is

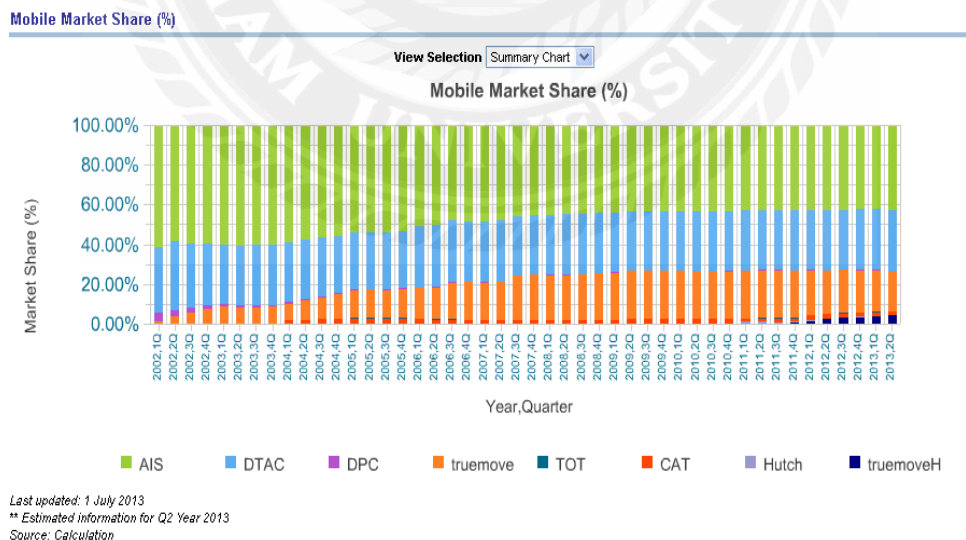
<sup>1</sup> <https://www.statista.com/statistics/467191/forecast-of-smartphone-users-in-thailand/>

under supervision by two major state agencies, the Telephone organization of Thailand (TOT) and the Communication Authority of Thailand (CAT), both of which report to the Ministry of Transportation and Communications (MOTC). Mobile service providers are required to be licensed by these agencies to operate in Thailand. Licensing-related expenses include registration fee, monthly fee, and airtime fee applied only to outgoing calls.

Figure: 5

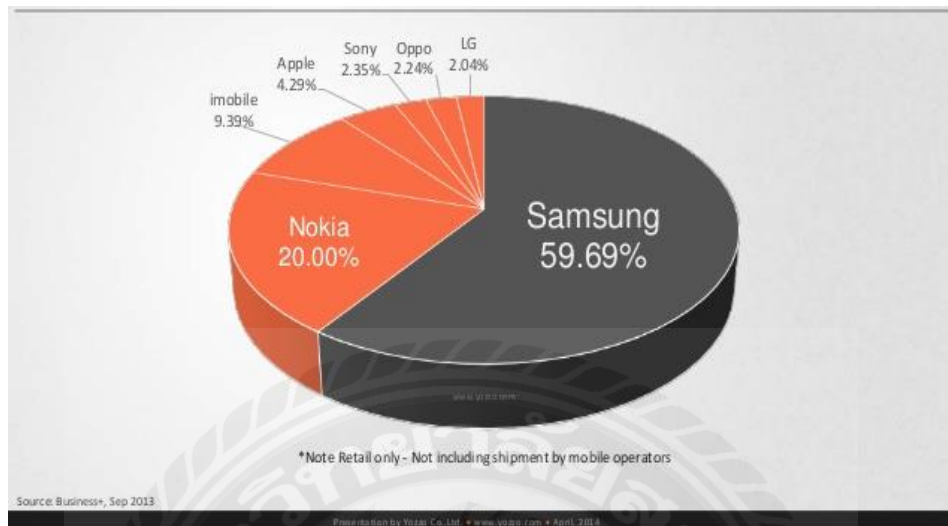


Figure: 6



## Thailand Mobile Phone Market Shares, Sep, 2013

Figure: 7 (Samsung 59.69%)



### 2.7 The Concept of Samsung Marketing Mix

The concept of marketing mix is described 4Ps such price, distribution, promotion and product. Promotion was only one part of the marketing mix. Products made a second element, and positioning of Samsung was to be changed, there would have to be premium pricing, and given the nature of the distribution system for consumer electronics, a change in channels as well. In most of the developed world where Samsung was seeking to expand sales, the pricing of its products and the channel would be critical (Anthony Michell, 2010). These four elements of the marketing mix should all link together in order to be effective in attracting the target market to buy the product/service (Karen Borrington, Peter Stimpson, 2013).

