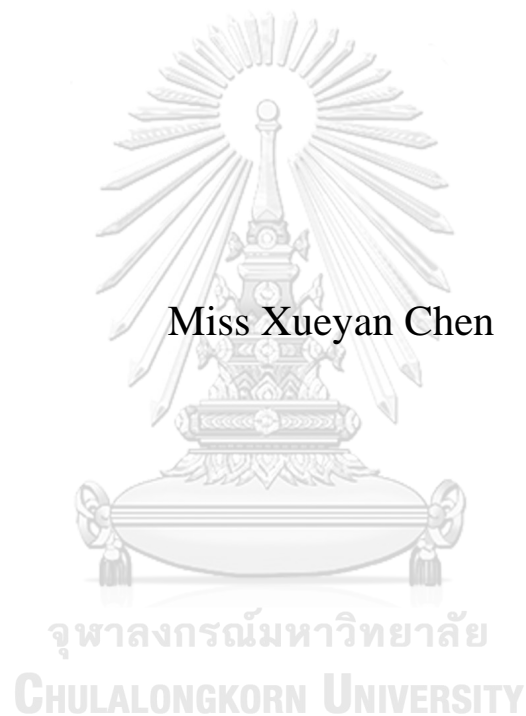


A Research about Promotion Strategy of OPPO Thailand



An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts in Business and Managerial Economics
Field of Study of Business and Managerial Economics
FACULTY OF ECONOMICS
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การวิจัยเกี่ยวกับกลยุทธ์การส่งเสริมการขายของ OPPO ที่ประเทศไทย



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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ในฐานะที่เป็นเครื่องมือในการเผยแพร่ข้อมูล สมาร์ทโฟนมีบทบาทสำคัญมากขึ้นในชีวิตประจำวันของมนุษย์ โดยเฉพาะอย่างยิ่งในช่วงเวลาของ Covid-19 กิจกรรมออนไลน์กลายเป็นเรื่องที่น่าเป็น ดังนั้นความต้องการของโทรศัพท์มือถือก็เพิ่มขึ้นเช่นกัน สำหรับบริษัทสมาร์ทโฟน การกระตุ้นการบริโภคของลูกค้าให้มากขึ้นจะเป็นประเด็นสำคัญ OPPO หนึ่งในแบรนด์ชั้นนำในตลาดสมาร์ทโฟนทั่วโลกก็ได้รับผลกระทบมากมายจากอิทธิพลของ Covid-19 จากข้อมูลของ IDC ส่วนแบ่งการตลาดของ OPPO ในประเทศไทยลดลงจากอันดับที่ 1 ในไตรมาสที่ 4 ปี 2019 เป็นอันดับที่ 3 ในไตรมาสที่ 2 ปี 2020 เนื่องจากว่าดัชนีเคยฝึกงานในบริษัทนี้และสนใจจะเข้าร่วมหลังจากเรียนจบ จึงเลยอยากจะทำศึกษา OPPO ประเทศไทยในบทความนี้และศึกษาโปรโมชันเกี่ยวกับโทรศัพท์มือถือในตลาดประเทศไทยโดยการสำรวจแบบสอบถาม วัตถุประสงค์ของการศึกษานี้คือวิเคราะห์โปรโมชันที่มีประสิทธิภาพอย่างดีและคำแนะนำที่ปรับปรุงพัฒนาโปรโมชันได้ เพื่อเป็นความคิดที่สามารถช่วยยอดขายของ OPPO ในตลาดประเทศไทย



สาขาวิชา เศรษฐศาสตร์ธุรกิจและการจัดการ
ปีการศึกษา 2563

ลายมือชื่อผู้รับผิดชอบ
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Advisor: Asst. Prof. PACHARASUT SUJARITTANONTA

As one of the carriers of information, smartphone plays an increasingly important role during human's daily life and even an essential part. Especially during the time of Covid-19, online activities becomes a new normal. Thus, the demand for mobile phones is also increasing. For the smartphone company, how to get more customers' purchase intention seems to be a hot topic under the fierce market competition. OPPO, as one of the leading brands in the worldwide smartphone market, also suffers a lot from the influence of Covid-19. According to the data from IDC, the market share of OPPO in Thailand was dropped from the No.1 in Q4 2019 to be the No.3 in Q2 2020. As a student that has practiced in this company and wants to join this company after graduation, I will focus on OPPO Thailand in this article, and have a deep research and discussion about the promotions during Thailand market through a questionnaire survey. The purpose of this study is to get a more effective promotion and possible recommendations through the comparison and data analysis of the survey to help with OPPO's sale out performance in Thailand market.



| | | |
|-------------------|--------------------------------------|------------------------------|
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Xueyan Chen



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Chapter 1

Introduction

1.1 Motivation for the paper

With the development of society and technology, smartphone is not only a device for making a call or sending a message, but also an essential part of human's life and used by different age groups. In the recent few years, OPPO, a Chinese smartphone brand, has a rapid development and already leaped to the top among China's smartphone brand, no matter in China market or overseas markets.

| Southeast Asia: Top Smartphone Vendors in Q2 2020 | | | |
|---|---------|------------|------------|
| Ranking | Vendor | Unit Share | YoY Growth |
| No.1 | SAMSUNG | 21% | -26% |
| No.2 | OPPO | 20% | -25% |
| No.3 | vivo | 18% | +20% |
| No.4 | Realme | 12% | +102% |
| No.5 | Xiaomi | 11% | -18% |

Table 1: Southeast Asia Top Smartphone Vendors in Q2 2020

Source: Canalys estimates (sell-in shipments), Smartphone Analysis, August 2020

Southeast Asia: Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam

In terms of smartphone shipments, OPPO keeps to be the No.2 as same as the last quarter in Southeast Asia market according to the data from the report of Canalys Q2,2020, although suffering from a great drop. Besides, there are only 1% difference from No.1 vendor, Samsung, which shows a signal that OPPO still has a strong development momentum under the highly competitive market environment.

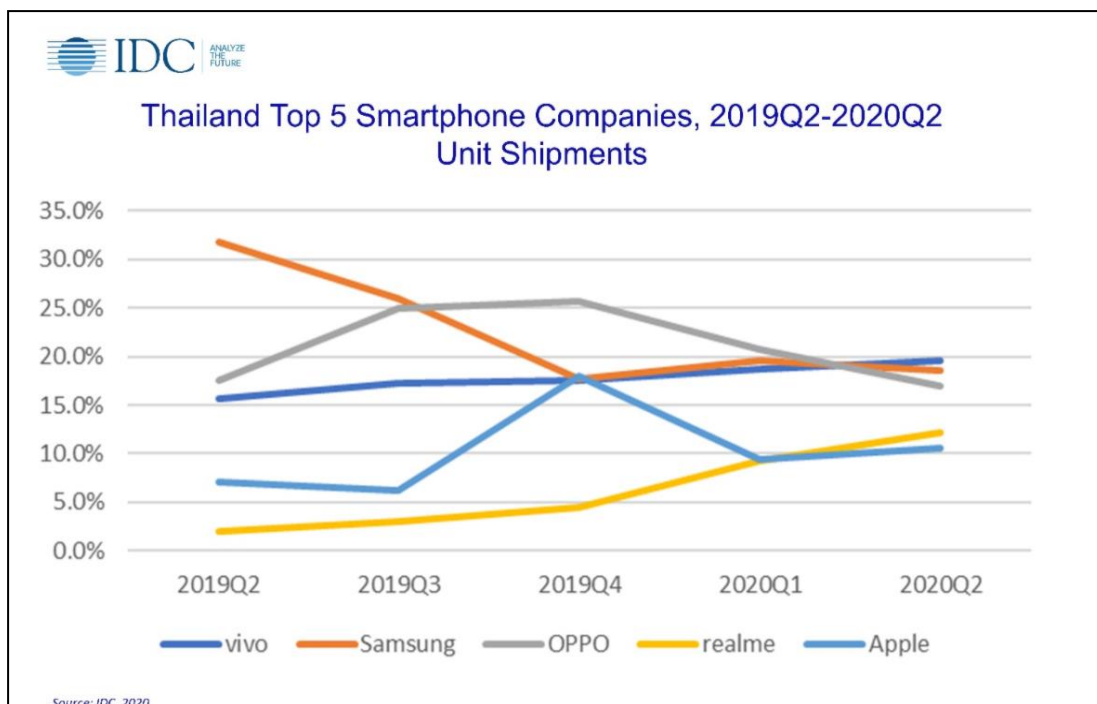


Figure 1: Thailand Top5 Smartphone Companies, 2019Q2-2020Q2 Unit Shipments

Source: IDC, 2020

| Vendor | 2019Q2 Shipments | 2019Q2 Market Share | 2020Q2 Shipments | 2020Q2 Market Share | YOY Growth |
|-----------|------------------|---------------------|------------------|---------------------|------------|
| 1.vivo | 750 | 15.60% | 853 | 19.50% | 13.80% |
| 2.Samsung | 1523 | 31.80% | 811 | 18.60% | -46.70% |
| 3.OPPO | 839 | 17.50% | 740 | 16.90% | -11.90% |
| 4.Realme | 96 | 2.00% | 536 | 12.20% | 456.40% |
| 5.Apple | 337 | 7.00% | 462 | 10.60% | 37.00% |

