CHAPTER 5

SURVEY RESULT AND PRIMARY ANALYSIS OF RESIDENTIAL SAMPLES

The results of residential samples will be categorized as "All records" and "TT&T customers". "All records" represents the result tabulated from all samples' information whereas "TT&T customers" shows the result that derived from the information of the residential samples which have occupied only TT&T line. Eventually, the result of "TT&T customers' will be more focused.

5.1 Profile of residential samples

5.1.1 Average age and sex

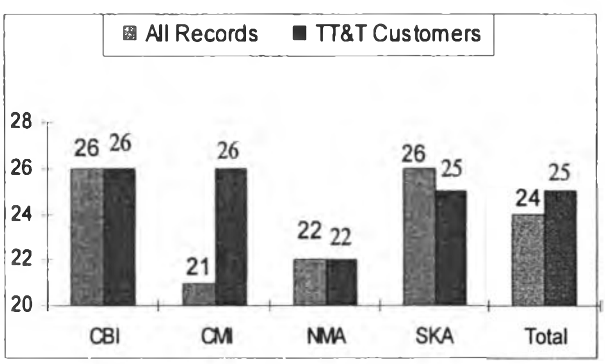


Figure 5.1 *Average age*

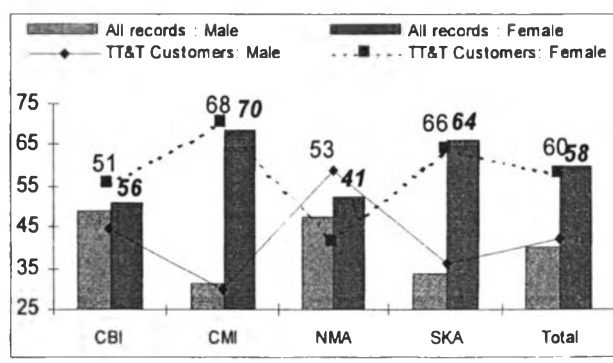


Figure 5.2 *Sex*

According to Figure 5.1, TT&T customers have the average age of 25 years with the least average age of 22 years at Nakhon Ratchasima. As shown in Figure 5.2, 58% of the TT&T customers are female while 42% are male.

5.1.2 Percentage of the most timing usage of fixed-line telephone

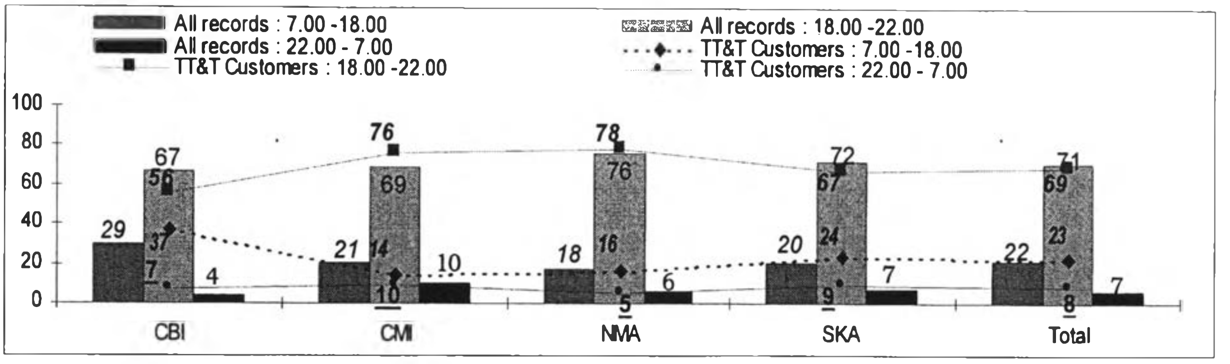


Figure 5.3 *Percentage of the most timing usage of fixed-line telephone*

According to Figure 5.3, 69% of TT&T customers generate a call during 6 p.m. to 10 p.m., whereas 23% and 8% of TT&T customers make a call during 7 a.m.- 6 p.m. and 10 p.m.- 7 a.m., respectively.

5.1.3 Average RPL (revenue per line per month)

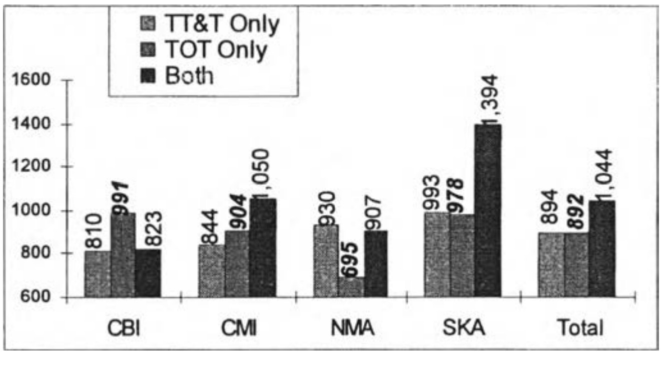


Figure 5.4 *Average RPL*

Refer to Figure 5.4, the residential samples that have occupied only TT&T line have the average RPL of 894 baht per month, with the highest RPL of 993 baht per month at Songkhla. Comparing with the residential samples who have occupied only TOT line, the total average RPL and RPL of Songkhla is slightly different and a big different is shown at Nakhon Ratchasima, which RPL of TT&T is much higher than of TOT and at Chonburi, which RPL of TOT is higher than of TT&T.

5.1.4 Percentage of frequency in calling to radio and TV programs

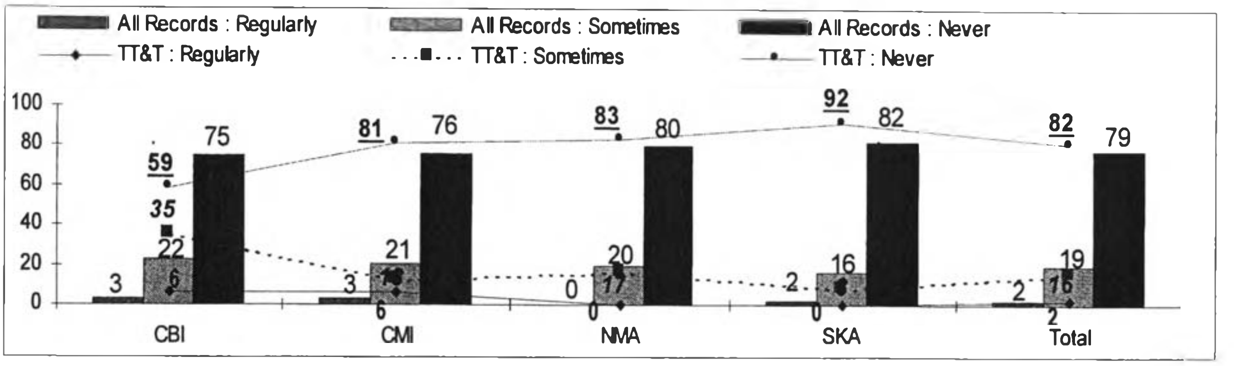


Figure 5.5 *Percentage of frequency in calling to radio program*

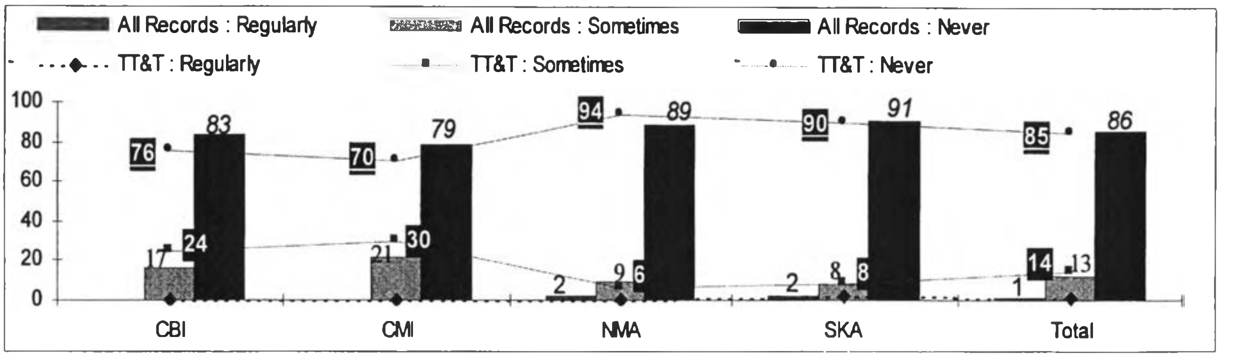


Figure 5.6 *Percentage of frequency in calling to TV program*

Refer to Figure 5.5 and 5.6, over 80% of TT&T customers have never called to join in both TV and radio programs. Chonburi and Chiang Mai customers seem to interest in calling to both TV and radio programs more than the remaining provinces, particularly in Chonburi that 35% of TT&T customers used to join in radio programs by phone.

5.1.5 The ranking of five popular TV programs

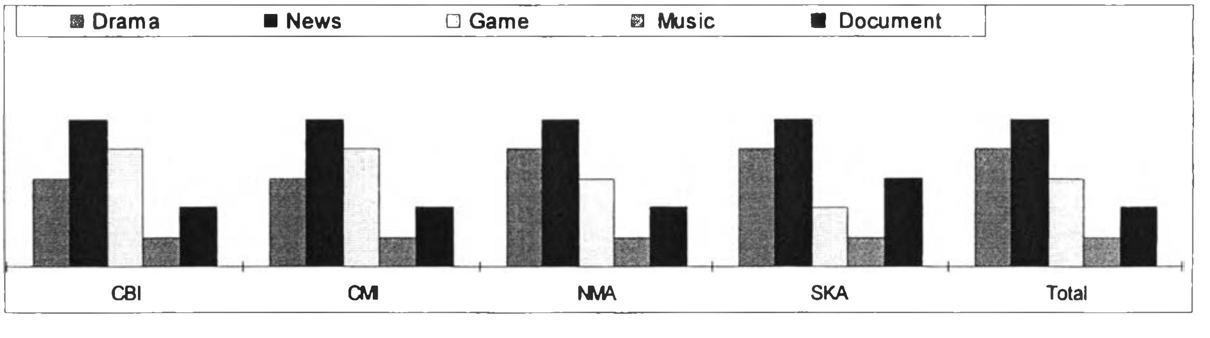


Figure 5.7 *The ranking of five popular TV programs*

As shown in Figure 5.7, news is the first popular TV program among TT&T customers perception, following by drama, game, documentary film, and music. Game show is the second interesting TV program for Chonburi and Chiang Mai only.