#### 2.7.1 Price

Pricing is what a consumer must give up to obtain a product. It is often the most flexible of the four marketing mix elements—the quickest elements to change. Marketers can raise or lower prices more frequently and easily than they can change other marketing mix variables. Price is an important competitive weapon and is very important to the organization because price multiplied by the number of units sold equals total revenue for

the firm (Charels, 2009, pg 47). The price is decided in the process of an important shift by reason of the main decision of a product value. The customer used the price as one of the decisive norms when the cost acquired to use a product.

### **2.7.2 Distribution**

It is also known as place. Place refers to distribution of products to make them available to customers for purchase and consumption. Distribution involves two broad functions, namely: (a) the choice of distribution channel shall flow from the manufacturer to ultimate users, and (b) physical distribution comprising transportation and storage of goods (Gupta, 2007).

To distribute or deliver goods or products to customers, it will have a comfortable place for customers to access (Hutchison, 2009). The channel which the customers purchase the products/goods will be relative with the suppliers (McDonald, 2013). A channel is very important place for developing the product strategy and it also communicates with the organization of customers. Distribution channel will connect with retailers or wholesalers to produce the products Hutchison, 2009).

Samsung Company uses the various distribution channels and distributes to the variety of the telecommunication companies like internet partners, retailers or wholesalers, aliexpress, Alibaba, Amazon, other shippers and its Samsung retail stores.

### **2.7.3 Promotion**

Frederick (1993) suggests that services marketers dismiss promotion as part of the promotion mix far too quickly. While some argue that promotion is not an important promotional tool, he suggests that this is not true. Certainly some kinds of traditional promotions are inappropriate for professional service marketers (Borden, 1964). Promotion is connected with the market to sell its products. The information of promotion will aid consumers when they purchase a product and it also includes sale promotion, advertisement, personal sales and public relations.

Promotion is an essential tool for solving organizational problems like enhancing market position or persuading customers to behave in line with the economic interest of

the business (McDonald, 2013). Samsung uses different media such as social media (internet), outdoor media and advertisement to promote the product of mobile phone.

#### **2.7.4 Products**

Beyond its low-cost products, Samsung's marketing strategy is on producing and delivering premium handsets in the global market. Based on its successful marketing experiences with household electronic products, Samsung applies its integration capabilities of diverse product components, e.g., display, camera, and memory functions (Young, 2011).

The company can offer the products of goods and services to the market targets. The main thing is the products to focus on the marketing power (Borden, 1964). Hutchison (2009) defined products as goods or services designed to satisfy the customer's need. He continued by stating that the product in marketing refers to all activities relating to the product development, keeping in mind that there is a market for the product, it has to be appealing; it differentiates from other products existing in the market, and it can be produced at an affordable competitive price.

Samsung mobile phones develop after its restriction in slim phones to exemplify the complete union of convenience, easiness and worldliness. And Samsung mobile phone becomes an excellent feature in the global market. The department of Samsung smartphone has great and modified products.

### **2.8 Samsung's Mobile Phone Business**

In 1983, Samsung initiated its mobile telecommunications business, which it hoped would become the company's future growth engine. On June 7, 1993, in Frankfurt, Lee gathered 200 Samsung executives and pointed out every problem that Samsung had and emphasized that Samsung needed a turnaround and declared a new management initiative — "Samsung New Management." Samsung worked with Sprint's engineers to develop customized phones that would work uniquely on Sprint's network. This effort differentiated Samsung in the market, and the deal ended up a great success.

The "New Management" reached to the mobile phone business as well, and Chairman Lee gave the division an ultimatum: "Produce mobile phones comparable to

Motorola's by 1994, or Samsung would disengage itself from the mobile phone business." As a result of all the extensive marketing efforts, the market share of Samsung mobile phones soared from 25.8 percent in October 1994, to 51.5 percent in August 1995. In the same period, Motorola's market share dropped from 52.5 percent to 42.1 percent. In May 1998, the mobile phone penetration rate had been 10%. By August 1999, it had reached 42.7%.

Samsung developed its first CDMA mobile phone in March 1996, to coincide with the launch of CDMA service. Samsung made its first foray into the global market in 1996, when it exported its PCS phones to Sprint, an American CDMA carrier. After this first export success, Samsung expanded into Hong Kong (Hutchinson, CDMA) in 1997, and Brazil (TELESP and TELERJ, CDMA) in 1998. After successfully exporting to Brazil, Samsung built a mobile phone production facility in Brazil in 1998, in the hopes of expanding into Latin America. In China, for example, Samsung dominates the high-end market. In the CDMA market in China, Samsung beat Motorola and became the number one player in terms of market share in 2003.

In the UK, Samsung's market share has been growing rapidly since its entry in 1999. Its market share in 2000 was 2.6%, but grew to 4.9% in 2001, then to 9.9% in 2002. Its estimated market share in 2003 was 15%. Thanks to such growth, Samsung was granted the "Best Manufacturer" award twice by the Mobile News Award, an award that was previously given to Nokia and Ericsson. In France, Samsung tries to connect technology and culture through what is called "culture marketing." In CDMA and GSM markets combined, Samsung ranked 4th in the worldwide mobile phone sales in 2002. In 2003, the company firmly held the number three rank in terms of unit sales and number two in terms of revenues (Boon-Young Lee, 2013).