Table 2: Thailand Smartphone Market, Top5 Company Shipments, Market Share, and YoY Growth, Q2 2020(shipments in thousands)

Source: IDC Quarterly Mobile Phone Tracker,2020Q2

As for the performance in Thailand, it begins to develop its smartphone business since 2008. According to the figure 1 and table 2 above that from IDC 2020, we can easily get that the market share of OPPO keeps on the raise during the year 2019 among Thailand market in terms of smart phone shipments, and has been the NO.1 marketing share leader in Q4, 2019 and Q1, 2020. However, the suddenly breaking out of

COVID-19 in Q2, 2020 changed the market share performance, and OPPO even dropped to be NO.3. The year to year growth percent also shows that OPPO suffers from a quite serious decline at the Q2 2020, which decrease about 11.9% while compared with Q2 2019 in terms of the unit of shipments. There is no doubt that OPPO has its own advantages over others brands, but COVID-19 seems like one of the factors that let OPPO Thailand starts to realize that they are facing with a more and more fierce competition within the mobile industry with a multitude of competitors.

There are many ways can be used to attract customer's attention, and almost all the smartphone vendors are trying available ways to get more customer's purchase intension and improve the market share performance. Promotion is one of the direct and common ways and has been widely used in the smartphone industry. For example, Samsung always prepares the custom gifts for its smartphone of S series and N series. OPPO is also the same one, and they have tries many different promotions as other vendors, such as the price discount, gift and premiums, payment installation and so on. As a student that has a great interesting in smartphone business in Thailand, I try to make a research and study about these different promotion ways of OPPO Thailand. Hope it helps to get a more effective promotion way and attract more customers to boost company's sale volume, especially to fight against the influence of COVID-19, which seems to continue to spread in the year of 2021.

1.2 Background

1.2.1 About OPPO and OPPO Thailand

OPPO, established in 2004, is a global registered enterprise that integrating scientific research, manufacturing and marketing. Its smartphone business network has expanded over 40 different countries and regions and has more than 370 million users all around the world. What's more, they also cooperate with more than 80 top operators around the world and has more than 400,000 retail stores in China and around the world. Until 2020, OPPO has set up 6 research divisions and 4 R&D centers all around the world.

In 2008, OPPO launched its first mobile phone in Thailand, the A103, nicknamed as “Smiley Face”, marked the beginning of a journey to explore and pioneer extraordinary technology in Thailand. OPPO develops its business in Thailand with a country agent, that to say, there is a local company taking charge in all the smartphone business in Thailand, which called Prossfy Group Ltd. Although this company acts as an agent and imports the smartphones from OPPO China, all the core technologies, marketing strategies and company culture are from OPPO China for the same.

1.2.2 OPPO's Innovation On Technology

As the mission of OPPO is Elevating life through technological artistry, and the Brand DNA is OPPO are Pioneering approach, Spirit of youth and Beauty that captivates, so we can easily find that OPPO is a company focusing on the innovation on the technology and tendency, their main customer group are youth people. Today, OPPO presents the

technology of beautification to all its global consumers through smart products called Find Series and Reno series smartphones, ColorOS, and internet services such as OPPO Cloud and OPPO+, which build strong product advantages over other android smartphone brands.

OPPO is the first 5G-focused mobile phone manufacturers in China, which accelerating the 5G experience to global consumers. On 27. Oct. 2018, OPPO successfully realized surfing the internet with 5G signal for the first time. And then, on 30, Nov.2018, OPPO successfully made a video call through wechat with the 5G signal, which is the first video call with 5G in the world. During the year 2020, OPPO has successfully developed a unique smartphone with the rollable concept handset, which called OPPO X 2021. The device will no doubt form the basis of future models that eventually hit shelves. The Android Authority also comments that “The rollable smartphone concept gives us a taste of the future”. In a word, the rollable display innovation makes the extendable display on the smartphone possible.

Apart from that, OPPO is committed to building a new technology ecosystem in which everything is integrated, and continues to explore in smart wear, smart TV and other fields to bring users the latest and most extreme smart life experience. For the smartphone technology, OPPO also has its own insists and advantages. The first one should be the technology about camera. OPPO insists on innovating in the field of mobile photography and has achieved breakthrough technical results, such as 10x hybrid optical zoom technology, under-screen camera, and more high-end

image functions such as video anti-shake, ultra night mode, AI color portrait, AI beautification video etc., to provide users with the best photography experience. And another technology should be mentioned is the VOOC charge. The slogan “Charge for two minutes, talk for two hours” is even a classical one among Chinese people. OPPO exclusively pioneered the VOOC low-voltage flash charging technology, and it is preferred by more than 100 million users worldwide. Actually, this VOOC charge technology redefines the charging experience of smartphones, not only makes the fast charge to be realized, but also obtains the German Rheinland safety certification, making smartphone charging fast and safe at the same time, and creating a new experience for smartphone users.

1.3 Benefit Expected

This article is processed on the base of a questionnaire survey, although the people that surveyed are limited and the questions asked does not cover all the factors related, I try to have an insight about the most effective promotion way with the limited information. Maybe it is not 100% proper for the actual practice situation, still hope it to be a possible recommendation for the promotion plan in the future.

Chapter 2

Literature Review

Promotion strategy is a part of marketing, and there are some professors and researchers have put a lot of efforts on it. In this chapter, I will have a retrospective review of some related concepts, as well as some research result.

2.1 Marketing

Philip Kotler has made a definition about marketing and called it “a social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others” (Kotler&Keller, 2006). And in the book *Marketing Management*, Philip Kotler emphasizes the importance of marketing again, from his side, skillful marketing is a never-ending pursuit, but some businesses are adapting and thriving in these changing times, and good marketing is no accident. It is both an art and a science, and it results from careful planning and execution using state-of-the-art tools and techniques.

Marketing is a one of the business processes, which is made by a company in order to discover the demand of customers, and then they design the certain products or services to meet demand and get a profit from it. Usually, the marketing will include the price setting, produces and packs confirmation, sales channels controlling, and promotions decision so that consumers can understand the value of products and they can make sure if the product or service can meet (Xun Huang, 2018). The idea of Xun Huang is the same as the definition of Perreault, he says

“Marketing is a performance of activities that seek to accomplish an organization’s objectives by anticipating customer needs and directing a flow of need-satisfying goods and services from producer to customer” (Perreault&McCarthy, 2018).

From the emphasis and definitions above, marketing is not just one process or an action during the business, but integrates a series of aspects. There is a theory called 4PS, proposed by an American marketing specialist Jerome McCarthy in 1960, making a quite clear explain about the basis of marketing strategy. The contents of 4PS includes product, price, place and promotion, which are interconnected during the execution of market strategy.

“Product” refers to the intangible product such as services or the tangible product such as goods (Xun Huang, 2018). Many people think a product is tangible, but technically a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler&Keller, 2016). No matter what kind of product it is, the purpose is to satisfy the certain customers’ needs. In order to specific the awareness and the value of the product to customers, it also involves the product packaging, design, brand, quality and so on.

“Price” means that the company sets or changes the price in accordance with market rules. It includes basic prices, discounts, allowances, payment terms, commercial credit, and various pricing methods and techniques (Xun Huang, 2018). To set the proper price,

product marketers must modify their price-setting logic when the product is part of a product mix. In product mix pricing, the firm searches for a set of prices that maximizes profits on the total mix. The process is challenging because the various products have demand and cost interrelationships and are subject to different degrees of competition. We can distinguish six situations calling for product-mix pricing: product line pricing, optional-feature pricing, captive-product pricing, two-part pricing, by-product pricing, and product-bundling pricing (Kotler&Keller, 2016).