5.1.6 Popular brands of newspaper

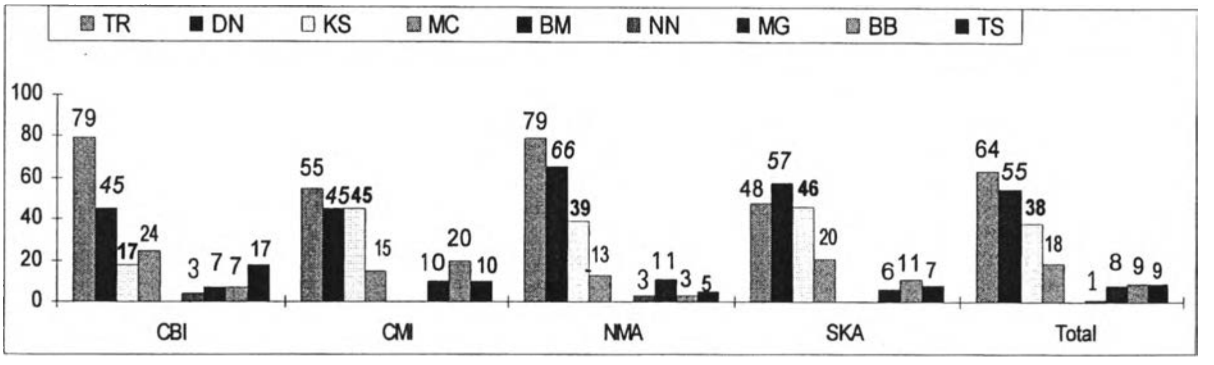


Figure 5.8 *The popular brands of newspaper*

According to Figure 5.8, 64%, and 55% of TT&T residential customers prefer to read Thai-Rat and Daily-News. Kao-Sod is the third popular brand of newspaper that 38% of TT&T residential customers prefer to read. Notably, in Songkhla, the most favor newspaper is Daily News, instead of Thai-Rat.

5.2 SPC usage

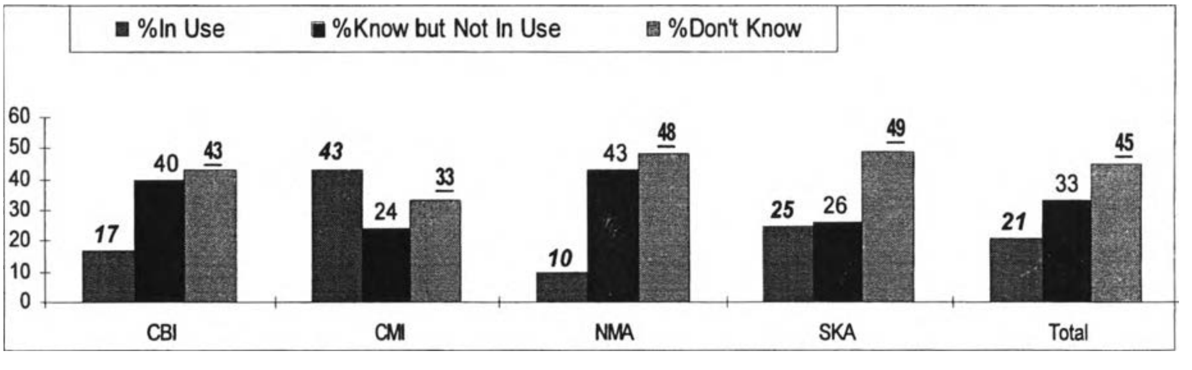


Figure 5.9 *Percentage of SPC usage*

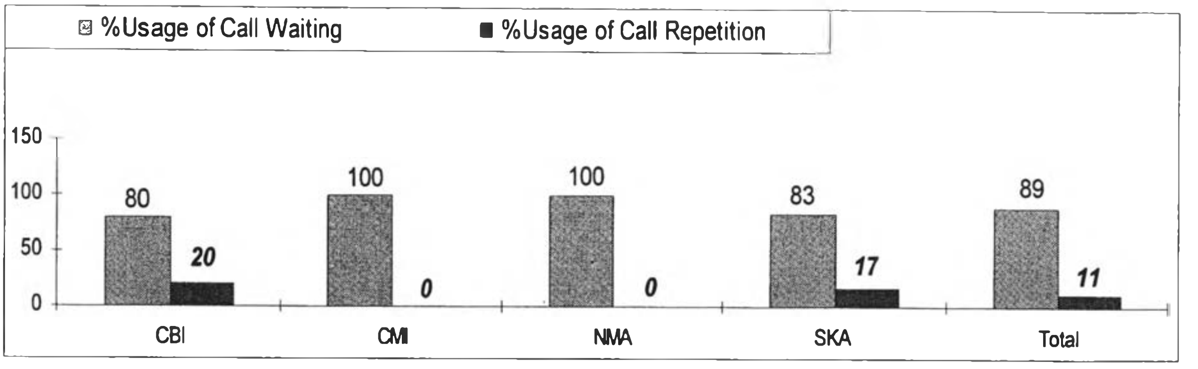


Figure 5.10 *Percentage of the used types of SPC*

As illustrated in Figure 5.9 and 5.10, only 21% of total TT&T customers are using SPC services. Only two services from seven services are being used, which 89% is call waiting and 11% is call repetition. 33% of TT&T customers have acknowledged about SPC services but they rejected to use them. The last 45% have no idea about the SPC services.

5.3 Mobile effect

5.3.1 Percentage of mobile-phone occupation and mobile-phone having promotion

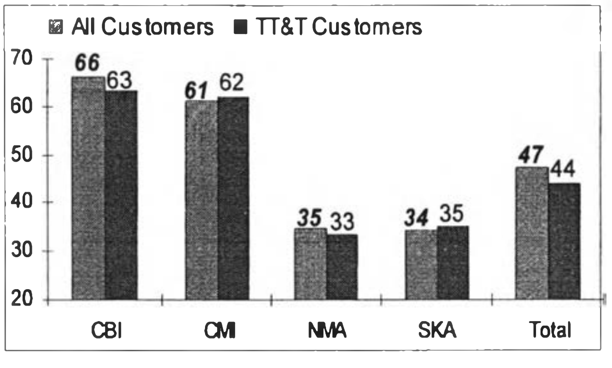


Figure 5.11 *Percentage of mobile-phone occupation*

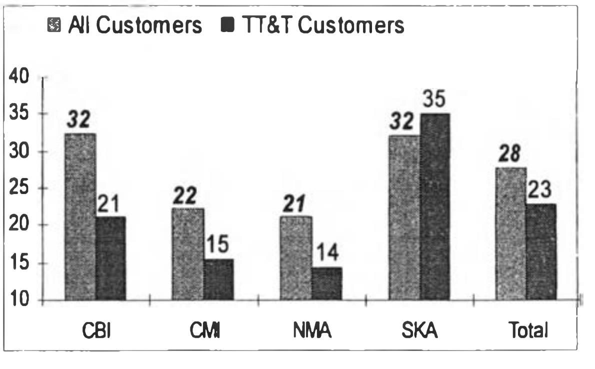


Figure 5.12 *Percentage of mobile-phone having promotion*

According to Figure 5.11 and 5.12, 44% of TT&T residential customers have possessed at least one mobile phone. Chonburi and Chiang Mai show the above-average percentage of 63% and 62% in mobile-phone occupation, whereas Nakhon Ratchasima and

Songkhla reveal the below-average percentage of 33% and 35% in mobile-phone occupation.

23% of such mobile phone that TT&T customers have occupied are attached with some specific promotion campaigns. Notably, Songkhla shows the extreme high percentage of mobile-phone having promotion than others.

5.3.2 Percentage of purpose for mobile-phone usage

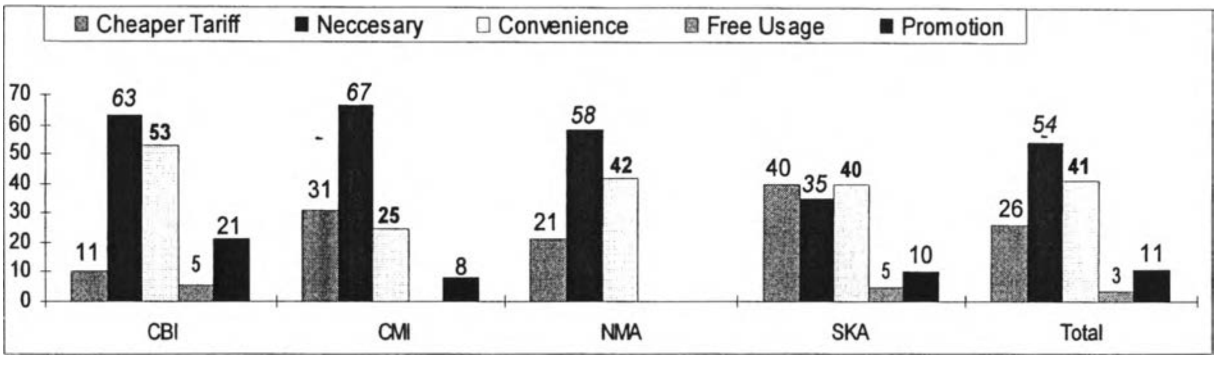


__Figure 5.13__ Percentage of purpose for mobile-phone usage

As shown in Figure 5.13, 54% of total TT&T customers use mobile phone mainly because of the necessary. The second purpose is convenience, following by its cheaper tariff.

5.3.3 Average fixed-line and mobile phone expenses per one sample

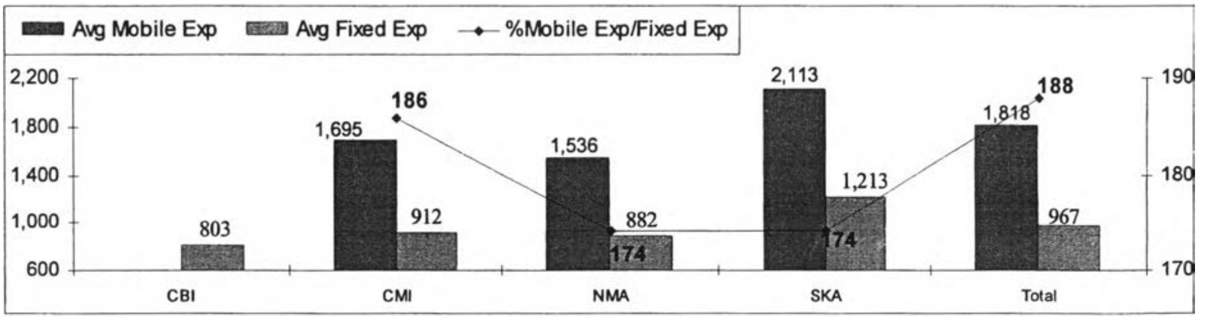


__Figure 5.14__ Average fixed-line and mobile phone expenses per one sample

Refer to Figure 5.14, the ratio of mobile telephone expense and fixed-line expense is 188%. TT&T customers at Songkhla who have their own mobile phone, have spent the highest expenses of both mobile and fixed-line telephone at 2,113 baht and 1,213 baht respectively.