In its smartphone business, (Martin Roll, 2015) not only is the premium handset segment becoming more competitive, Samsung also faces increasing competition from Xiaomi, Huawei, and Google at the lower end of the handset market. In 2014, Samsung announced a weaker-than-expected profit forecast, driven by a slowdown in mobile phone sales and intensified global competition from new and old competitors. For Samsung, ensuring the healthy and profitable growth of its mobile phone business is key. Samsung's challenge is to create and maintain a high level of premium, innovative, and

lifestyle-driven corporate brand image, and to clarify the roles of the product brands in the overall brand architecture.

(Henry Wai-chung Yeung, 2016) An interviewee from Samsung's mobile handset division claims that "the core of cellular phone business in Samsung is quality rather than quantity. Samsung has made a strategy of developing brand image at the mid-and-high-end rather than focusing just on market share. Moreover, most of Samsung's product is in mobile handsets which do not require localization to cater to changing local tastes and preferences of global consumers. Samsung's business is diverse.





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this chapter, the research reviews in detail the research methodology used in this study. The main topics are as follows:

1. Research Methods,
2. Participants,
3. Materials,
4. Procedures,
5. Setting
6. Data analysis.

#### **3.1 Research Methods**

Those methods are used by the researcher on the course of studying which are research problem are termed on researcher methods. The method of this research involved both quantitative and qualitative data collection. To gather the important data collection that is used the interview techniques helps for understanding the method which will be analyzed the new knowledge on the process. For the quantitative data, it collected some people who had interviewed at Siam University, MCU (Mahachulalongkornrajavidyalaya University) students at Wang Noi and the MBK shopping mall center in Bangkok.

#### **3.2 Subjects/Participants**

In order to conduct this study, the population of this study consisted of the MBA students at Siam University, the MCU students at Wang Noi and salespeople and consumers' preference for Samsung mobile phone that has been working and living in Bangkok at the MBK shopping center. The sample of this study was fifty nine participants or consumers who prefer to Samsung mobile phone and other mobile brands as a means of marketing place by the comforts sampling method. Their age ranged from under twenty to over fifty years old. All of MBA students at Siam University, MCU

students at Wang Noi and sellers and consumers from MBK Center must have fair knowledge of Samsung mobile phone with any models that have to deal with the services of marketing.

### **3.3 Materials**

The whole paper questionnaires were distributed to fifty nine MBA students at Siam University, MCU students at Wang Noi and MBK consumers and salespeople to collect data for this study. There are many expatriates who move to Bangkok capital and want to get a mobile phone. The popular place in Bangkok to sell or buy thousands of mobile phones is called Mah Boon Krong (MBK) shopping center. It is a cheap and high price, many different model phones and the latest black market phones, etc.

Dtac, Truemove and AIS (One-2-Call package) are the main carriers in Bangkok capital, which one can use a prepaid and postpaid calling plan. To buy a mobile phone at MBK center is good for a short term to use and then one can want to visit the official retailer at either Central World shopping mall or Paragon. Bangkok is the central markets of mobile phones for sales and there are a lot of mobile phone shops. The consumer also wants to use the latest model phones which are the smartest ones to buy and sell.

### **3.4 Procedures**

This solution mentioned the procedures of data collection in this research study.

#### **3.4.1 Research Design**

The basis of this research is described the survey. The sampling method that used the convenience intended to investigate the questionnaires of distribution. The survey of this method can make provision of the researcher with a lot of information and the valuable function of marketing.

#### **3.4.2 Data Collection**

The data collection applied the research of this study that the questionnaires adjusted for using the SPSS package program. This research was performed as the survey research by using the questionnaires method to search the consumer's preferences about their problems which found out at marketing place. In the data collection of procedures,

the convenience sampling method selects fifty nine MBA students at Siam University, MCU students at Wang Noi and MBK salespeople to answer the questions which were distributed to them by multiple choices form. And then they filled out their personal background in the first part of questionnaires. After completing all information, the data analysis was collected.

## **5. Setting**

The setting of this study wrote about the MBK shopping center, which is the largest shopping mall located in the center of Bangkok that focuses on many shops and marketing places of mobile phones for sales. It is also known as Mah Boon Krong Center, which is a large shopping mall in Bangkok, attracting about 2,000 shops in daily service outlets. Many MBK's customers are foreigners from various countries to go for a visit there and buy some original phones or second hand ones and other products, about 45% percent of foreign visitors and this place also increases the number of tourists and Thai visitors to the shopping mall as well. This center is both the most valuable asset and attractive to visitors.