“Place”, or we can call it distribution channel. Formally, marketing channels are sets of interdependent organizations participating in the process of making a product or service available for use or consumption. They are the set of pathways a product or service follows after production, culminating in purchase and consumption by the final end user. (Kotler&Keller, 2016)

“Promotion” refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time is persuasive in nature. It helps marketers to create a distinctive place in customers' mind, it can be either a cognitive or emotional route. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. These are personal selling, advertising, sales promotion, direct marketing publicity and may also include event marketing, exhibitions and trade shows. (Rajagopal (2007).

2.2 Customer Behavior

To conduct the marketing strategy and purchase the profit as much as possible, the company must know well about their customers. Thus, having a good acknowledge about customer behavior becomes an important part.

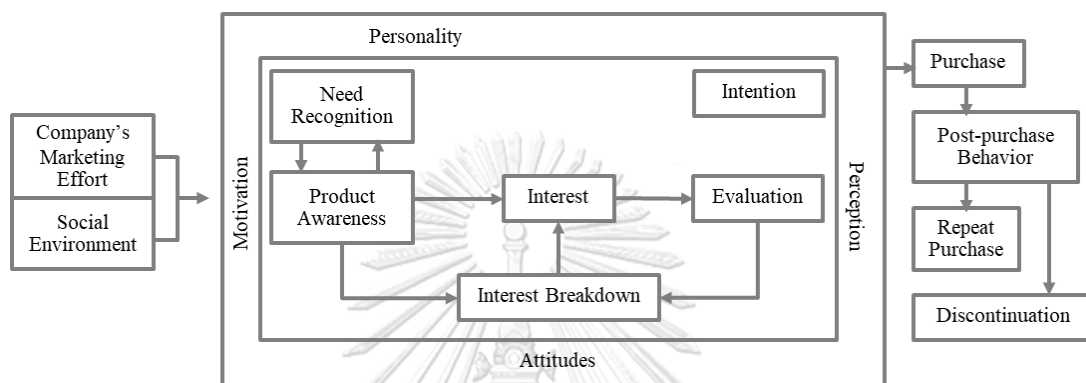


Figure 2: Customer Behavior Model(*Industrial and Individual Consumer Behavior Models*)

Source: https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_models_types.htm

This model above suggests that the generally customer behavior passes through 5 stages, they are the motivation, information searching, evaluation, purchase decision and post-purchase.

Michael L. Rothschild and William C. Gaidis have an article about Behavior Learning Theory. In this article, the authors agree with that repeat purchase is a sufficient condition to determine the survival of a company, so that the customer behavior should be in a highly consideration. (Michael L. and William C., 1981)

In the article “Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y”, the authors Karen Lim Lay and others two have carried out a random questionnaire survey among youth people. (Shabrin et al., 2017) Finally, there are 125 samples were collected. And

in the questionnaire survey, there are 6 main factors are asked, they are brand, convenience, dependency, price, product feature and social influence. From the research, the authors get a conclusion that there is a significant relationship between all variables with purchasing decision, but the product feature is considered as the first one, the following are convenience and brand. (Karen Lim Lay, Han Kok, Benjamin Chan Yin, 2013)

Amrit Mohan has divided the factors that have influence on customer behavior into two parts in his article “Consumer Behavior Towards Smartphone Industry In India Market”, which are external Influence factors and internal influence factors. And the external influence factors include Culture, Demographic, Social Status, Reference Groups, Family and Marketing Activities; and the internal influence factors are Perception, Learning, Memory, Motivation, Personality and Attitude. After the questionnaire survey about 260 samples and an analysis of consumer behavior models, the author gets a conclusion that all the factors have an influence on customers’ behavior, and the most important factor that has a great influence on customer’s purchasing decision depends on that if the product can meet with the needs of customer. In the case of smartphone, the product performance, including all the hardware and software specification, is considered as the major factor that has an influence on customers’ needs. As for the brand, it also plays an important role on people’s purchase decision as a second one. (Mohan, 2014)

Chapter 3

Research Methodology

This article is written on the basis of a questionnaire survey, and in this chapter, I will make an explanation about the details of the research, including the logic, object, content of the research. And I will also have a brief data description.

3.1 Research Design

Research design provides an overall direction for the collection and analysis of data of a study (Churchill 1979). A research with clear logic and appropriate content will makes the data collection and question analysis possible. As the research this time will be presented based on a questionnaire, I have reviewed some related articles as mentioned in chapter 2. Before confirming the content of the content of the questionnaire survey, I also have a review about a marketing survey from OPPO Thailand.

During the period in the part-time practice in OPPO Thai company, I have get an opportunity to join the Reno4 project, which is one of the most popular model. After the project finished, they made a survey and get a conclusion about the characteristic of main customer group as below:

- 1) The main customers are at the age of 18-33
- 2) Female are more than male
- 3) Bachelor degree or higher than it
- 4) 30% are people from Bangkok

- 5) Most of these customers are company staff
- 6) The salary per month are about 10000-20000 BHT
- 7) More than 50% of OPPO Reno4 customers have ever used OPPO smartphone

As Reno4 is the main product of OPPO in Thailand market, the survey result shows the common OPPO customer characteristics in some degree. While making the questionnaire survey, I also refer it and take some important factors in to consideration.

3.2 Research Objective

- 1) To make sure the characteristics of people surveyed, in order to summary the key factors of the customer group.
- 2) To create a framework about the main promotion strategies that usually used by OPPO Thailand and have an overall view about customer preference and attitude about the promotion choices. In other words, we will research both the promotions themselves and the customer behavior towards smartphone as well.
- 3) To analysis the relationships between the key customer characteristics with the preferred promotions related in order to get a deep understanding about the relatively more effective promotion way on customer decision.

3.3 Research Questions

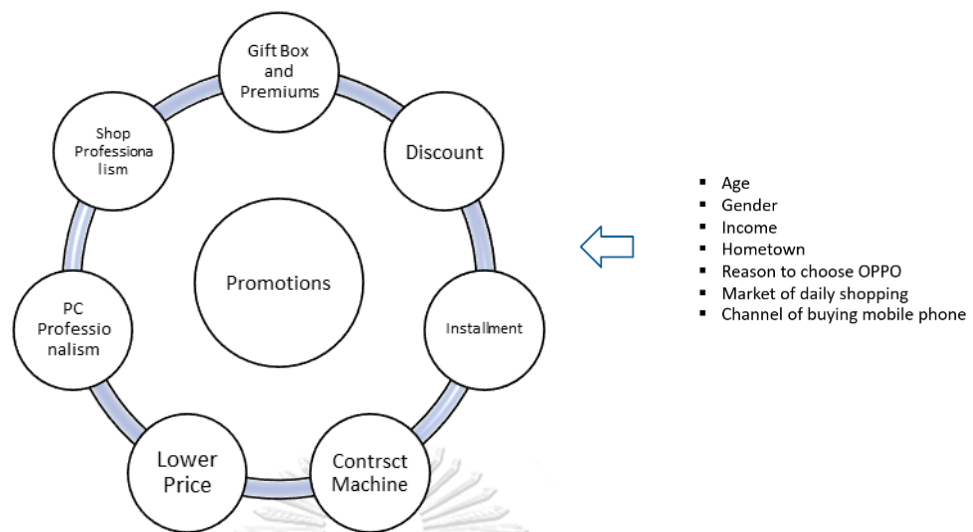


Figure 3: the framework of the questionnaire survey

As the framework above, we ask about both customers' information and the promotions they preferred. And the details are as below:

| Question | Answer Select | Information Want to Explore |
|---|---|--|
| 1. What's your gender? | A. Male B. Female | 1. To verify the customer characteristics, because there is a common sense that OPPO brand is more popular with female. 2. Research the correlation between gender with promotions. |
| 2. What's your age? | A. 0-20 B. 21-30 C. 31-50 D. 50 up | 1. To have an insight of the group age of target customer group. 2. Research the correlation between age with promotions. |
| 3. How about your average monthly income? | A. 0-15,000Baht B. 15,001Baht-30,000Baht C. 30,001Baht-50,000Baht D. 50,000Baht up | 1. To have an insight about the group age of target customer group. 2. Research the correlation between income with promotions. |
| 4. Where is your hometown located? | A. Bangkok City B. The neighbor of Bangkok C. Up Country | 1. To have an insight about the group age of target customer group. 2. Research the correlation between income with promotions. |