5.3.4 Percentage of equipments used in calling long-distance

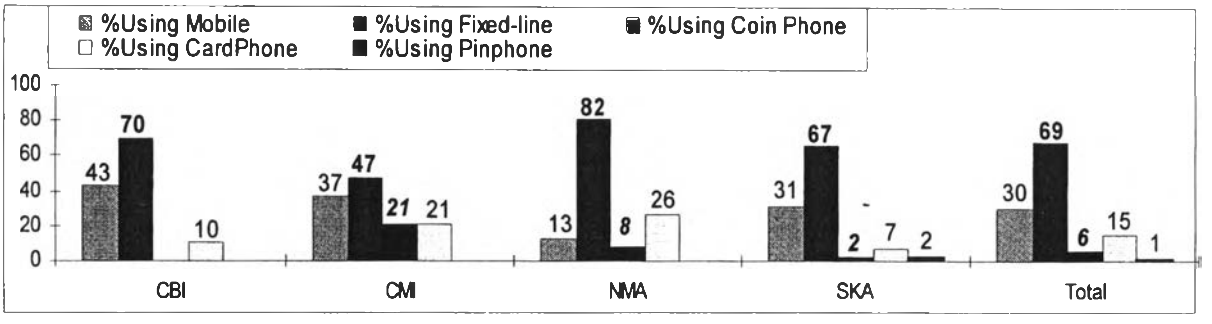


Figure 5.15 *Percentage of equipments used in calling long distance*

According to Figure 5.15, 69% of TT&T residential customers generate the long-distance call by fixed-line phone while 30% of the sample, use mobile phone. In case of using payphone, cardphone is more popular than coinphone, particularly in Nakhon Ratchasima that cardphone is also be used in long-distance calling more than mobile phone.

5.3.5 Aspect of telephone usage during economy slump

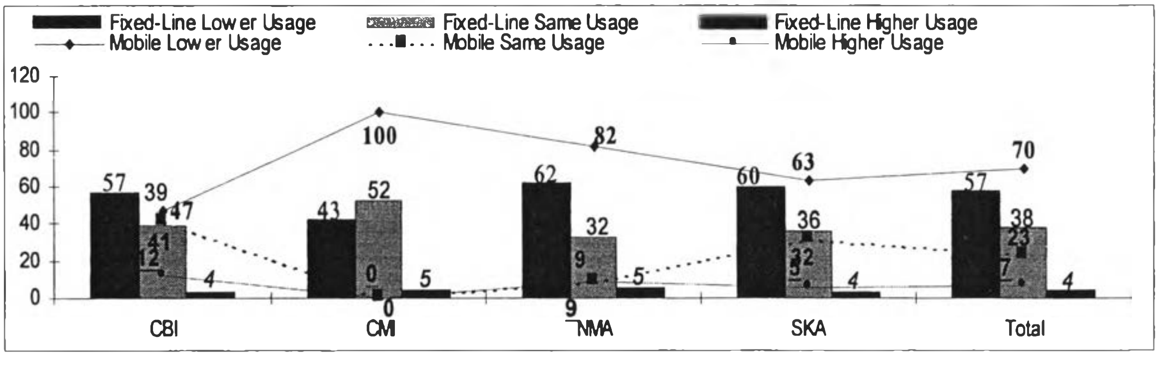


Figure 5.16 *Aspect of telephone usage during economy slump*

As shown in Figure 5.16, 70% and 57% of TT&T residential customers use mobile and fixed-line phone less during economy recession, comparing to the previous usage during normal situation. Most samples in Chiang Mai prefer to use fixed-line phone at the same usage as previously and 100% of the samples at Chiang Mai prefer a lower mobile-phone usage.

5.4 Tariff sensitivity

5.4.1 Usage of fixed line when its tariff is reduced to be the same as of mobile phone

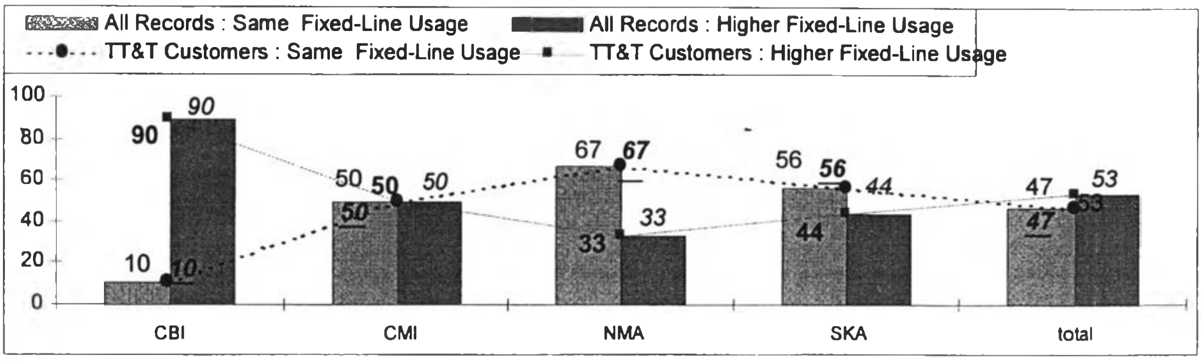


Figure 5.17 *Usage of fixed line when its tariff is reduced to be the same as of mobile phone*

According to Figure 5.17, 53% of total TT&T customers will use more in fixed-line if its tariff is decreased to be the same as of mobile phone while the rest will use fixed-line telephone at the same usage. Noticeably, 90% of TT&T customers at Chonburi prefer to use fixed-line phone at the higher usage.

5.4.2 Interest in new line application when the deposit is cancelled

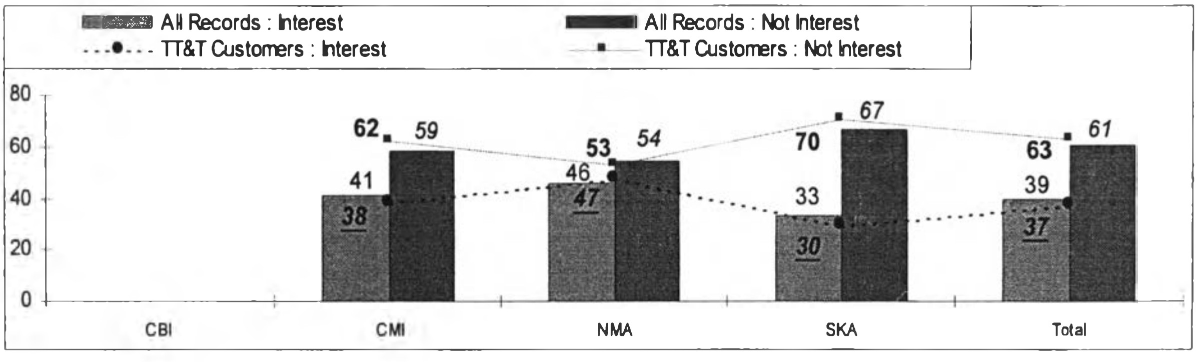


Figure 5.18 *Interest in new line application when the deposit is cancelled*

Without Chonburi data, as shown in Figure 5.18, 63% of total TT&T residential customers are not interested in the cancellation deposit fee. The highest percentage of interest, which is 47%, is placed at Nakhon Ratchasima.

5.4.3 Percentage of acceptance in increasing monthly fee from 100 to 120 baht

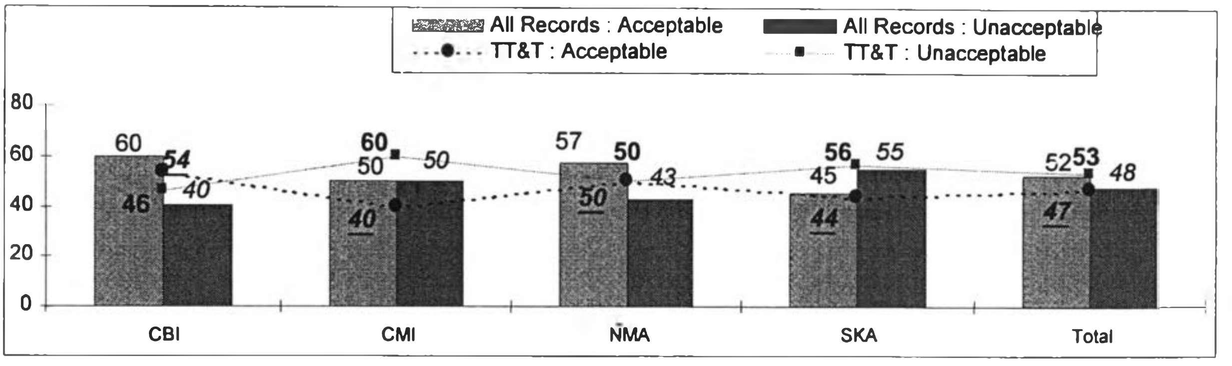


Figure 5.19 *Percentage of acceptance in increasing monthly fee from 100 to 120 baht*

Refer to Figure 5.19, 53% of total TT&T residential customers are likely to accept the concept of increasing monthly fee whereas the rest can not accept such a concept.

5.4.4 Percentage of tariff calculation concept

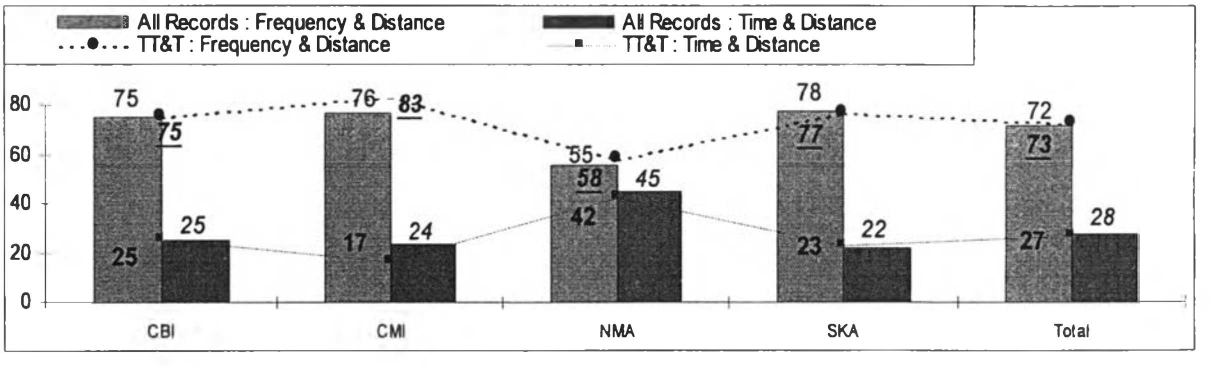


Figure 5.20 *Percentage of tariff calculation concept for local call*

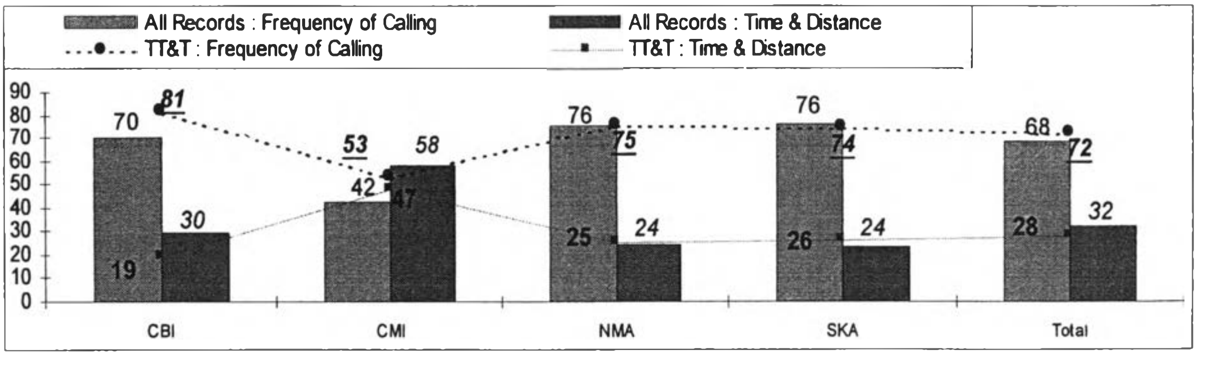


Figure 5.21 *Percentage of tariff calculation concept for long-distance call*

For local call that illustrated in Figure 5.20, 73% of total TT&T residential customers prefer to be charged with flat rate per times of calling whereas the rest prefer to be charged by an interval of talking with the different rate due to the distance between both numbers.

