

**MINISTRY OF EDUCATION AND TRAINING
THUONGMAI UNIVERSITY**



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**“A RESEARCH OF FACTORS AFFECTING CONSUMER SATISFACTION AND
APPLYING THE SAME IN THE MARKETING STRATEGIES OF KITCHEN
APPLIANCE FIRMS”**

Major: Commercial business

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SUMMARY OF NEW CONTRIBUTIONS OF DOCTORAL THESIS

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INTRODUCTION

1. Rationale

In modern life of human society, kitchen appliances are increasingly paid attention as in each family's life, it can be said that the coziest place is the warm kitchen. The demand for safe, convenient and environmentally friendly kitchen appliances that bring modern life is always the basic needs to satisfy customer satisfaction. However, consumer demand is diverse, and constantly changing according to space time and economic and social development. Nowadays, customer satisfaction is a complex issue because it is dominated by many factors besides customers being provided with quality products, reasonable prices and the right time they need. Therefore, the research in a methodical way to be able to determine scientifically and systematically and make scientific conclusions about the factors affecting the satisfaction of consumers of kitchen appliances is essential for businesses in the industry in particular and other manufacturing industries and services, so that businesses can have marketing programs aimed at retaining, creating satisfaction for users of products. Stemming from the above reasons, the author has chosen the topic of "*A research of factors affecting consumer satisfaction and applying the same in the marketing strategies of kitchen appliance firms*".

2. Research gap

From the overview of studies related to customer satisfaction as well as the overview of studies on domestic and foreign marketing strategies, it can be seen that:

Firstly: In the world, the issue of study on customer satisfaction in terms of concept, research model as well as practical application has been interested and researched by many authors. In particular, in the field of household appliance business, some authors have studied deeply, analyzing the factors affecting consumer satisfaction. However, the number of studies is still small, and they are only applied at some locations and because the psychology of customers in Vietnam is different from those in other countries in the world. Therefore, it is necessary to have a thorough study in Vietnam on the issue of analyzing and evaluating factors affecting consumer satisfaction for

kitchen appliances from which kitchen appliance businesses can devise marketing strategies to suit this type of consumer.

Secondly: Studies in Vietnam mainly focus on empirical research on applying existing models. The study of factors affecting customer satisfaction has been studied very carefully in many different industries and fields. However, there has not been any study providing insight into identifying, analyzing and evaluating factors affecting consumer satisfaction in the kitchen appliance business while these products are paid more and more attention. The demand of consumers for kitchen appliances is increasing while the competition between businesses is also becoming more and more intense. The fact that if enterprises grasp the psychology of consumers, grasping the factors that directly affect consumer satisfaction for the kitchen appliance, it will be really helpful in proposing appropriate marketing strategies to enhance consumer satisfaction from which to boost sales. Therefore, this study is new, practical and does not overlap with any published works. On the other hand, the study will also contribute to enriching the scientific basis for the study of factors affecting customer satisfaction for general household appliances in general and kitchen appliances in particular. This study will be the foundation, the scientific basis for further research on consumer satisfaction issues for kitchen appliances in Vietnam market.

Thirdly: For each research object, there will be different factors affecting consumer satisfaction. In the world, there have been many influencing factors pointed out by many authors for different subjects but only a few studies have shown some factors affecting consumer satisfaction. with household products in general and kitchen appliances in particular. Moreover, the business environment is becoming richer, more diverse and more competitive. Consumer behavior also changes a lot over time and especially as the economy grows, the quality of life, income and lifestyle of the consumer is also improved. From these characteristics together with the continuous development of science and technology, a number of factors that have been previously discovered may not be suitable for the current development stage. The market for kitchen appliances is growing extremely rapidly and the factors that make consumers happy with the product also change over time. Therefore, this study is essential to find out which factors will affect satisfaction and especially to find out new factors that appear to affect consumer satisfaction in kitchen appliance field in the current period.

Fourth: In Vietnam at present, very few authors conduct research at the same time on both sides including identifying factors affecting consumer satisfaction and applying research results in supporting the process of developing marketing strategies for businesses. In particular, in the household goods industry in general and in the kitchen appliances products in particular, there has not been any research on both sides in the same study. Therefore, this thesis will also be a useful reference for other authors who want to develop research at the same time on factors affecting consumer satisfaction for products. kitchen equipment and application of research results to support the marketing strategy of the businesses of this item.