| | | |
|---|--|---|
| 5. Where do you prefer to shopping for your daily life material? | A. Big C B. Lotus C. Tops Market D. Micro Market E. Online | 1. To have an insight about the preference of target group. 2. To have a deep understanding about the customer behavior. |
| 6. How many units of smartphones have you ever had? | A. 1 unit B. 2 units C. 3 units D. 4 units E. 5 units or more | 1. To have an insight about the frequency of customers' smartphone iteration. 2. Research about the customer behavior among the different customer groups and explore the possibility of repeat purchase. |
| 7. What is the main reason that you choose to buy the smartphone of OPPO but not other brands? | A. Brand is famous B. Beautiful appearance C. Excellent camera functions D. Highly cost-effective E. Good after service | 1. To research about the most attractive selling advantage among different customer groups. 2. To make a possible recommendation for the key promotion content. |
| 8. Which channel do you decide to purchase the smartphone from? | A. NKA(Banana/Jaymart/CSC/TG/ITCITY/BIG C) B. OPPO Brand Shop C. Operator(True/AIS/DTAC) D. Dealer Shop | Different channel has different promotion advantage, we can research about the relationship between the channel and promotion choice and have a verification about customer choice. |
| 8. Which promotion helps you make the final decision while you have already decided to buy a OPPO smartphone? | A. Have a large number of gift boxes or premiums B. Have an official price discount C. Pay in installments and have a long installments D. Can apply for contract machines and pick up machines at low prices E. The price is lower than the official price but no gift box and premium F. The promoter is very professional G. The shop looks very professional | 1. Have an insight about the promotion preference among different customer groups. 2. Research the correlation between promotions with customer behaviors, in order to get more specific suggestions while facing the different customer groups. |

Table 3: The question design and information want to explore

3.4 Research Strategy

Questionnaire survey is popular and common strategy that frequently used in marketing inside survey or business research. It has no limited about the amount of people and questions involved, so that we can collect the data and information as much as we need. Of course, we

need to consider the convenience of the people surveyed and the appropriate of the questions setting.

The survey this time is conducted randomly, and all the people interviewed are all customers that have already made a decision to buy an OPPO smartphone. Since the purpose of the research is to make a clear about the most popular promotion, we select the customer that going to purchase OPPO smartphone only. With the help of OPPO staff all around the Thailand, we finally have got a sample of 2369. The study is descriptive in nature, both primary and secondary data source have been taken for vivid analysis. Primary data are collected with a survey as mentioned above, and secondary data is collected from OPPO Thai company, which are about the sale out units, used to make an explain about the promotion strategies.

We try to show the aggressive promotional strategies of OPPO Thai company and try to create a way to explore the potential opportunities in order to offer to young executives to become a leader by leading a team which helps them in their initial job career.

3.5 Data Description

From the questionnaire survey, there are totally 2369 samples are collected. As for the data information, I have made a collection and will present as a chart below:

| Response | Frequency | Percentage (%) |
|--|-----------|----------------|
| Gender | | |
| Male | 1512 | 64% |
| Female | 857 | 36% |
| Age | | |
| 0-20 | 129 | 5% |
| 21-30 | 1342 | 57% |
| 31-50 | 841 | 36% |
| 51 UP | 57 | 2% |
| Average monthly income | | |
| 0-15,000 Baht | 1268 | 54% |
| 15,001-30,000 Baht | 970 | 41% |
| 30,001-50,000 Baht | 116 | 5% |
| 50,000 Baht UP | 15 | 1% |
| Hometown location | | |
| Bangkok | 124 | 5% |
| The neighbor of Bangkok | 118 | 5% |
| Up Country | 2127 | 90% |
| Shopping mall preference | | |
| Big C | 719 | 30% |
| Markro | 103 | 4% |
| Tesco Lotus | 963 | 41% |
| Tops Market | 181 | 8% |
| Online | 403 | 17% |
| The units of smartphone have ever had | | |
| 1 unit | 151 | 6% |
| 2 units | 407 | 17% |
| 3 units | 609 | 26% |
| 4 units | 384 | 16% |
| 5 units and more | 818 | 35% |
| Main reason to choose OPPO | | |
| Excellent camera functions | 718 | 30% |
| Brand is famous | 426 | 18% |
| Beautiful appearance | 371 | 16% |
| Good after service | 347 | 15% |
| Highly cost-effective | 507 | 21% |
| Channel preference | | |
| Dealer shop | 536 | 23% |
| NKA | 838 | 35% |
| OPPO Brand Shop | 428 | 18% |
| True/AIS/DTAC Shop | 567 | 24% |
| Promotion preference | | |
| Have a large number of gift boxes or premiums | 644 | 27% |
| Can apply for contract machines and pick up machines at low prices | 218 | 9% |
| Pay in installments and have a long installment | 210 | 9% |
| The price is lower than the official price but no gift box and premium | 88 | 4% |

| | | |
|-----------------------------------|-----|-----|
| Have a price discount in official | 304 | 13% |
| The shop looks very professional | 534 | 23% |
| The promoter is very professional | 371 | 16% |

Table 4: Summary of Respondents' Demographic (N = 2369)



Chapter 4

Data Analysis

This chapter, we have an analysis of data collected. In order to make a relatively comprehensive analysis, I will analyze from both the subjective side-marketing and objective side-customer behavior.

4.1 Marketing Analysis

As we have reviewed in the chapter 2, 4P's is one of the most important analysis theories of marketing, we will arrange the data according to the 4P's, a marketing mix method as Kotler has mentioned in the book "Marketing Management". Since "promotion" is a part the 4P's theory, and what we research is the correlation of the promotion, we will have an analysis from aspect from the Price, Place and Product only.



Source: Marketing Management: A South Asian Perspective; Kotler, Keller, Koshy, Jha

4.1.1 Price

“Price” means that the company sets or changes the price in accordance with market rules. It is a necessary part of marketing strategy, and also determines the customer perspective and the sales volumes. How to set the proper price might be a question worth considering. People’s attitude and perspectives towards price is different. Usually, as the increase of income, the consumption power is also improved. In the research this time, we have collected about the income of customers.

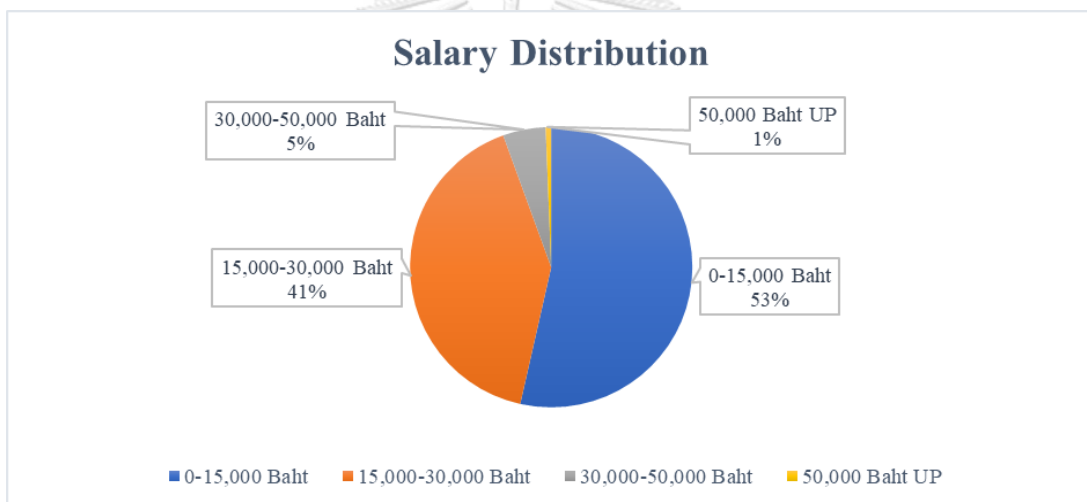


Figure 4: Salary distribution (Date Resource: from questionnaire survey)

From the figure 4, it shows that almost 94% of OPPO customers has a monthly income around 0-30,000 Baht, and even 53% are below 15,000 Baht. What does the income level of 15,000 Baht per month mean? At January 2020, the average wage in Bangkok was 20,854 Baht per month according to the National Statistical Office (NSO). Real wages in Thailand as a whole have dropped from 19,107 baht per month in the fourth quarter of 2016 to 15,337 Baht in 2019 Q4. That means most of the

OPPO customer group are at the average income level, which are the 80% of the total population of Thailand.