For long-distance call as shown in Figure 5.21, 72% of TT&T customers agree with charging by times of calling, and the remainings agree with charging by an interval of calling and a distance.

5.5 Other telecommunication services

5.5.1 Percentage of Pager usage and its market share

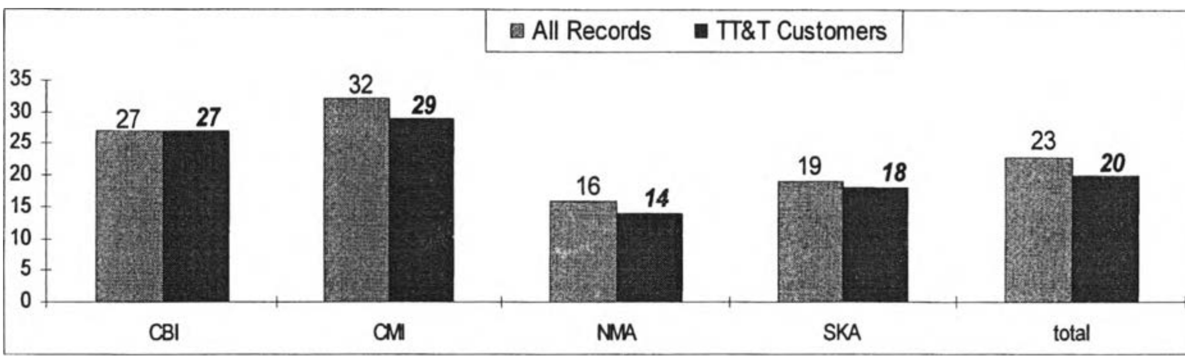


Figure 5.22 *Percentage of Pager usage*

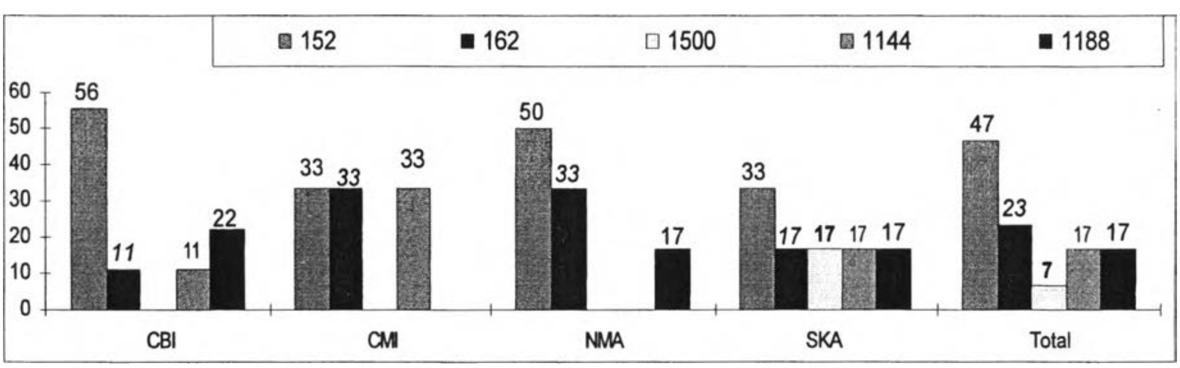


Figure 5.23 *Percentage of pager's market share*

According to Figure 5.22 and 5.23, 20% of total TT&T customers have used the pager service, especially in Chiang Mai province. The biggest market share of 47% belongs to "152", following by Huchison "162", Packlink "1144", Postel "1188", and Easy call "1500". Surprisingly, Easy call "1500" cannot obtain any amount of market share in Chonburi, Chiang Mai and Nakhon Ratchasima.

5.5.2 Percentage of Pay TV usage

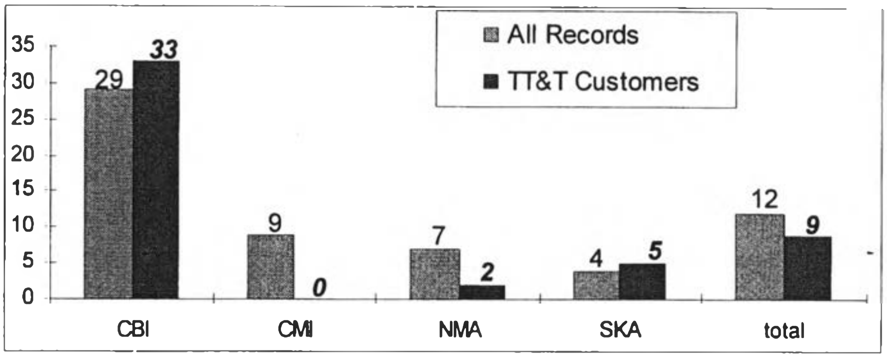


Figure 5.24 *Percentage of Pay TV usage*

As shown in Figure 5.24, only 9% of TT&T customers have pay TV in their houses and 69% of them are IBC. Notably, up to 33% of TT&T customers at Chonburi have pay TV but TT&T customers at Chiang Mai show zero percentage of pay TV usage.

5.5.3 Percentage of Computer, Modem, and Internet occupation

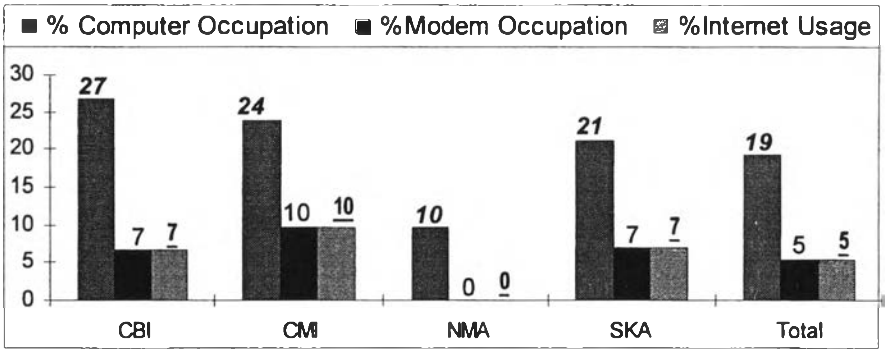


Figure 5.25 *Percentage of Computer, Modem, and Internet occupation*

According to Figure 5.25, 19% of TT&T customers are occupying computers and the lowest percentage of computer usage can be seen from TT&T customers at Nakhon

Ratchasima. In addition, only 5% of total TT&T customers use the Internet, attaching with modem. The purposes of using Internet are e-mail sending, information search, and shopping through Internet. In total, the biggest market share belongs to LoxInfo, following by KSC.

5.5.4 Percentage of Intention in 1998-1999 to increase or decrease telecommunications services

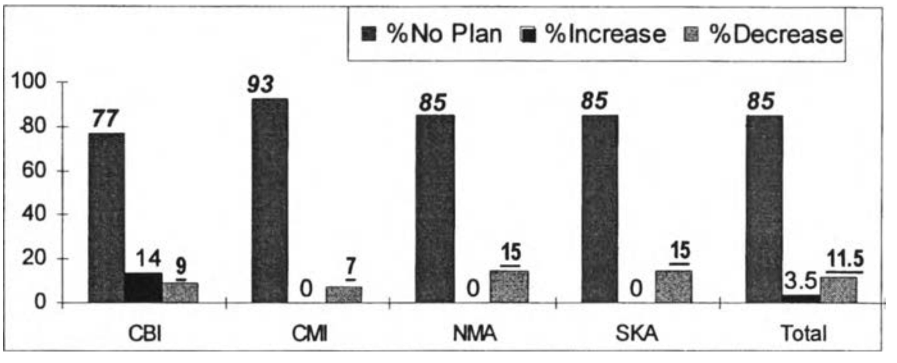


Figure 5.26 *Percentage of Intention in 1998-1999 to increase or decrease Telecommunications services*

Refer to Figure 5.26, 85% of total TT&T residential of customers still have no plan of change in the existing telecommunication service within the end of year 1999. In case of those who having plans, 12% and 4% of total TT&T residential customers plan to increase and decrease, consecutively, their telecommunications services. The three services that are most likely to increase include mobile phone, computer, and pager whereas the two services that are mostly planned to decrease include long-distance call and mobile phone.

5.5.5 Percentage of Cardphone occupation

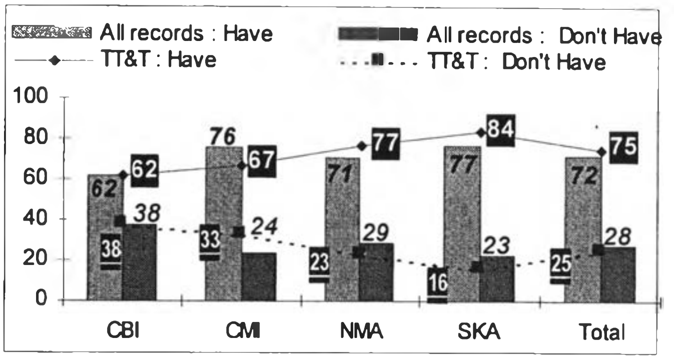


Figure 5.27 *Percentage of Cardphone occupation*

75% of TT&T customers have occupied Cardphone as, illustrated in Figure 5.26. The lowest and highest percentage of Cardphone occupation are found in Chonburi and Songkhla respectively.