## **6. Data Analysis**

After finishing the data collection procedures, this research utilized quantitative data from questionnaires. The information is gathered by sending out and collecting the questionnaires and investigating about the consumer preference for Samsung mobile phone. The percentage computed by the statistical package for the social sciences (SPSS) version 21 was used for data analysis. And moreover it collected the frequency, percentage, mean, mode and standard deviation of this research analysis.

The summary of this chapter describes the research methods, participants, materials, procedures, setting and data analysis in this research. The next chapter will explain the results of the research study.

## CHAPTER IV

### RESEARCH RESULTS

The previous chapter explained the subjects of the study, materials, procedures and data analysis. This chapter reports the results of the study which is divided into two parts which are based on the seven sections of the questionnaires. First part is the demographic data of response and second part is the result of data analysis. The data analysis was performed by using the Statistic Package for the Social Sciences (SPSS) version 21 to calculate the frequency, percentage, mean, mode and standard deviation.

#### 4.1 The Demographic Data of Response

#### 4.2 The Result of Data Analysis

##### **Part I: 4.1 The Demographic Data of Response**

At the first part of the Questionnaires, the participants were asked to fill out their personal information about gender, age, marital status, education level, professional position and income, etc. The findings are explained in table 1-6 as following.

**Table 1: Gender of the Participants**  
**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What is your gender?	59	1	2	1.37	.488
Valid N (listwise)	59				

#### What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	37	62.7	62.7	62.7
Valid Female	22	37.3	37.3	100.0
Total	59	100.0	100.0	

At the Table1, it defines the results of Mean and Standard Deviation 1.37 and .488, and then it shows the Frequency of Male 37 & Female 22 and Percent of Male 62.7 & Female 37.3 at their genders.

**Table 2: Age of the Participants**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
How old are you?	59	1	4	1.32	.681
Valid N (listwise)	59				

**How old are you?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 30	46	78.0	78.0	78.0
31 - 35	8	13.6	13.6	91.5
36 - 40	4	6.8	6.8	98.3
41 - 49	1	1.7	1.7	100.0
50 above	-	-	-	
Total	59	100.0	100.0	

This Table 2 explains the participants' age for the Mean and Standard Deviation 1.32 and .681. The main participants were at the age of 31-35 years old which counted for 13.6% (8 people), while participants were between 20-30 years old which account for 78.0% (46 persons). And then the participants were at the age of 36-40 years old, accounting for 6.8% (4 people), 1 person was between 41-49 years old which accounted for 1.7% and 50 years old above had no percent respectively.

**Table 3: Marital Status**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What is your marital status?	59	1	2	1.10	.305

Valid N (listwise)	59			
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### What is your marital status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	53	89.8	89.8	89.8
Married	6	10.2	10.2	100.0
Divorce	-	-	-	
Total	59	100.0	100.0	

At the Table 3, the participants were divided by marital status such as Mean and Standard Deviation 1.10 and .305. The majority of participants were single at 89.8% (53 people), the participants of married got 10.2% and there was percentage for the Divorce.

**Table 4: Education Background**

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your education background?	59	1	4	2.53	.653
Valid N (listwise)	59				

### What is your education background?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School	2	3.4	3.4	3.4
Bachelor Degree	27	45.8	45.8	49.2
Master Degree	27	45.8	45.8	94.9
PhD	3	5.1	5.1	100.0
Other	-	-	-	
Total	59	100.0	100.0	

According to Table 4, the participants of education background shown Mean and Standard Deviation 2.53 and .653. The majority of participants, 2 persons or 3.4%, had high school level; the 27 persons who had bachelor degree were indicated to 45.8%. The

other 27 participants who had master degree got 45.8% as well and then three participants had PhD or doctorate degree at 5.1%. After that, the last one of other was no percentage.

**Table 5: Professional Position**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What is your professional position?	59	1	5	1.44	1.005
Valid N (listwise)	59				

**What is your professional position?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	46	78.0	78.0	78.0
Worker	6	10.2	10.2	88.1
Manager	4	6.8	6.8	94.9
Valid Retailer	-	-	-	
Businessman	3	5.1	5.1	100.0
Other	-	-	-	
Total	59	100.0	100.0	

According to the Table 5, it reveals the participants' professional position which is Mean and Standard Deviation 1.44 and 1.005. The 46 participants who were students at 78.0%; the 6 participants were workers at 10.2%; the 4 participants who were managers 6.8%; the 3 participants were businessmen for 5.1% and then retailer and other did show the percent.