According to the basic income information, how much is the smartphone price that they can accept? Let's have a look of the price of OPPO smartphone.

| MODEL NAME | PRICE | INTERNAL SHARE |
|--------------|-------|----------------|
| A53 | 5499 | 30.38% |
| A15 | 4299 | 20.01% |
| RENO4 | 10990 | 19.65% |
| A93 | 8999 | 18.83% |
| A12 | 3999 | 10.11% |
| RENO4 PRO | 18990 | 0.88% |
| FIND X2 | 29990 | 0.11% |
| FIND X2 PRO | 40990 | 0.04% |
| TOTAL | | 100.00% |

Table 5: The Internal Share of OPPO Smartphone Dec.2020 (Date Resource: the price is from OPPO's Flagship store in Lazada, and the internal share is from OPPO Catty System, dec.2020)

Referring to the table 5, the price of OPPO smartphone in Thailand ranges from 3,999 Baht to 40,900 Baht, including all the low-middle-high-end prices. Among the same products of the mobile industry, the price of OPPO smartphone is comparatively higher, and the choice for customer is also quite variable. Referring to the internal share in the figure 4-1, the best seller models are A12, A15 and A53, which have a high proportion of more than 60% of the sales amount. There is common feature that these popular models are all at the price under 6,000Baht, about 40% of the

average monthly income of Thai people, which seems a reasonable ratio. From this aspect, we can say that the price setting is also an interesting marketing strategy. Customer's perspective should be taken into consideration while a company sets the price.

As Kotler has mentioned in the book “Marketing Management”, the word “price” does not only directly present in a “marked price” of a product, but also presents in other ways, such as discount, allowance, payment period, credit terms and premiums, and others price related ways.

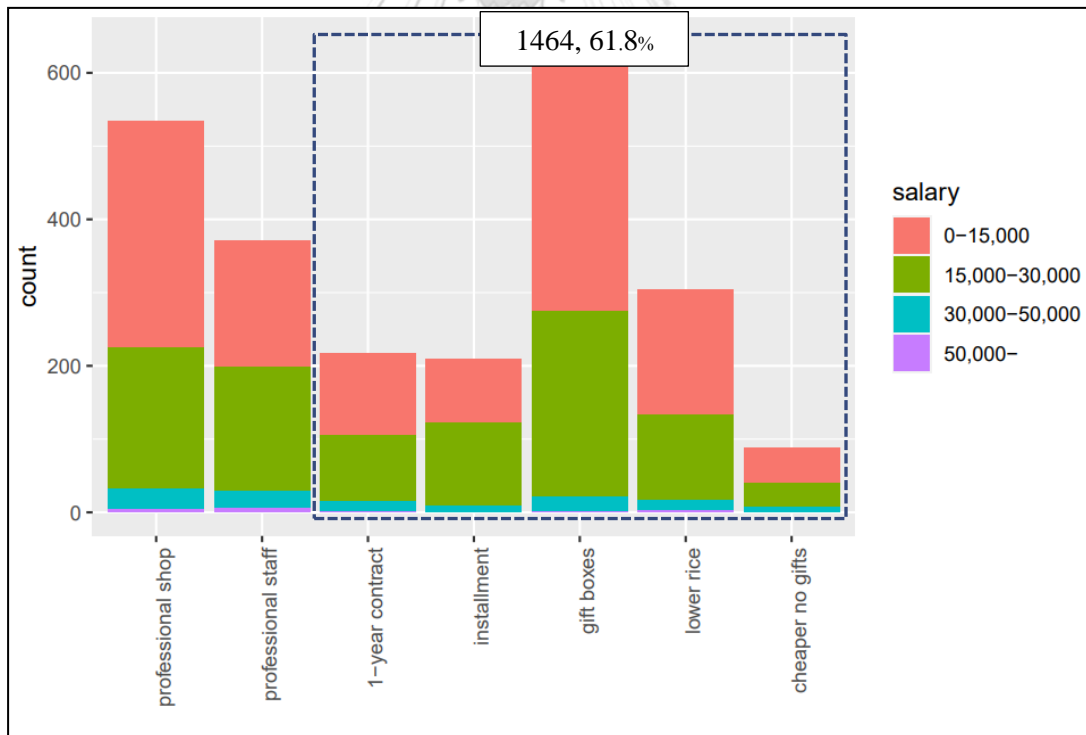


Figure 5 : The Relationship between monthly income with the promotions (Date Resource: from questionnaire survey)

Referring to the figure 5 above, there are 5 promotions are price related, they are “Contract Machine” “Installment” “Gift Box” “Price Discount” and “Lower Price but not officially”. As there are totally 2369 responds collected, and 1464 customers prefer the price related promotions, we can have a brief summary that 61.80% of the customers surveyed are cheaper-price-preferred group. In addition, among the 1464 customers mentioned above, the monthly income between 0-30,000 Baht has a number of 1395, percentage is 95.29%, which shows that price related promotions have a more effective influence on lower-middle income customer group.

Price is the quantity of money that a consumer is willing to exchange for a service or product (Kotler and Armstrong, 2010). Price is an important factor that influences buyers to make a buying decision, especially for the people with a not very high income. Some people have the idea that price means the level of value and higher is better. On the other hand, someone still keep the attitude that cost-effective is more important, so that we should consider the price acceptable ability first.

Hence, we can possibly get a preliminary conclusion that proper application of the price related strategy can have a great motivation on the customer groups, especially for the customers with a low or middle level of income. While making the promotion, if the target customers are mainly low or middle-income customers, price related promotions might have a better marketing performance on the sale volume improving.

4.1.2 Place

“Place”, or we can call it distribution channel in terms of the situation of OPPO’s business. Different distribution channel has different advantages. If organize a proper promotion in a proper channel, sometimes the result received will beyond our imagination. In Thailand, we usually, we divide the distribution channels into 4 parts, they are:

1. OPPO Brand Shop, which selling OPPO products only and have a standard shop decoration according to the request from the key version of OPPO company.
2. NKA Shop, which is a kind of comprehensive store with all-brand smartphone selling, such as Banana Shop, CSC shop, Icity shops, Power Buy shop and so on.
3. Operate Shop, which refers to the shops of three big operators in Thailand, shops of AIS, shops of True and shops of Dtac.
4. Dealer shop, which is own by the secondary or even smaller agent.

Actually, it’s hard to see such kind of shops in China, but they still have a large market share in Thailand, and we can easily find this kind of shops in the street, the local market or even the central shopping malls.

| Channel preference | | |
|--------------------|-----------|----------------|
| Response | Frequency | Percentage (%) |
| Dealer shop | 536 | 23% |
| NKA | 838 | 35% |
| OPPO Brand Shop | 428 | 18% |
| Operator Shop | 567 | 24% |

Table 6 : The shop channel preference (Date Resource: from questionnaire survey)

| Channel | Frequency | Percentage (%) |
|--|------------|----------------|
| NKA Shop | 838 | |
| Have a large number of gift boxes or premiums | 285 | 34% |
| Can apply for contract machines and pick up machines at low prices | 17 | 2% |
| Pay in installments and have a long installments | 103 | 12% |
| The price is lower than the official price but no gift box and premium | 20 | 2% |
| Have a price discount in official | 91 | 11% |
| The shop looks very professional | 166 | 20% |
| The promoter is very professional | 156 | 19% |
| Dealer shop | 536 | |
| Have a large number of gift boxes or premiums | 157 | 29% |
| Can apply for contract machines and pick up machines at low prices | 5 | 1% |
| Pay in installments and have a long installments | 31 | 6% |
| The price is lower than the official price but no gift box and premium | 46 | 9% |
| Have a price discount in official | 39 | 7% |
| The shop looks very professional | 169 | 32% |
| The promoter is very professional | 89 | 17% |
| Operator Shop | 567 | |
| Have a large number of gift boxes or premiums | 71 | 13% |
| Can apply for contract machines and pick up machines at low prices | 182 | 32% |
| Pay in installments and have a long installments | 38 | 7% |
| The price is lower than the official price but no gift box and premium | 16 | 3% |
| Have a price discount in official | 122 | 22% |
| The shop looks very professional | 81 | 14% |
| The promoter is very professional | 57 | 10% |
| OPPO Brand Shop | 428 | |
| Have a large number of gift boxes or premiums | 131 | 31% |
| Can apply for contract machines and pick up machines at low prices | 14 | 3% |
| Pay in installments and have a long installments | 38 | 9% |
| The price is lower than the official price but no gift box and premium | 6 | 1% |
| Have a price discount in official | 52 | 12% |
| The shop looks very professional | 118 | 28% |
| The promoter is very professional | 69 | 16% |

Table 7 : The promotion preference (Date Resource: from questionnaire survey)

Referring to the table 6, among the 2369 responses, there are 35% of the people prefer NKA shop, which is the most prefer channel, and the following are Operator shop, dealer shop and OPPO Brand shop. As different channel has different characteristics and customer groups, the preference of promotion indifferent channel is different a little.