5.5.6 Percentage of Pinphone occupation and the need of post-paid Pinphone

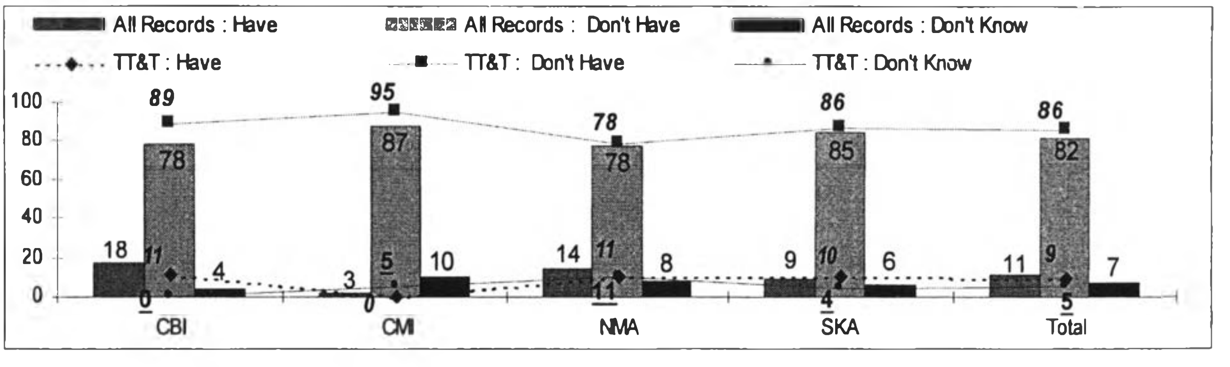


Figure 5.28 *percentage of Pinphone occupation*

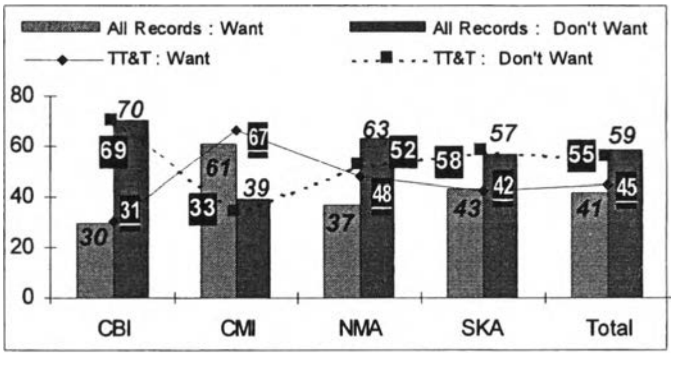


Figure 5.29 *Percentage of the post-paid Pinphone need*

According to Figure 5.28 and 5.29, 86% of TT&T customers don't have pinphone. In addition, 5% of the same samples have no idea about pinphone. Instead of paying for the whole value of pinphone first, the post-paid pinphone that people can use first and pay after is also asked for response in the questionnaire. The result is that 45% of TT&T customers desire such a post-paid pinphone card, obviously in Chiang mai. In contrast, 69% of TT&T customers in Chonburi don't require this kind of pinphone.

5.6 Response to promotion campaign

5.6.1 Percentage of interest in prepaid card

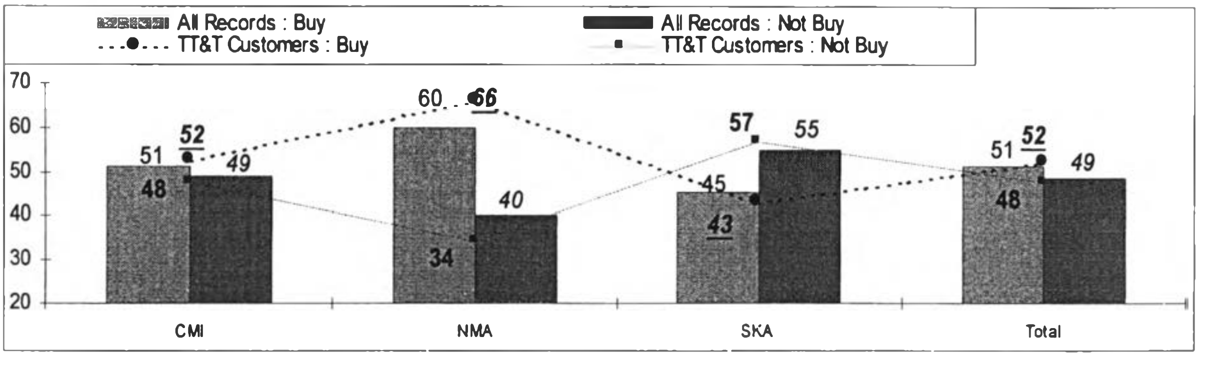


Figure 5.30 Percentage of interest in prepaid card

Refer to Figure 5.30, 52% of total residential customers want to buy the prepaid card that customers can use their own fixed-line phone more than the value they have paid in advance. TT&T customers in Nakhon Ratchasima show the most trend of buying prepaid card with the percentage of 66%.

5.6.2 Percentage of interest in telecom-equipment promotion

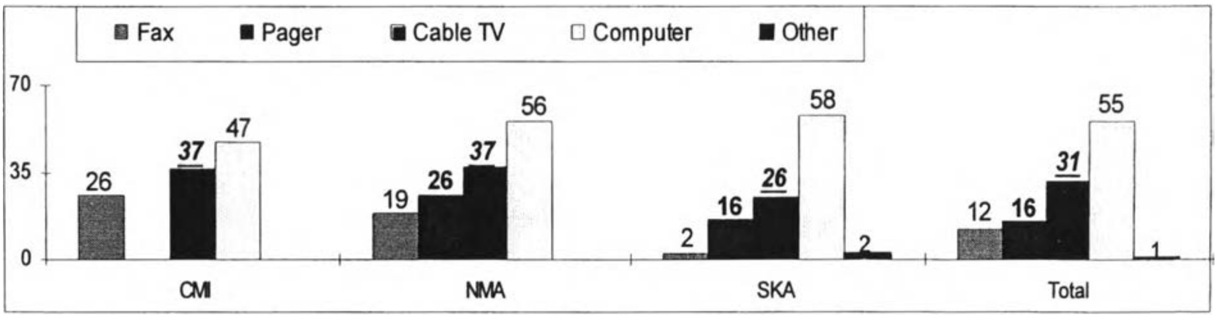


Figure 5.31 Percentage of interest in telecom-equipment promotion

As shown in Figure 5.31, 55% of total TT&T residential customers are interested in installation of new fixed-line with the opportunity to purchase computer in the low price. Pay TV is the second preferred promotion, following by pager and fax machine. Notably, customers in Chiang Mai have no interest in buying pager at the extreme low price.

5.6.3 Percentage of Interest in buying smart call card and Its popular programs

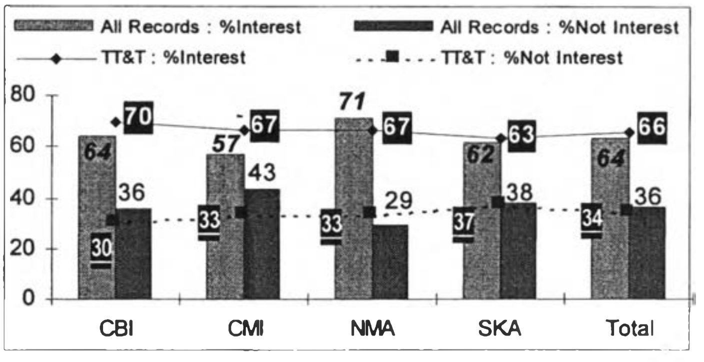


Figure 5.32 *Percentage of interest in buying smart-call card*

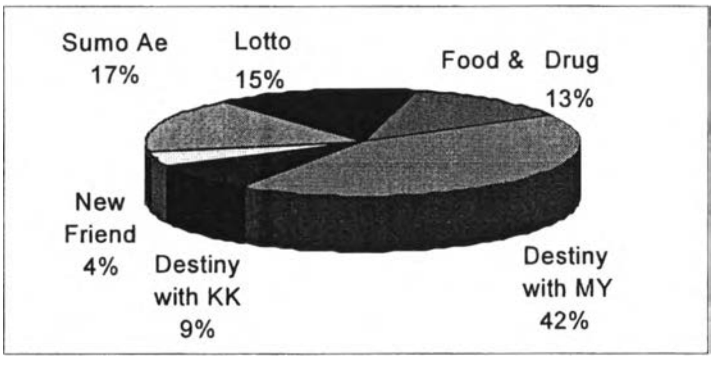


Figure 5.33 *Percentage of the popular programs*

According to Figure 5.32, smart card is the promotion campaign that people can access in the various enjoyable programs such as fortune telling, lotto, food & drug. The expenses of this access consist of card value and long-distance tariff. A particular value of smart card will determine a specific interval of the access.

Refer to Figure 5.31 and 5.33, 64% of total TT&T residential customers are interested in buying the smart-call card with the highest percentage of 70 at Chiang Mai. The program that people are most likely to access is fortune telling with " Maw Yong".

5.7 Payment channel

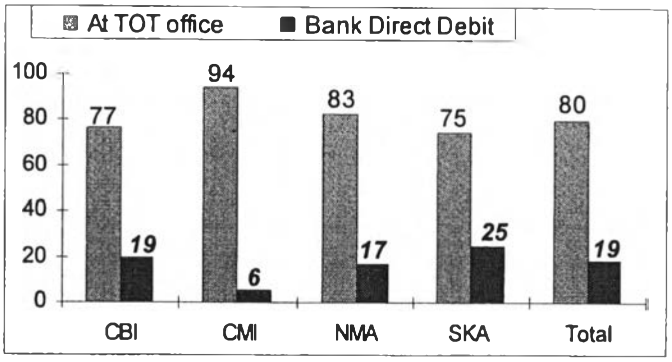


Figure 5.34 *Percentage of payment channel*

According to Figure 5.34, 80% and 90% of total TT&T residential customers have paid their bills at the TOT office and through bank direct debit consecutively. The rest of 1% are the customers who prefer to pay the bills at bank counter.

5.8 Image

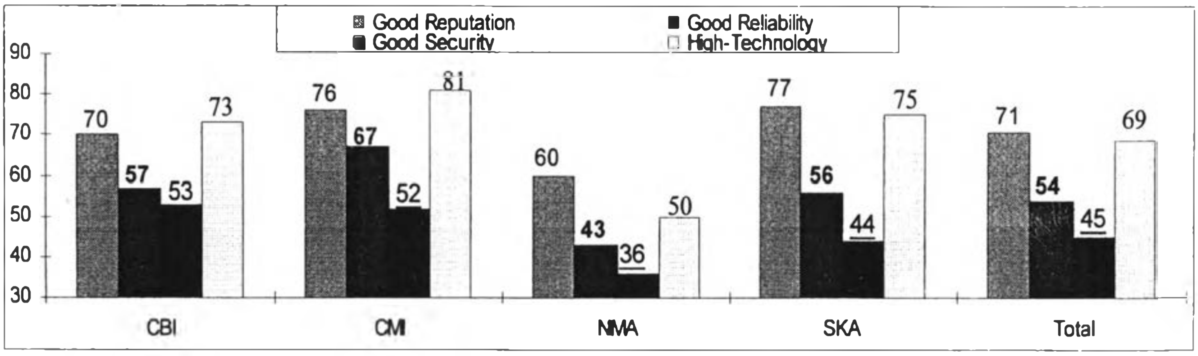


Figure 5.35 *Percentage of agreement in good TT&T image in terms of reputation,*

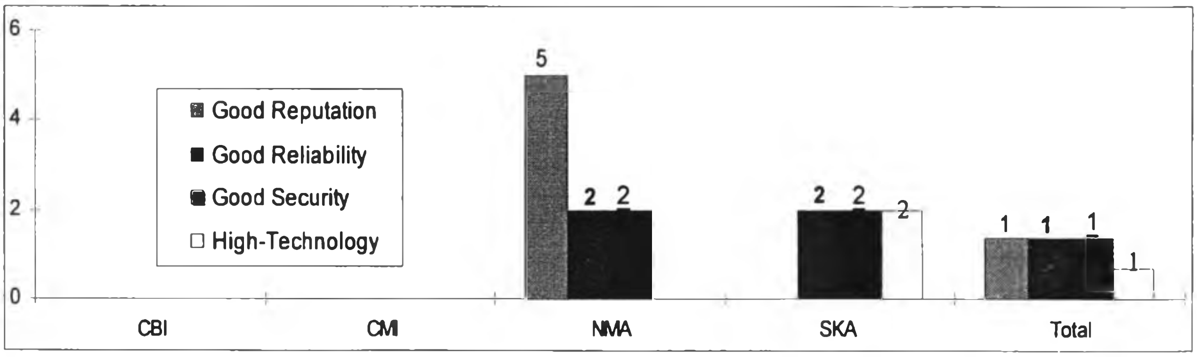


Figure 5.36 *Percentage of disagreement in good TT&T image in terms of reputation, reliability, security and high technology*

As illustrated in Figure 5.35 and 5.36, 71% and 69% of total TT&T customers agree with good reputation and high technology of TT&T, but reliability and security is not rather good in perception of TT&T customers especially in Nakhon Ratchasima and Songkhla.