**Table 6: Monthly Income**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
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What is your monthly income?	48	1	5	1.54	1.051
Valid N (listwise)	48				

### What is your monthly income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 150,000 Baht	35	72.9	72.9	72.9
200,000 – 300,000	5	10.4	10.4	83.3
400,000 – 500,000	5	10.4	10.4	93.8
Valid 600,000 – 700,000	1	2.1	2.1	95.8
800,000 – 1,000,000	2	4.2	4.2	100.0
Over 1,200,000 baht	-	-	-	
Total	48	100.0	100.0	

According to Table 6, it mentions the participants' monthly income for their targets. At the Frequency, 35 participants who had monthly income 200,000 - 300,000 at 72.9%; the both 5 participants of income 400,000 - 500,000 got 10.4% in each; the 1 participant of income 600,000 - 700,000 was shown 2.1% and the 2 participants were 2.1% and there was nobody at Over 1,200,000 Baht of percentage.

## Part II: 4.2 The Result of Data Analysis

In the second part of the questionnaires, the participants were asked to give information about their results of data analysis of the customer preference for Samsung Mobile phones in Bangkok. The findings mentioned in Table 7-12 below. It also explained the mean, standard deviation, mode, frequency and percentage which were calculated by SPSS vision 21 as following.

**Table 7: Type of Mobile Phone Using Brand**

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation



What type of mobile phone brand do you use now?	59	1	4	1.95	.918
Valid N (listwise)	59				

**What type of mobile phone brand do you use now?**

	Frequency	Percent	Valid Percent	Cumulative Percent
iPhone	19	32.2	32.2	32.2
Samsung	31	52.5	52.5	84.7
Valid Nokia	2	3.4	3.4	88.1
Other	7	11.9	11.9	100.0
Total	59	100.0	100.0	

According to this Table 7, it shows the participants' mobile phone brand what they used at the result of Mean 1.95 and Standard Deviation .918. The majority of 31 participants who used Samsung mobile phone brand had the result of 52.5%, while the 19 participants who used iPhone brand were 32.2%; the 7 participants who used other brand were shown the result at 11.9%; the 2 persons who used Nokia mobile phone brand shown the result of 3.4%, respectively.

**Table 8: The Quality and Product Features of Samsung Mobile Phone**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
How are the quality and product features of Samsung Mobile Phone?	59	1	5	2.36	1.013
Valid N (listwise)	59				

**How are the quality and product features of Samsung Mobile Phone?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	5	8.5	8.5	8.5
Very good	42	71.2	71.2	79.7
Poor	2	3.4	3.4	83.1
Fair	6	10.2	10.2	93.2
Average	4	6.8	6.8	100.0
Total	59	100.0	100.0	

According to the Table 8, it reveals the participants who understand the quality and product features of Samsung mobile phone at Mean 2.36 and Standard Deviation 1.013. The majority of the participants, 42 people or 71.2%, indicated that they had a very good level of the result, while the 6 participants had a fair level at the result of 10.2%. The 5 participants had an excellent level at the result of 8.5%; and the 4 people with 6.8% had an average level at the result. After that, the 2 participants with 3.4% had a poor level at the final result, respectively.

**Table 9: The Consumers' Satisfaction after Buying a Phone**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What is the consumers' satisfaction after buying a phone?	59	1	5	2.17	1.036
Valid N (listwise)	59				

**What is the consumers' satisfaction after buying a phone?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Satisfied	13	22.0	22.0	22.0
Happy	33	55.9	55.9	78.0
Fair	7	11.9	11.9	89.8
Difficult	2	3.4	3.4	93.2
Easy	4	6.8	6.8	100.0

Total	59	100.0	100.0
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According to this Table 9, it described the consumers' satisfaction after buying a phone at Mean 2.17 and Standard Deviation 1.036. The majority of the participants, 33 people or 55.9%, agreed the happy level, while the majority of the participants, 13 people or 22.0%, indicated that they had a satisfied level. The 7 people or 11.9%, the participants agreed a fair level; the 4 participants or 6.8%, people had an easy level of a phone. After that, the 2 people of 3.4% had a difficult level of a phone.

**Table 10: The Values and Services of Samsung Mobile Phone for the Consume Preference**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What are the values and services of Samsung mobile phone for the consumer preference?	59	1	5	2.63	1.158
Valid N (listwise)	59				

**What are the values and services of Samsung mobile phone for the consumer preference?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	4	6.8	6.8	6.8
Very good	36	61.0	61.0	67.8
Poor	3	5.1	5.1	72.9
Fair	10	16.9	16.9	89.8
Average	6	10.2	10.2	100.0
Total	59	100.0	100.0	

According to this Table 10, it classified the participants' the values and services of Samsung mobile Phone for consume preference at the Mean 2.63 and Standard Deviation 1.158. The majority of participants, 36 people or 61.0%, indicated that they agreed a very good level of Samsung phone, while the majority of the participants, 10 people or 16.9%, had a fair level of this one. The 6 participants had an average level which shown an average level got the result of 10.2%. The 4 participants agreed an excellent level which got 6.8% and then the 3 people or 5.1% participants had a poor level of the values and services of Samsung mobile phone.