3. Research objectives of the thesis

This thesis is carried out with the general objective of studying theoretical and practical issues about satisfaction and factors affecting consumer satisfaction for kitchen kitchen products in the market. Vietnamese school. Since then, proposed a number of solutions to support the completion of marketing strategies for businesses selling kitchen equipment products in the Vietnamese market. The specific research objectives of this thesis are determined to include:

- Systematizing the theoretical issues of consumer satisfaction and marketing strategy, thereby creating a basis for research to identify factors affecting consumer satisfaction for kitchen appliances in Vietnam market.
- Researching factors affecting consumer satisfaction for kitchen appliances in Vietnam market, thereby proposing research models of the thesis;
- Identifying the affecting factors and their impact on consumers' satisfaction with kitchen appliances in Vietnam.
- Analyzing the development status of the kitchen appliance market in Vietnam. Analyzing the outcomes of research on factors affecting consumer satisfaction and thereby applying some suggestions to support the process of developing marketing strategies for kitchen appliance businesses in Vietnam market.

4. Research questions of the thesis

The thesis focuses on answering some of the following questions:

- Which factors will affect consumer satisfaction for kitchen appliances in the Vietnamese market?
- The consumer satisfaction for kitchen appliances will be most affected by what factors?
- The relationship between the study of factors affecting consumer satisfaction and developing a marketing strategy?
- What recommendation may be made for applying the study outcomes of factors affecting consumer satisfaction in developing marketing strategies of businesses trading in this item?

5. Subject matter and scope of research of the thesis

Subject matter: The subject matter of the thesis is the factors affecting consumer satisfaction in kitchen appliances in Vietnam market. Suggestions with the aim of supporting the process of developing marketing strategies for enterprises trading in kitchen appliances in the Vietnam market are also the subject of interest of the thesis.

Research scope

About the content: The thesis focuses on researching the theory of consumer satisfaction; reasoning on factors affecting consumer satisfaction; reasoning about marketing strategy; identifying factors affecting consumer satisfaction for kitchen appliances in the Vietnam market; and applying the outcomes to provide some suggestions to support the development of marketing strategies for kitchen appliance businesses.

About space: The thesis focuses on researching the factors affecting consumer satisfaction in kitchen appliances in the domestic market. Due to limitations on research conditions, consumer surveys were mainly conducted in markets in Hanoi, Da Nang and Ho Chi Minh City.

About time: The survey questionnaires for consumers were mainly done from 9/2016 to 3/2017.

6. Methodology

To achieve the research objectives, the author used a combination of two research methods: qualitative research and quantitative research in which:

Qualitative research method: This is done through interviews with experts in the field of satisfaction research and representatives of a number of businesses doing business in the field of kitchen appliances. This method is designed to find the direction for quantitative research and share the viewpoint of macro orientation. Qualitative research is also carried out to discover, adjust and supplement independent variables in the research model as well as to check and complete the consumer survey.

Quantitative research method: Conducted in 2 stages including phase 1 is preliminary research to test the reliability of the scale and phase 2 is the official study on a large scale. The collected information will be processed and analyzed by SPSS statistical software with various multivariate statistical analysis methods.

The research will collect data from various sources of information. Specifically, the information used in the analysis is gathered from the following sources:

Sources of secondary information: Theoretical issues drawn in specialized textbooks at home and abroad; The statistics have been published, general reports of organizations and management agencies involved. The results of previous studies were published in national and international scientific journals. The author will collect, analyze, compare and evaluate studies on consumer satisfaction to build the original research model and concept of satisfaction used in the thesis.

Primary source of information: Primary information is first collected by in-depth interviews with experts and scientists. In-depth interviews will be used to finalize the formal research model. Next, primary information is collected by sociological surveys. The author uses the questionnaire to investigate and investigate in order to find out the factors affecting consumer satisfaction for kitchenware products in Vietnam. The questionnaire will be interviewed and finalized before conducting a large-scale survey.

7. Scientific and practical contributions of the thesis

**** Scientific contributions:***

+ Systematize and clarify some basic theoretical issues of satisfaction, concepts of satisfaction as well as marketing strategy.

+ The thesis has identified 7 factors that affect the satisfaction of consumers of kitchen appliances.

+ The thesis also proposed and tested the research model as well as found the meaning of 7 factors that affect consumer satisfaction in kitchen appliances;

**** Practical contributions of the thesis:***

+ The thesis has identified factors affecting consumer satisfaction in kitchen appliances in Vietnam, and also points out the impact and impact level of each factor.

+ The thesis has made suggestions for businesses to use the outcomes in the business and control factors affecting consumer satisfaction. At the same time, the thesis also offers suggestions and recommendations to support enterprises in the process of developing marketing strategies.

8. Structure of the thesis

In addition to the introduction, conclusion, appendices and references, the thesis consists of three basic chapters:

Chapter 1: Theoretical basis of factors affecting consumer satisfaction and the application of the same in marketing strategies of kitchen appliance businesses.