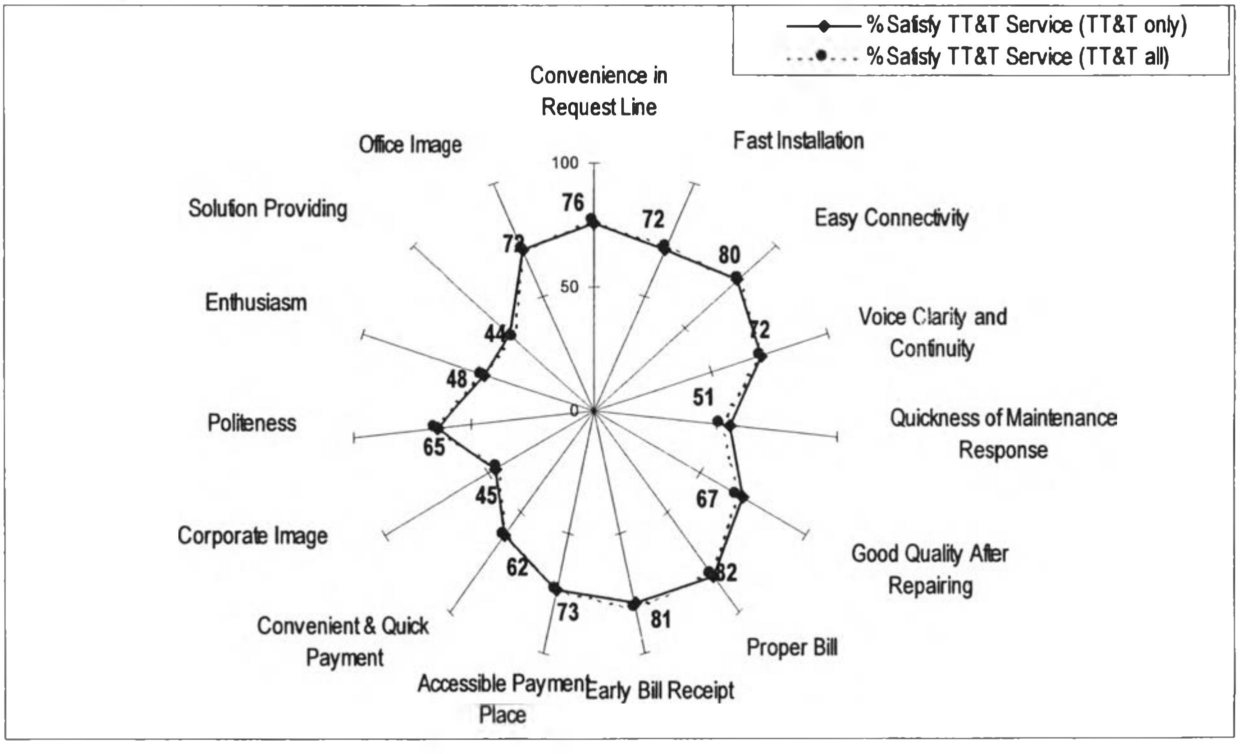
5.9 Priority of criteria in selecting telecommunication-service provider

Province	no. of samples	Quality of network	Price	After sale services	value-added services
Chonburi	45	1	3	2	4
Chiang mai	33	1	2	3	4
Nakhon Ratchasima	35	2	1	3	4
Songkhla	46	1	2	3	4
Sex					
Male	45	1	2	3	4
Female	114	1	2	3	4
Education					
Grade 1 - 6	3	1	2	3	4
Grade 7 -12	12	1	3	2	4
Diploma	60	1	2	3	4
Bachelor Degree	76	1	2	3	4
Master Degree	3	2	1	4	3
Other	5	2	1	3	4
Household Revenue					
< Bt 10,000	38	1	2	3	4
Bt 10,000 - Bt 29,999	84	1	2	3	4
Bt 30,000 - Bt 50,000	17	1	2	3	4
> Bt 50,000	17	1	3	2	4
No Answer	3				
Occupation	**Sample**	**Quality**	**Price**	**After sale**	**VAS**
Student	1	2	1	3	4
Government Official	1	3	2	1	4
State Enterprise Officer	8	1	2	2	3
Private Company's Officer	129	1	2	3	4
Business Owner	11	1	2	2	3
Other	9	2	1	3	4
Total	**159**	**1**	**2**	**3**	**4**

From the data above, it is found that the total TT&T customers have considered firstly in the quality, then price, after-sales services, and valued-added services. Differently, in Nakhon Ratchasima, TT&T customers have taken account of price before quality whereas TT&T customers in Chonburi have ranked the after-sales services before price. In terms of education, TT&T customers who accomplished the master degree prefer price more than quality, following by value-added services and after-sales service.

<u>5.10 Customer satisfaction of residential samples</u>

5.10.1 All provinces



<u>Figure 5.37</u> *Percentage of satisfy TT&T service (all province)*

As shown in Figure 5.37, TT&T customers fairly satisfy in TT&T overall services except for the solution providing and enthusiasm of employees, corporate image, and quickness of maintenance response.

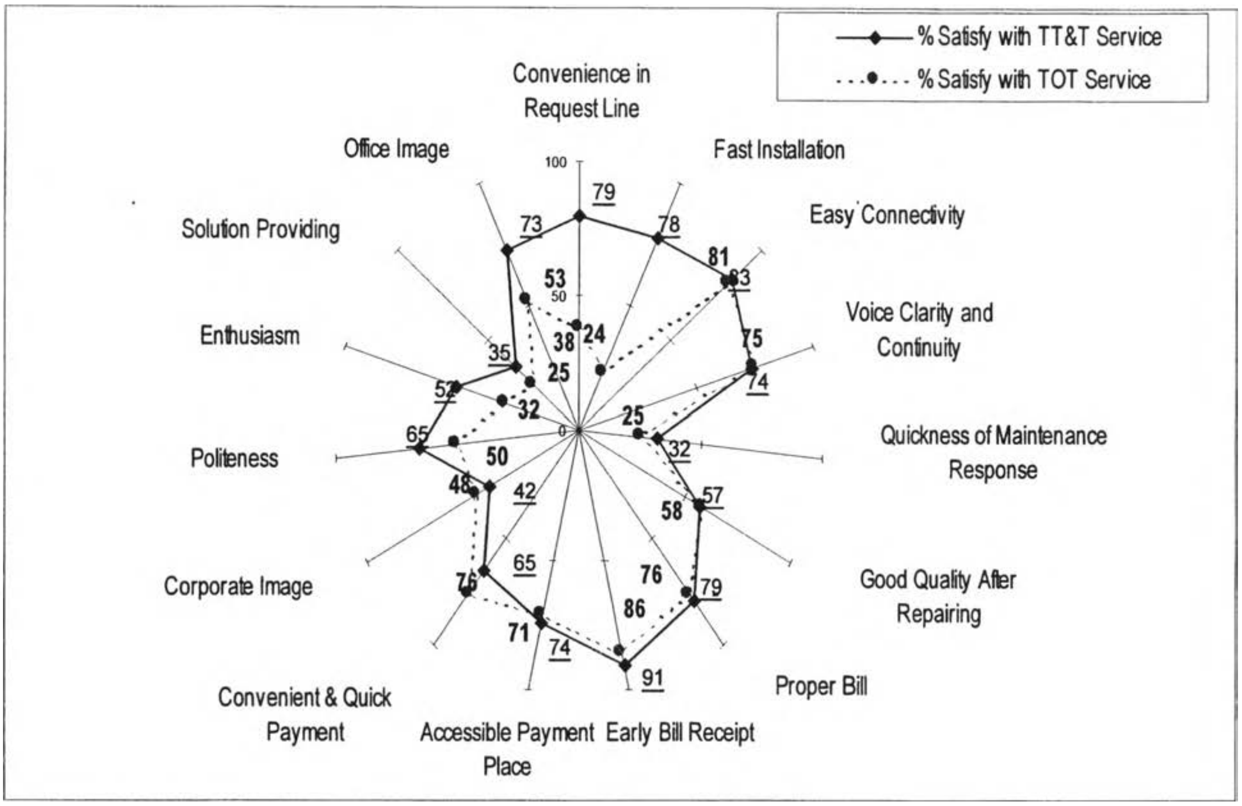


Figure 5.38 *Percentage of satisfying TT&T services comparing to TOT (all province)*

In comparison to TOT services as illustrated in Figure 5.38, TT&T customers who also have TOT line satisfy more in TT&T service, especially in line request and installation. Both network quality of TT&T and TOT obtain the same level of customer satisfaction. However, the quickness of maintenance for both companies has gained very low satisfaction.