**Table 11: The Price of Samsung Mobile Phone**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
What is the price of Samsung mobile phone?	59	1	5	2.29	1.175
Valid N (listwise)	59				

**What is the price of Samsung mobile phone?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Expensive	14	23.7	23.7	23.7
High	29	49.2	49.2	72.9
Low	6	10.2	10.2	83.1
Fair	5	8.5	8.5	91.5
Average	5	8.5	8.5	100.0
Total	59	100.0	100.0	

According to the Table 11, it clarified the participants who know the price of Samsung mobile phone at the Mean 2.29 and Standard Deviation 1.175. The majority of the participants, 29 people or 49.2%, indicated that they had a high level of Samsung mobile phone price, while the majority of the participants, 14 people or 23.7%, had an

excellent level of it. The 6 participants agreed the price at a low level, and then other both 5 participants had a fair and average level of the price.

**Table 12: The Popular Shopping Center in Bangkok for Sales Mobile Phone**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Where is the popular shopping center in Bangkok for sales mobile phone?	59	1	4	2.03	1.098
Valid N (listwise)	59				

**Where is the popular shopping center in Bangkok for sales mobile phone?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MBK (Mah Boon Krong)	25	42.4	42.4	42.4
Pantip	16	27.1	27.1	69.5
The Mall	9	15.3	15.3	84.7
Other	9	15.3	15.3	100.0
Total	59	100.0	100.0	

According to this Table 12, it defined the popular shopping center in Bangkok where the mobile phones were on the sales. The participants chose both foreigners and local consumers who had been those places. The majority of the participants, 25 people or 42.4%, indicated that they had been at MBK shopping center, while the majority of the participants, 16 people or 27.1%, had been at Pantip center. The two 9 of participants had been at The Mall Center and Other places which got the result of 15.3 in each, respectively.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

The definition of this chapter mentions (1) a summary of the study, (2) a summary of the findings, (3) the conclusion, and (4) the recommendation for the further research as the follows:

#### **5.1 Summary of the Study**

This research summarized the result of the study of “Consumer Preference for Samsung Mobile Phone in Bangkok”. The summary of this study follows:

##### **1.1.1 Objectives of the Study**

In the present study, the main objectives were to investigate the consumer preference which was found in the primary and elementary sources and other students’ written products. Furthermore, this study aimed at identifying the theories of consumer preference. And then it also examined the satisfaction of consumer preference and studied perception and buying behavior of consumers towards mobile products in Bangkok.

##### **5.1.2 Subjects, Materials, and Procedures**

The questionnaire included participant’s general background of participants’ information and the survey of consumer preference for Samsung mobile phone. The whole questionnaires were directly distributed to MBA students in their classrooms at Siam University, some MCU students at Wang Noi, and some MBK consumers. After they returned the questionnaires, the researcher collected the data to analyze by using the SPSS version 21 and computed the data for descriptive statistic tables or figures such as frequency, modes, mean, percentage, and standard deviation. Then the computed data were interpreted and described.

#### **5.2 Summary of the Findings**

The result of this study can be summarized according to the research questions. The fifty nine participants asked their general background information and the result of

data analysis. It described two parts; the first part about gender, age, marital status, education background, professional position and monthly income, and the second part classified about mobile brand, quality & product features, consumers' satisfaction, values & services, price, the popular places in Bangkok. And the findings of this research used and calculated the mean, modes, standard deviation, frequency and percentage with the SPSS version 21 as mentioned chapter four.

### **5.3 Conclusion**

The conclusion of this study can be conducted that many MBA students at Siam University, MCU students at Wang Noi and the salespeople at MBK shopping center deals with the consumer preference of any kinds of mobile phone brands. The solutions of the participants understand their preference what they like choosing a mobile phone and they avoided the problems of any black market and fake phone before buying it.

There are many competitors of any kinds of brand mobile phone in the Bangkok marketplace. The target of this study found the consumer preference for Samsung mobile phone in Bangkok market. It also considered the brand, price, quality, value & service, product features, satisfaction, and popular shopping centers. The analysis of this research is based on the selected samples.

At the first part, it mentioned about the demographic data of the response at frequency and percentage. The study of this research at the survey of questionnaire and data collection of the different respondents or participants got the gender male 37 at 62.7% and female 22 at 37.3%. At the point of gender, it explained the age of the different respondents both male and female together can get the result of data collection at the age of 20-30 years old for 78.0%, the age of 31-35 years old at 13.6%, the age of 36-40 at 6.8%, the age of 41-49 at 1.7%.

At the point of marital status, it collected the data both male and female that can get the result. The respondents of the marital status of single were 53 people at 89.8%, married at 6 people at 10.2%. At the point of education background, the respondents of data result were at high school of 2 persons at 3.4%, bachelor degree of 27 people at 45.8%, master degree of 27 people at 45.8%, doctor degree of 3 people at 5.1%.