Referring to the table 7, we can summary the information as blew:

1. For NKA and Brand Shop channel, the most prefer promotion is a price related promotion-the gift boxes and premiums. And the

preference rates are 34% and 31% among all the promotions surveyed. According to the data, we can have a general understanding that if OPPO wants to improve the sale out performance in NKA and Brand shop channels, provide more support on the gift boxes and premiums might be a good idea.

2. For Dealer channel, the most prefer promotion is the shop professionalism, which means there should have the display and oppo environment as much as possible. Usually, the OPPO company will deliver the many different kinds of display materials to dealer shop while new product is coming. Or the dealer shop can also make a request about the display if reasonable. If dealer shop uses it well and have a shop with well decorated, it will look more professional and win more confidence and trust from local customers and get more chance on sale amount growing.
3. For operator channel, there is no doubt that the advantage of itself is the contract machine, and what the customer prefer most is the contract machine promotion as well. If OPPO wants to have a better market share or sell out performance in operator channel, they'd better have a research about the competitors' package price of contract machines. Have a better understanding about competitors will help OPPO to decide how to make full use of the contract machine promotion and attract more customers' attention.

4.1.3 Product

Product is not only the features of the commodity, but also involves the brand, the variety, packaging, service, warranties and returns

according to Kotler (2016). Wickliffe and Psyarchik (2020) have an opinion that customer purchase the product because the benefit that the futures delivered. Customers used to make a comparison with the competitive brand or marketers available based on the benefit contribution from the certain product.

In the questionnaire survey, we select some key futures of oppo smartphone product and make a question based on it to research about the relationship between product and promotion decision making.

| Reason To Buy | Frequency | Percentage (%) |
|---|------------------|-----------------------|
| Camera | 718 | 30% |
| Has a balance between price and quality | 507 | 21% |
| Famous Brand | 426 | 18% |
| Fashion design | 371 | 16% |
| Good service | 347 | 15% |
| Grand Total | 2369 | 100% |

Table 8: The product future preference (Date Resource: from questionnaire survey)

| Reason to Choose OPPO | Frequency | Percentage (%) |
|--|------------|----------------|
| Cameral | 718 | |
| Have a large number of gift boxes or premiums | 222 | 31% |
| Can apply for contract machines and pick up machines at low prices | 67 | 9% |
| Pay in installments and have a long installments | 61 | 8% |
| The price is lower than the official price but no gift box and premium | 23 | 3% |
| Have a price discount in official | 101 | 14% |
| The shop looks very professional | 151 | 21% |
| The promoter is very professional | 93 | 13% |
| Famous Brand | 426 | |
| Have a large number of gift boxes or premiums | 123 | 29% |
| Can apply for contract machines and pick up machines at low prices | 36 | 8% |
| Pay in installments and have a long installments | 38 | 9% |
| The price is lower than the official price but no gift box and premium | 12 | 3% |
| Have a price discount in official | 52 | 12% |
| The shop looks very professional | 110 | 26% |
| The promoter is very professional | 55 | 13% |
| Fashion design | 371 | |
| Have a large number of gift boxes or premiums | 105 | 28% |
| Can apply for contract machines and pick up machines at low prices | 36 | 10% |
| Pay in installments and have a long installments | 45 | 12% |
| The price is lower than the official price but no gift box and premium | 18 | 5% |
| Have a price discount in official | 39 | 11% |
| The shop looks very professional | 68 | 18% |
| The promoter is very professional | 60 | 16% |
| Good service | 347 | |
| Have a large number of gift boxes or premiums | 64 | 18% |
| Can apply for contract machines and pick up machines at low prices | 29 | 8% |
| Pay in installments and have a long installments | 18 | 5% |
| The price is lower than the official price but no gift box and premium | 11 | 3% |
| Have a price discount in official | 30 | 9% |
| The shop looks very professional | 94 | 27% |
| The promoter is very professional | 101 | 29% |
| Has a balance between price and quality | 507 | |
| Have a large number of gift boxes or premiums | 130 | 26% |
| Can apply for contract machines and pick up machines at low prices | 50 | 10% |
| Pay in installments and have a long installments | 48 | 9% |
| The price is lower than the official price but no gift box and premium | 24 | 5% |
| Have a price discount in official | 82 | 16% |
| The shop looks very professional | 111 | 22% |
| The promoter is very professional | 62 | 12% |

Table 9: The promotion preference (Date Resource: from questionnaire survey)

Referring to the table 8, for the reason to purchase OPPO smartphone, 30% of the people surveyed prefer the camera. As we mentioned in the chapter 1, the background part, the technology of camera is one of the mainly strength of OPPO, which create a trend of fashion for its customer group. And there are also 21% choose OPPO because they think that OPPO products are cost-effective, and it has a

balance between the price and the quality. These two features are the top2 benefits that OPPO brings to the customers according to the data we collected.

Referring to the table 9, we will research into the correlation between the product feature with the promotion, the summary is as below:

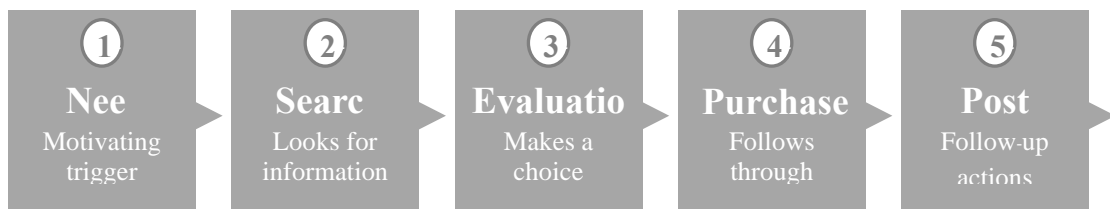
1. For the customer focus on the camera, Brand, design and cost-effective, the promotion they prefer most is the gift box and premiums. In another word, almost 29% of samples are prefer the gift box and premium.
2. For the customer focus on the after service, they think that professionalism of promoter is the most effective promotion way. In the daily life, while we meet some problem about the smartphone, if the promoter is professional enough and has a good acknowledge about smartphone, they can help us to solve the problem at once instead of going to the service center

Apart from the product feature, the customers prefer the promotion-gift box and premium has a percentage of 27%(according to the table 2, chapter 3), which is almost the same as the percentage we get in the term 1 above. So, it's hard to make a clear suggestion about the promotions in terms of product.

4.2 Customer Behavior

As what I have introduced in the chapter 2, literature view, the customer behavior will pass through 5 stages, which are the motivation, information searching, evaluation, purchase decision and post-purchase. In

the book “Marketing Management”, Kotler also has mentioned about it, and describe the customer behavior as 5 stages as well, which is in the same logic as other literatures’ statement.

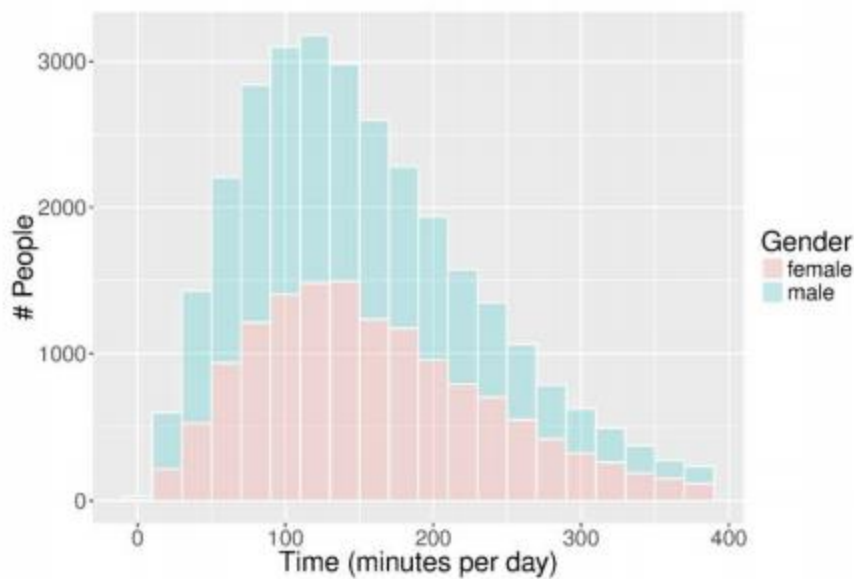


Source: Marketing Management: A South Asian Perspective; Kotler, Keller, Koshy, Jha

Customer behavior is reflected in every step of the purchase process, and it has a great influence on the final purchase decision making. In this part, I will have an analysis about promotion preference according to the data collected through a factor-mixed consideration.