5.10.2 Customer satisfaction in Chonburi

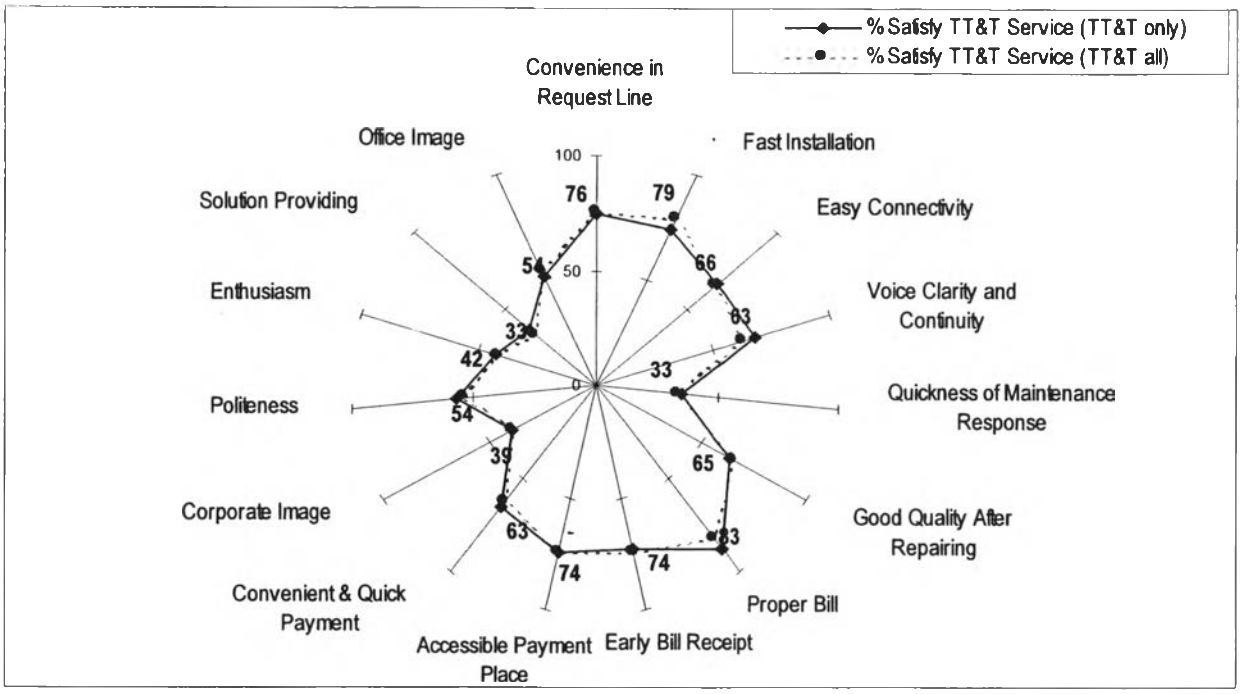


Figure 5.39 *Percentage of satisfy TT&T service (Chonburi)*

According to Figure 5.39, the quickness of maintenance response seems to be the worst service in the customer perception among other services and among other provinces. Also, the employees' interaction in terms of solution providing, enthusiasm, and politeness acquires the lowest satisfaction among other provinces. Moreover, office image and corporate image gain the lowest percentage among other provinces.

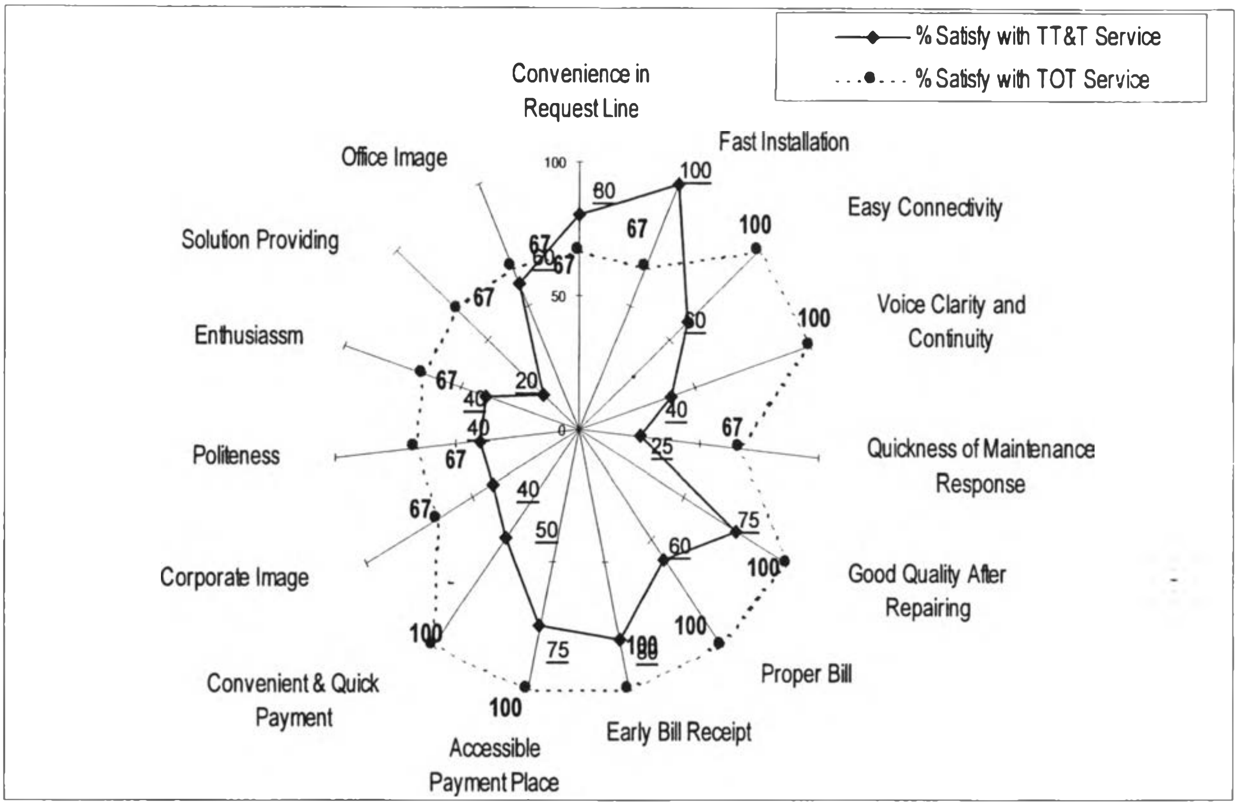


Figure 5.40 *Percentage of satisfying TT&T services comparing to TOT (Chonburi)*

In comparison to TOT services as shown in Figure 5.40, customers seem to be happy with TOT services more than TT&T services, except for the convenience in requesting line and fast installation.

5.10.3 Customer satisfaction in Chiang Mai

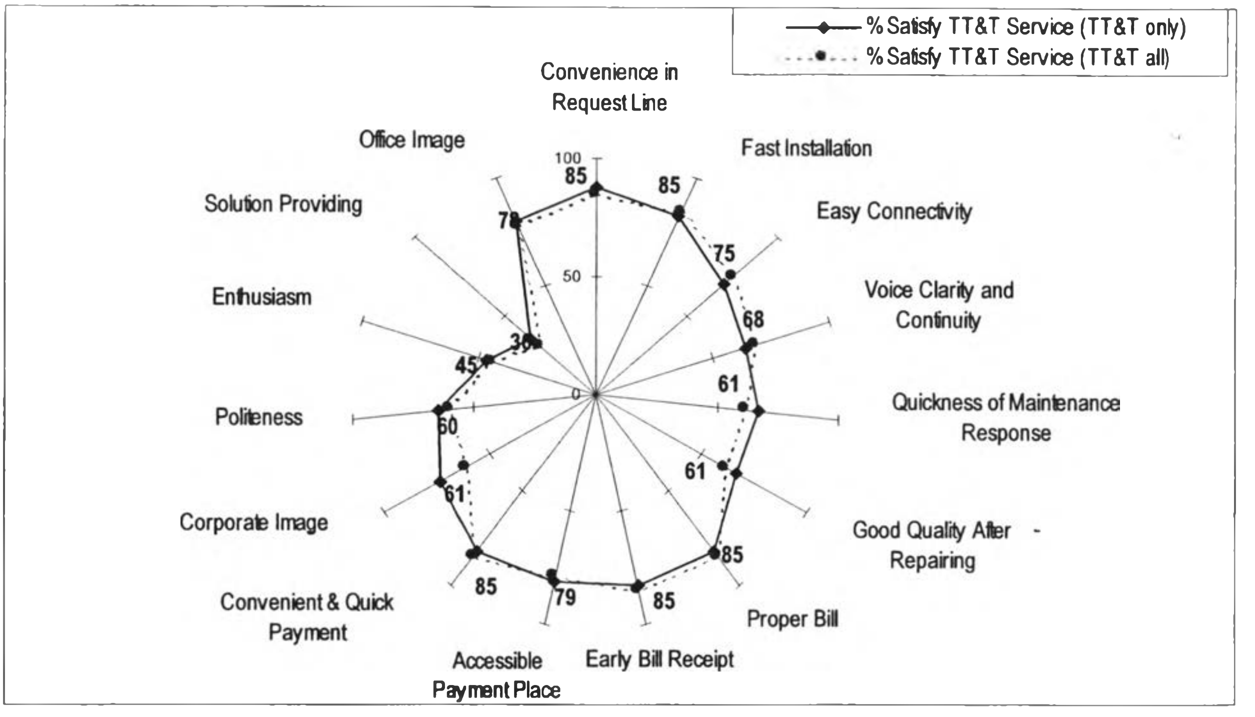


Figure 5.41 *Percentage of satisfy TT&T service (Chiang mai)*

In overall, TT&T customers in Chiang Mai quite have satisfied with TT&T service except for the solution providing and enthusiasm of our employees as shown in Figure 5.41. The result of customer satisfaction in case of comparing to TOT can not taken into account because there are only three residential samples that have occupied both TOT and TT&T telephone lines.

5.10.4 Customer satisfaction in Nakhon Ratchasima

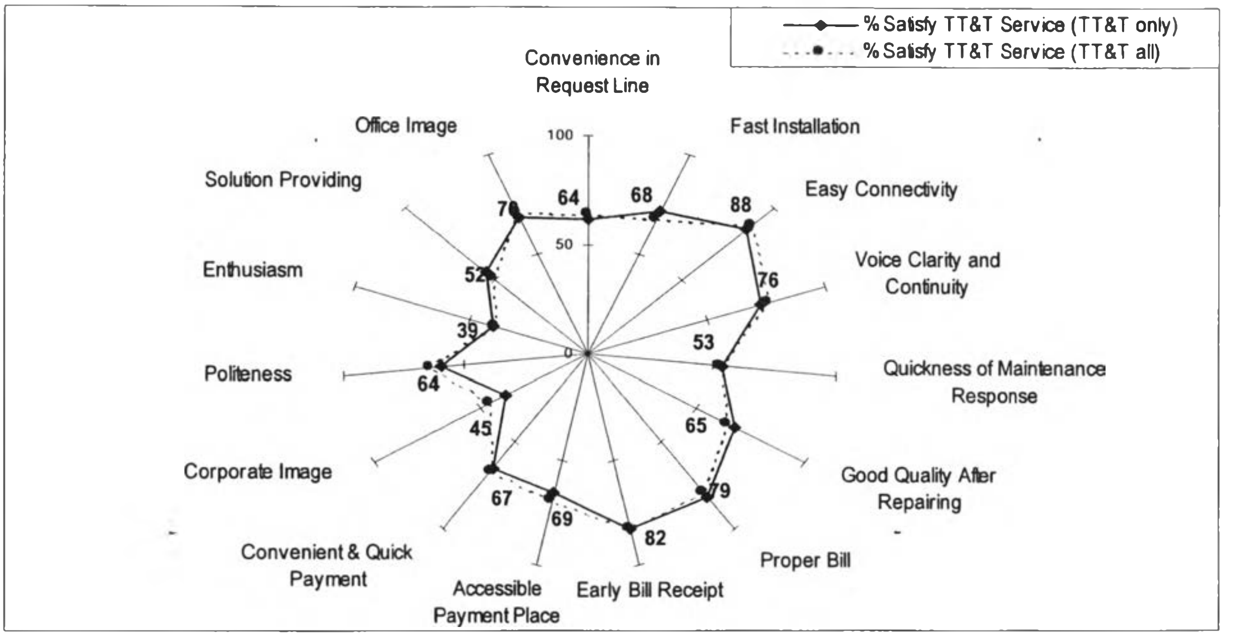


Figure 5.42 *Percentage of satisfying TT&T services (Nakhon Ratchasima)*

According to Figure 5.42, the customer satisfactions of TT&T services are in the range of 52% to 88%, except for the employees' enthusiasm and corporate image that the percentage are fairly low.