At the main point of professional position, the respondents of data result got 46 students at 78.0%, worker is 6 people at 10.2%, manager is 4 people at 6.8%, and businessman is 3 people at 5.1%. At this point, the respondents of monthly income got 35 people of below 150,000 baht at 72.9%, 5 people of 200,000-300,000 baht at 10.4%, another 5 people of 400,000-500,000 at 10.4%, 1 person of 600,000-700,000 baht at 2.1%, and 2 people of 800,000-1,000,000 at 4.2%.

The second part is mentioned by the result of data analysis as following frequency and percentage as follows...

The participants of type of mobile phone using brand got the result of data such as 19 people of iPhone is 32.2%, 31 people of Samsung phone is at 52.5%, 2 people of Nokia is 3.4%, and 7 people of other mobile phone brands are at 11.9%. The respondents of the quality and product features of Samsung mobile phone were 5 people of excellent level is got 8.5%, and 42 people of very good level at 71.2%, 2 people of poor level at 3.4%, 6 people of fair level at 10.2%, and 4 people of average level at 6.8%.

The respondents of the consumers' satisfaction after buying a phone were 13 people of satisfied level is got 22.0%, 33 people of happy level at 55.9%, 7 people of fair level at 11.9%, 2 persons of difficult at 3.4%, and 4 people of easy level at 6.8%. The respondents of the values and services of Samsung mobile phone for the consume preference got 4 people of the excellent level is got 6.8%, 36 people of the very good level at 61.0%, 3 people of the poor level at 5.1%, 10 people of the fair level at 16.9%, 6 people of the average level at 10.2 %.

The respondents of the price of Samsung mobile phone got 14 people of the expensive level got 23.7%, 29 people of the high price at 49.2%, 6 people of the low price at 10.2%, 5 people of the fair price at 8.5%, and 5 people of the average price at 8.5%. The respondents of the popular shopping center in Bangkok for sales mobile phone went to those places which got 25 people at MBK (Mah Boon Krong) 42.4%, 16 people at Pantip 27.1%, 9 people at THE MALL 15.3%, and 9 people at other places 15.3%.

In the sum up of this result, the majority of the respondents were at Samsung brand using 52.5%, the quality and product features of Samsung mobile phone 71.2%, the consumers' satisfaction after buying a phone at 55.9%, the values and services of



Samsung mobile phone for the consume preference at 61.0%, the price of Samsung mobile phone at 49.2%, and MBK (Mah Boon Krong) at 42.4%.

#### **5.4 Recommendation**

Based on the research findings and conclusions of this study, the following recommendations are made for the future research.

This study was mentioned the consumer preference of MBK shopping center. Further research ought to be conducted with consumers or salespeople of other shopping centers that outside Bangkok consumers are likely to visit some places such as The Mall, Pantip Center, Siam Paragon center, BigC Center, Tesco Lotus or elsewhere in Bangkok.

The questionnaires/participants of this study were contradicted to fifty nine MBA students of Siam University, MCU students at Wang Noi and some MBK consumers and salespeople. This research ought to be done with a large number of participants because MBA students, MCU students have a lot of students for the associations and MBK has many workers/employees for the organization. It should be done because the researcher would gain more useful information about consumer preference, solutions of theories, and future suggestions.

This study used only a questionnaire as the basic materials. So it could not be covered all the aspects of the respondents' attitudes and opinions. The present study focused on the consumer preference, the need of consumer and their objectives that might be well-served by the product features of Samsung mobile phone in Bangkok area.

In this conclusion, the Samsung mobile model will help in understanding the external and internal influence which are faced by the consumer which motivate them in purchasing a smartphone. This model which also help in analyzing the decision making process in which a consumer goes while purchasing a smartphone and it will explain as how external and internal influence is related in the decision making process.