4.2.1 Social Influence

“A consumer behavior is influenced by social factors, such as the consumer’s small groups, family, and social roles and status” (Kotler and Armstrong, 2010). Social influence is referring to as social pressure on consumer from those that important to them such as peer group (Ibrahim et al., 2013), cultural value (Yee et al., 2013), friends and family (Rajagopal, 2010), persuasion conformity (Mothar et al., 2013), friend on social media (Hat et al., 2013), norms (Vahabzadeh et al., 2014). Social influence is one of the major potentials that emerges as people tend to understand, relate to each other’s, and being themselves.



Source: Ionut&Alexander Markowetz "How Age and Gender Affect Smartphone Usage" (Andone et al., 2016)UBICOMP/ISWC '16 ADJUNCT, SEPTEMBER 12-16, 2016, HEIDELBERG, GERMANY

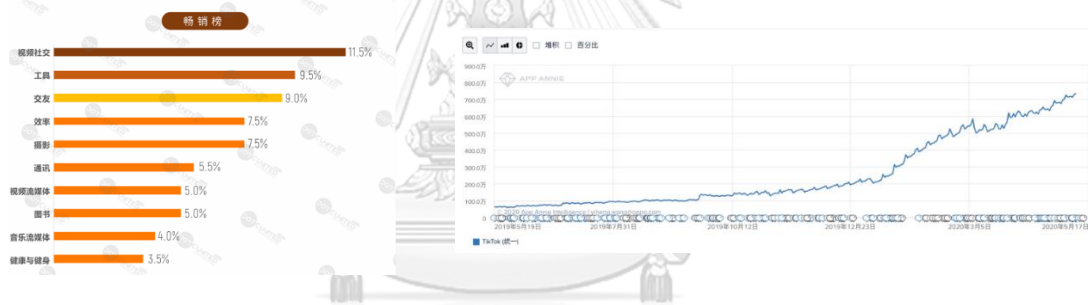
From the research of Ionut (2016), there is a research about the time usage between females and males. From the more than 100000 questionnaire results, they get a conclusion that all samples will use smartphone more or less during a normal day, and almost 70% samples have a smartphone usage of more than 100 minutes per day. And females have a longer time phone usage than males with the average difference being around 8%.

There is no doubt that smartphone has been an essential part of daily life from the research above, and females have a stronger time demand of smartphone since they spend a higher-level time on phone usage.

| Fators | Female | | Male | |
|----------------|-----------|----------------|-----------|----------------|
| | Frequency | Percentage (%) | Frequency | Percentage (%) |
| Cameral | 519 | 34% | 199 | 23% |
| Famous Brand | 264 | 17% | 162 | 19% |
| Fashion design | 243 | 16% | 128 | 15% |
| Good service | 192 | 13% | 155 | 18% |
| Cost-Effective | 294 | 19% | 213 | 25% |
| Grand Total | 1512 | 100% | 857 | 100% |

Table 10: The smart phone feature preference (Date Resource: from questionnaire survey)

Referring to the table 10, females prefer the camera technology of OPPO, while males prefer the cost-effective more. But the ratio of males on “camera” is 23%, which is just 2% different from the factor “cost-effective”. Hence, we can have an understanding that, camera has been an important part while people select a smartphone.



Video social app downloads

Tiktok App Downloads

From the figures above, we can feel a clear trend that the number of active users of video apps has increased dramatically, more and more people like to express life with video. As social share becomes a common lifestyle this era, maybe it's not difficult to explain that why people seems to focus on the camera, no matter females or males. Social influence does have a great influence on people's preference and choice making.

| Reason to Choose OPPO | Frequency | Percentage (%) |
|--|------------|----------------|
| Cameral | 718 | |
| Have a large number of gift boxes or premiums | 222 | 31% |
| Can apply for contract machines and pick up machines at low prices | 67 | 9% |
| Pay in installments and have a long installments | 61 | 8% |
| The price is lower than the official price but no gift box and premium | 23 | 3% |
| Have a price discount in official | 101 | 14% |
| The shop looks very professional | 151 | 21% |
| The promoter is very professional | 93 | 13% |

Table 11: The promotion preference (Date Resource: from questionnaire survey)

As social influence has a great influence on customers' decision making, and camera technology has been a trend while choosing a smartphone. Let's have a look about the promotion preference of cameral-focus group. Referring to the table 11, the people which pursue to be a social influencer are more interested in the gift boxes and premiums, and the following is professionalism of shops.

We have discussed about the promotion preference from the aspect of "Product" in the part 4.1.3, but it's hard to get a reasonable conclusion about the correlation between the product and promotion preference. However, if we consider it from a social influence way, it might be easier and more reasonable. Suki (2013) has emphasized that social influence indeed plays a significant role and it is the most influential to people's dependency on smartphone.

Hence, with the development of social medias, OPPO might have some innovation on the promotions also. Since social influencer is an important part of the target customer group, and they prefer the gift box and premiums, there is a suggestion that combining the social hotspots or trendy goods with the premiums might be a good idea to create the popular premiums that meet the social influencers' social demand, thus to

get more attentions from these customers and finally make the purchase decision.

4.2.2 Repeat purchase

Although a purchase decision and successful payment mean the end of a purchase behavior, it's not the end of the customer behavior. According to the Kotler and Keller's opinions about customer behavior, after the purchase, there should be a "follow-up action", which is called "Post". Thus, a company with a desire for sustainable growth in sales will consider the promotion from a long-term development strategy side.

| The units of smartphone have ever had | Frequency | Percentage (%) |
|---------------------------------------|-----------|----------------|
| 1 unit | 151 | 6% |
| 2 units | 407 | 17% |
| 3 units | 609 | 26% |
| 4 units | 384 | 16% |
| 5 units and more | 818 | 35% |

Table 12: The age group percentage of samples with different units of smartphone (Date Resource: from questionnaire survey)

Referring to the table 12, there are 1811 samples had at least 3 units of smartphone until now, which is 76.45% from all the samples. And even 35% samples have ever had 5 and more units of smartphone.

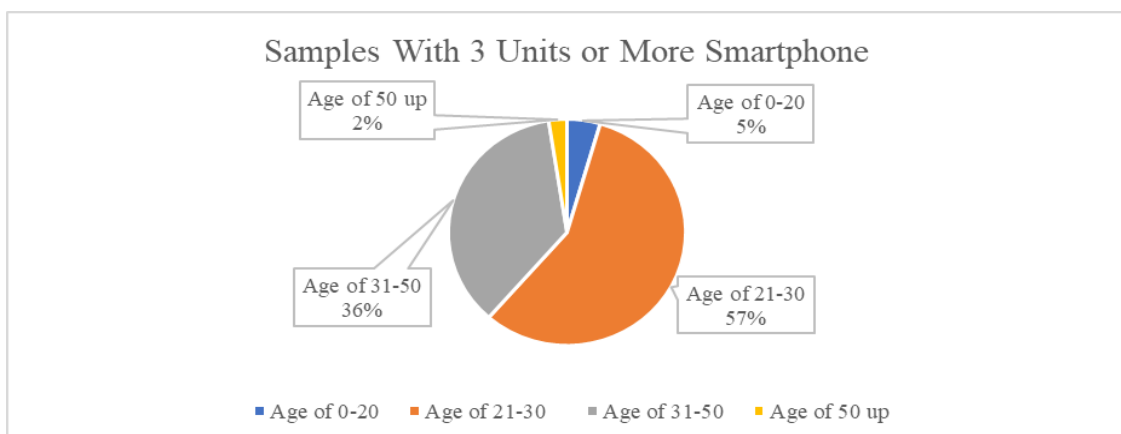


Figure 6: The group percentage of samples with 3 units or more smartphone (Date Resource: from questionnaire survey)

Referring to the figure 6, 57% of the samples with such a high frequency replacement rate are youngsters at the age of 21-30. If we consider the group at the age of 31-50, there will be 93% of samples have a high frequency smartphone replacement demand, which are all at the ages having ability or potential ability to make money.