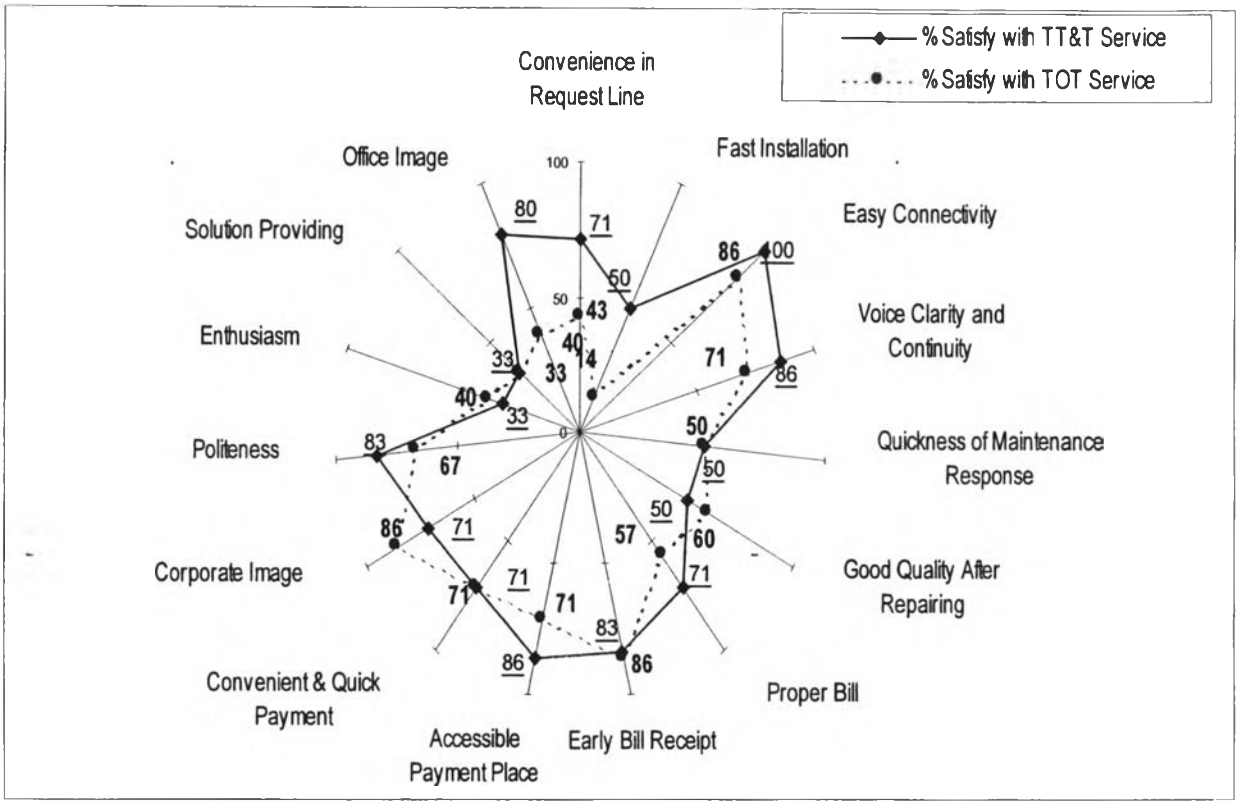


__Figure 5.43__ Percentage of satisfy TT&T service comparing to TOT(NMA)

In comparison to TOT services as shown in Figure 5.43, the customers are unhappy with certain TT&T services that include quality after repairing, corporate image, and employees' enthusiasm. Surprisingly, the speed of installation obtains the lowest satisfaction among other provinces.

5.10.5 Customer satisfaction in Songkhla

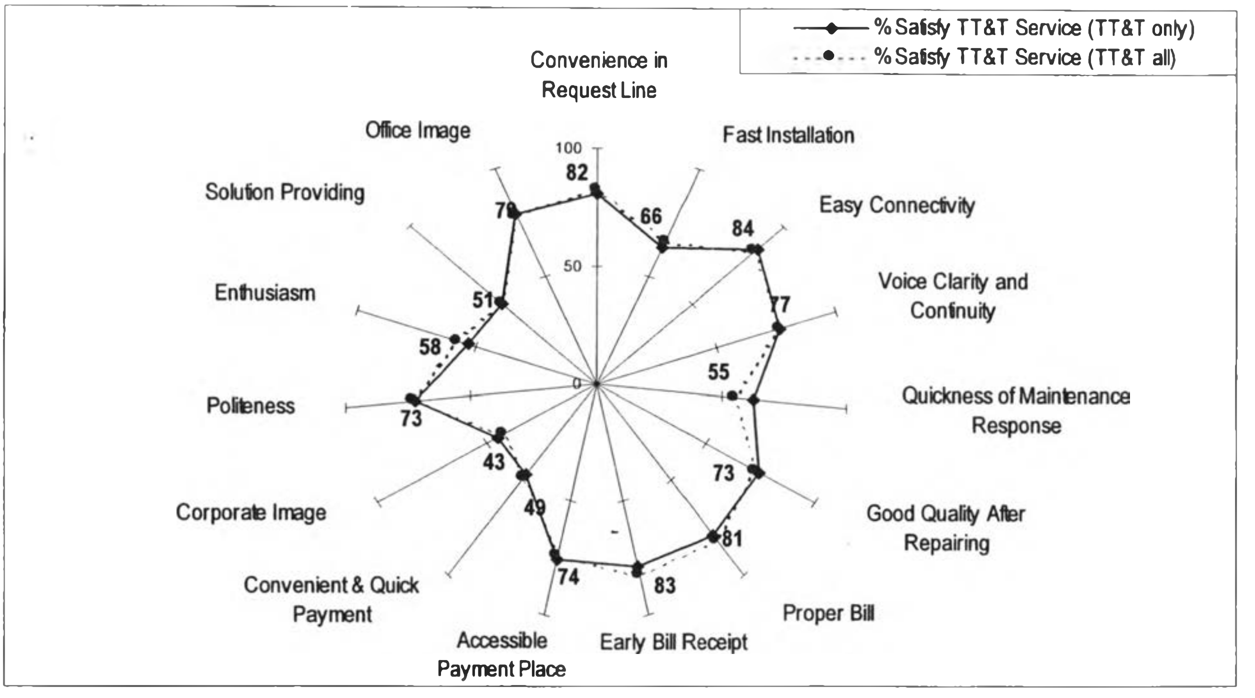


Figure 5.44 *Percentage of satisfying TT&T services (Songkhla)*

Refer to Figure 5.44, the corporate image gains the lowest percentage of customer satisfaction. The employees' enthusiasm and solution providing, quickness of maintenance response, and line installation receive the low satisfactory. Remarkably, the convenience and speed in payment of TT&T customers living in Songkhla obtain the lowest satisfactory relative to other provinces.

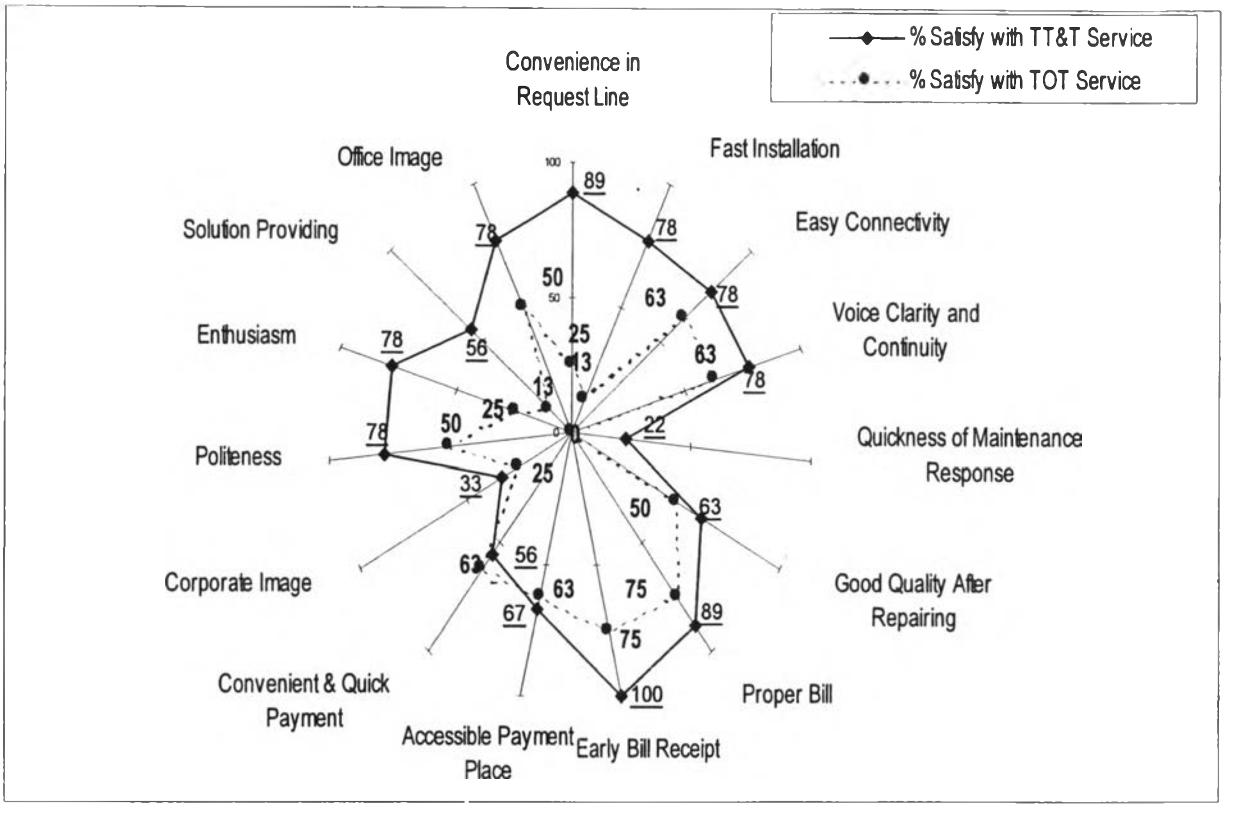


Figure 5.45 Percentage of satisfy TT&T service comparing to TOT (Songkhla)

According to Figure 5.45, the customers who possess both TT&T and TOT line have satisfied more in TT&T services, even the quickness of maintenance response and the corporate image gain very low percentage of satisfaction.

Similar to the previous chapter, the data obtained of residential samples are managed in various graphical forms. The differences of results among four sampled provinces are easily evaluated as well as the difference between TT&T customer's data and all customers' data. To describe later in the next chapter is the marketing strategies and market opportunities developed from both business and residential results.