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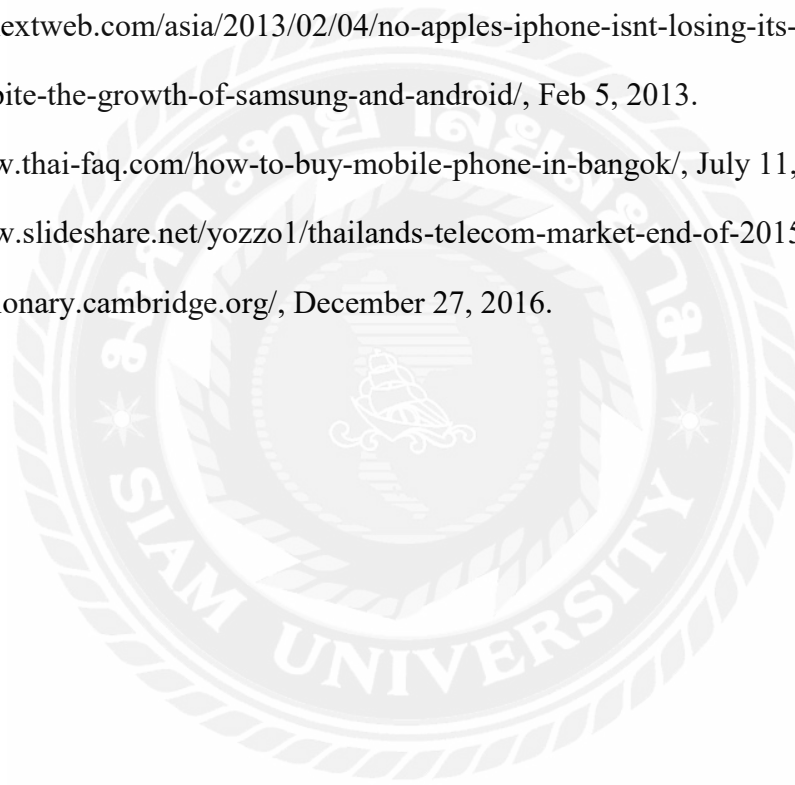
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# **Appendix**

## **&**

### **The Survey of Questionnaires**

#### **Topic IS: Consumer Preference for Samsung Mobile Phone in Bangkok**

#### **Definition of Questionnaire:**

To accomplish a Master of Business Administration, major in International Business Management course at Siam University, questionnaire is part of the study's requirement. So, this research is aimed to study and understand the impact of Samsung Mobile Phone facilities, which is meant to examine how these brand facilities relate on consumer preference of marketing in Bangkok. Your experience of Samsung Mobile will be part of participations in the case study. Please, kindly complete this survey about Samsung mobile phone information in order to help me for the best of my survey. Your help will also be greatly appreciated.

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**Instruction: The questionnaires will divide into seven questions such as the following;**

1. General Background of Participants' Information.
2. What kinds of mobile phone brand do you use now?
3. How are the quality and product features of Samsung mobile phone?
4. What is the consumers' satisfaction after buying a phone?
5. What are values and services of Samsung mobile phone for the consumer preference?
6. What is the price of Samsung mobile phone?
7. Where is the popular shopping center in Bangkok for sales mobile phones?

#### **Part I: General Background of Participants' Information**

A. Please, kindly tick in the blank box (√) for your statements to fulfill.

##### **1. Participant's Gender:**

- Male ( )
- Female ( )

**2. Participant's Age:**

- 20 - 30 ( )                      31 - 35 ( )                      36 - 40 ( )  
 41 - 59 ( )                      50 above ( )

**3. Marital Status:**

- Single ( )                      Married ( )                      Divorce ( )

**4. Education Background:**

- High School ( )                      Bachelor Degree ( )  
 Master Degree ( )                      Ph.D Degree ( )                      Other ( )

**5. Professional Position:**

- Student ( )                      Worker ( )                      Manager ( )  
 Retailer ( )                      Businessman ( )                      Other ( )

**6. Monthly Income:**

- Below 150,000 Baht ( )  
 200,000 – 300,000 Baht ( )  
 400,000 – 500,000 Baht ( )  
 600,000 – 700,000 Baht ( )  
 800,000 – 1,000,000 Baht ( )  
 Over 1,200,000 Baht ( )

**Part II: Environmental Conditions:**

**B. What types of mobile phone brand do you use now?** Please, kindly tick one of them in the blank box (√) for your statement to fulfill.

- iPhone ( )                      Samsung ( )  
 Nokia ( )                      Other ( )

**C. How are the quality and product features of Samsung mobile phone?** Please, kindly tick one of them in (√) for your statements to fulfill the blank box.

- Excellent ( )
- Very good ( )
- Poor ( )
- Fair ( )
- Average ( )

**D. What is the consumers' satisfaction after buying a phone?** Please, kindly tick one of them in (√) for your statements as below.

- Satisfied ( )
- Happy ( )
- Fair ( )
- Difficult ( )
- Easy ( )

**E. What are values and services of Samsung mobile phone for the consumer preference?** Please, kindly tick one of them in (√) for your statements as below.

- Excellent ( )
- Very Good ( )
- Poor ( )
- Fair ( )
- Average ( )

**F. What is the price of Samsung mobile phone?** Please, kindly tick one of them in (√) for your statements.

- Expensive ( )
- High ( )
- Low ( )
- Fair ( )
- Average ( )

**G. Where is the popular shopping center in Bangkok for sales mobile phones?**

Please, kindly tick one of them in (✓) for your statements.

MBK (Mah Boon Krong) ( )

Pantip ( )

The Mall ( )

Other ( )

**Many thanks for your help!**