The stronger the intention of consumers to buy a product, the greater the probability that the consumer will take action to purchase, which can be used in the repurchase actions as well. High frequency smartphone replacement will lead to a quite impressive repeat purchase order.

| Age Group | Frequency | Percentage (%) |
|--|-------------|----------------|
| At the age of 21-30 | 1342 | 57% |
| Have a large number of gift boxes or premiums | 390 | 16% |
| Can apply for contract machines and pick up machines at low prices | 122 | 5% |
| Pay in installments and have a long installments | 116 | 5% |
| The price is lower than the official price but no gift box and premium | 48 | 2% |
| Have a price discount in official | 182 | 8% |
| The shop looks very professional | 280 | 12% |
| The promoter is very professional | 204 | 9% |
| At the age of 31-50 | 841 | 36% |
| Have a large number of gift boxes or premiums | 213 | 9% |
| Can apply for contract machines and pick up machines at low prices | 83 | 4% |
| Pay in installments and have a long installments | 82 | 3% |
| The price is lower than the official price but no gift box and premium | 31 | 1% |
| Have a price discount in official | 101 | 4% |
| The shop looks very professional | 194 | 8% |
| The promoter is very professional | 137 | 6% |

Table 13: The promotion preference (Date Resource: from questionnaire survey)

Referring to the table 13, we will focus on the sample groups at the age of 21-30 and the age of 31-50, which has a 93% of total samples surveyed. It's interesting that no matter the younger age people of 21-20, or the middle age people of 31-50, the promotion strategy they prefer

most is the promotion with gift boxes and premiums, and the second favorite one is the shop professionalism.

Hence, in order to take the advantage of the situation of high smartphone replacement in Thailand, especially for the customers at the age of 21-50, which also includes the main customer group of OPPO, there is a possible recommendation that the company can pay more attention to the intention and motivation of these customer groups while making the promotion strategies.

1. Focus on the gift boxes and premiums with trend. As most of the customers have a high smartphone replacement and the age of them is not very old, they may have a preference on new things or trendy goods, which is consistent with the part social influence. If the gift boxes or premiums we provide are fashion enough, we can attract their attention in a large degree. While get the intention of the customers, the repeat purchase will come.
2. Focus on the shop professionalism. Brand image is important while making the purchase decision, but it needs a long time to build the brand image and strength the brand influence. However, the shop professionalism is what we can improve at once while conducting the promotions. Although the shop professionalism is not a concrete like gifts and premiums, it's a kind of promotion in the aspect of brand awareness. Professional shop decoration according to the official guideline, professional selling atmosphere with brand features, and the professional sales&service process with the

standard training will make the distribute shops look trustworthy and reduce after-sales service concerns, and gain more trust and intentions to be a repeat purchase customer.



Chapter 5

Conclusion and Recommendation

In the chapter 4, we have a data analysis about the correlation between factors related and promotions according to the data from the questionnaire survey. And we can clearly get a general conclusion that not matter in the marketing side or customer behavior side, the promotion that customers prefer most is the price related promotion; and the following is the professionalism of shop. In this chapter, I will make a summary about the conclusions and share some recommendations about the promotions from my side, and hope it helpful to improve OPPO sale performance in Thailand market.

5.1 From the Questionnaire Survey

5.1.1 Focus on price related promotions and innovations are possible

Price is not only the price setting of a product, but also involves the price acceptable of customers. Proper application of the price related strategy will make customer feels that they get more benefits and forms a great purchase motivation on the customer groups, especially for the customer groups with a low or middle level of income as we have analyzed. While making the promotion, if the target customers are mainly low or middle-income customers, we have a recommendation that OPPO that price related promotions might have a better marketing performance on the sale volume improving, such as large gift boxes or premiums.

Besides, the price related promotion with innovation is also suggested. As the social trendy has a great influence on customer behavior,

especially for the females and younger ages, which are exactly the target customer groups of OPPO, a price related promotion with the creative design or trendy present way might get more purchase intention and help with the sales amount.

5.1.2 Channel-exclusive promotion is worth to try

There are 4 main distribution channels in Thailand, and different channels have different distinguishing features, and the customer promotion preference of different channel is also different. Based on it, we suggest a channel exclusive promotion, which means planning the exclusive promotion policy according to the channel features in order to accurately satisfy customer preferences and increase the probability of sales. For NKA and Brand Shop channel, OPPO can have a more consideration about the price-related promotions; for Dealer channel, the shop professionalism seems to play an important role on the purchase decision, so that promotion related displays and atmospheric materials in shop might be a part can be improved; for operator channel, what the customer prefer most is the contract machine promotion, so that a competitive contract machine promotion might make OPPO have more advantages over other brands and finally win the preference from customers.

5.2 From the Author

Smartphone has gradually become an essential part of our daily life, and almost everyone will spend some time with smartphone during a day more or less according to the research from Ionut&Alexander Markowetz (2016). Where there is high demand, there is high competition, the smartphone market in Thailand is almost under this kind of situation. How

to attract more customer attention and purchase intention becomes more and more important.

From the questionnaire survey, 62% of the samples prefer the price related promotions and there are 57% of them are younger at the age of 21-30, 95.29% of them are at the income less than 30,000 Baht per month. We can have a clearly that price is a very important factor that have a significant influence on the purchase motivation.

Actually, OPPO Thailand already imports their Sub-brand called “Realme” to enter the low-end smartphone market, and also creates a specific model series called “A Series” to meet with middle to bottom customer groups, but the marketing performance seems still facing a fierce competition, especially under the influence of Covid-19 in 2021.

Inspired by the channel-exclusive promotion, I just have an idea about the channel-exclusive product. As different channel has different feature, and the price acceptability is quite different, maybe OPPO can have a depth conversation with different channels to get the specific demand by channels and produce an exclusive product model for the main distribution channels. More importantly, combining the exclusive product model with the exclusive promotion. Thus, making our promotions possible to permeate into more market segments and easier to stimulate customer's intention and contribute to the purchase behavior.

Chapter 6

Discussion

In this chapter, I will statement the limited of the research and article from my point of view, and provide a possible recommendation to improve the survey in the future. If you have different ideas about it or you are also the one that interested in this topic, welcome any suggestions.

6.1 Limitation of the Study

6.1.1 Time

Since time is limited, it takes just 2 days to conduct the questionnaire and collect the data. Although the samples involved seems a large group and the way to survey is a random survey, I'm still not sure if we get all the types of customers, and it may not represent the entire population in Thailand.

6.1.2 Samples

The questionnaire survey is conducted with the help of OPPO promoters in the shops, and all data is collected from the customers that already decided to purchase OPPO smartphone, so the data analysis and recommendation can be used for OPPO Thai only, and there is nearly not any comparison with the competitors. As a promotion needs to plan according to the market competition environment sometimes, the suggestions in this article can be used as a reference, but not a comprehensive analysis and interpretation which involves all the factors related.

6.1.3 Content of the survey

The purpose of the article is to research about the promotion preference of customers, so the content we design focus on the promotion and the promotion related factors, such as gender, age, salary, hometown and product features. As the samples we surveyed are all customers select OPPO, it's impossible to have a conclusion about the brand image or the brand influence on customer behavior.

The reason why we explore the most effective promotion is to help with the sales volumes improving, and the promotion is just one point in the process to promote the sales amount. Usually, the stock or relationship with shop is also play an important role on the promotion presentation and results getting. In this article, we emphasis more on the attractiveness of the promotion policy itself, and there is little consideration of external factors that promote the effect of the promotion policy. Maybe it's what OPPO company needs to consider while implementing promotions.

6.1.4 Analysis Method

In this article, what we research and analyze is about the preference, no matter the preference of features or the preference of promotions, so the method we use are all basic methods, such as percentage ranking, sample data comparison and so on. In fact, the data information we collected is quite large, maybe there are more information can be research from these data. As the research time is limited, I'm willing to provide all the information I get to the OPPO Thai company, in case they can make a further research on this topic and find a good way to improve the business performance in Thailand market.

6.2 Possible recommendation for the Study

All the questionnaire surveys depend on the purpose of the survey. If the OPPO or other researchers want to get a comprehensive discussion and conclusion about the customer preference on smartphone promotions, I suggest to add the competitors into the factors that surveyed. Since OPPO is not the only vendor in Thailand smartphone market, we'd better take the competitors into consideration. On the one hand, we can get more knowledge about the promotions in this industry, in case there are some kinds of promotions are already conducted by other brands but still not adopted by OPPO; on the other hand, we can have a comprehensive understanding about the customer preference, because brand image will be involved if we make a survey among all the smartphone brands. Besides, if we add the competitors into the factors that surveyed, the survey object will not be limited in OPPO customers only, it can open to all the smartphone customers in the Thai market. Thus, the limitation of the survey will be greatly reduced, such as the limitations on timeline, content, samples or other competitor related factors, so that the conclusions that we get could be more instructive.

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