Chapter 2: Methodology and study outcomes of factors affecting consumer satisfaction in kitchen appliances in Vietnam.

Chapter 3: Applying research results to factors affecting consumer satisfaction in perfecting marketing strategies for kitchenware businesses.

CHAPTER 1: THEORETICAL BASIS OF FACTORS AFFECTING THE CUSTOMER SATISFACTION AND THE APPLICATION OF THE SAME IN MARKETING STRATEGIES OF KITCHEN APPLIANCE BUSINESS

1.1. Overview of research situation

1.1.1. Overview of studies on customer satisfaction

1.1.1.1. Concept of satisfaction

Most of the studies used to define customer satisfaction as a customer response after the evaluation process. In particular, studies often use the content of customer satisfaction as a simplified concept (such as: feedback after completing something (Oliver, 1997); emotional feedback. (Halstead et al., 1994); overall assessment (Fornell, 1992); psychological state or post-evaluation reaction (Day, 1984). The researchers formulated the concept of customer satisfaction as a rational response (in the studies of Bolton and Drew, 1991; Howard and Sheth, 1969; Tse and Wilton, 1988) or an emotional reaction (such as in the study of Cadotte et al., 1987; Halstead et al., 1994; Westbrook and Reilly, 1983). In addition, definitions are included for measurement. may include the behavioral aspect of satisfaction.

1.1.1.2. About satisfaction research model

a) Macro models of customer satisfaction

- + Traditional macro model of customer satisfaction
- + The model of customer value chain linkage and customer satisfaction
- + Model of the relationship between satisfaction and value
- + A two-level model of satisfaction and perceived quality of service
- + Model of sources of customer satisfaction

b) Micro models of customer satisfaction

- + The Uncertainty model of expectations
- + The perceived use value model
- + Models of Standards

- + Multi-process models
- + Models Properties
- + Influence models
- + Models of Fairness

1.1.1.3. Empirical studies

Ali et al. (2011), Impact of after sale service characteristics on customer satisfaction, Journal of Information management and Business review, Vol 3, No 6. The authors studied the effects of after-sales factors on Customer satisfaction aims to assess the impact of after-sales service factors on customer satisfaction in the home appliance industry in Pakistan through qualitative research. Research results show that factors include: delivery time; product installation; warranty period of the product and find out, respond to customer feedback has greatly influenced consumer satisfaction, credit and loyalty. However, the limitation of this study is that it only stops to evaluate a number of after-sales service factors to customer satisfaction without taking into account other factors.

Vijayalakshmi (2018), Customer purchase satisfaction and loyalty levels of home appliances products in hypermarkets, Shanlax International journal of Management, 5 (4), 1-8. The author of this study aims to analyze and evaluate the level of satisfaction and loyalty of customers on household products at big supermarkets in Chennai, India. In this study, in order to assess the satisfaction level and customer loyalty for household products, the author identified the influencing factors including: Retail goods; Point of sale; Storage process; Sales space; Manager; Salesman; Price and promotion. The random sampling method was used and a total of 147 customers, who made purchases at major supermarkets in Chennai, were interviewed through pre-designed questionnaires.

1.1.2. Overview of some studies on Marketing strategies

In the field of building a marketing strategy for Vietnamese enterprises, in March 2009, graduate student Pham Thi Huyen successfully defended her doctoral thesis in Economics at the National Economics University with the topic “Direct marketing. and application to Vietnam ”. With this research, the author has clarified the concept

of direct marketing, summarized the direct marketing models in some countries in the world and introduced the overall picture of the real situation of direct marketing application. in Viet Nam. Not only that, the author has also identified issues that need to be addressed and assessed for the applicability and development of this tool in Vietnam.

1.2. Theoretical basis of factors affecting consumer satisfaction

On the basis of the research on satisfaction, factors affecting consumer satisfaction in Vietnam and around the world, the thesis will present the theoretical basis of the two main content of concepts, classification and factors affecting satisfaction, to serve the construction of the research model of the thesis.

1.2.1. Concept and classification of satisfaction

1.2.1.1. Concept of customer and consumer

**** Customer concept***

Usually and in a narrow sense, a business's customers are people outside the business who buy and use the goods or services of the business. This understanding is true but incomplete because it does not include the customers who are investors, management agencies and employees working in the enterprise. Therefore, customers should be understood as those who purchase goods, or who directly participate in the transaction, exchange in the market with the function of purchasing goods from sellers. Customers can be an individual, a group of people or an organization.

**** Consumer concept***

Consumers are a broad term that refers to individuals or households that use production products or services in the economy. The concept of consumer is used in many different contexts so the use and importance of this concept can be very diverse. Consumers are those who have demand for, able to procure products and services in the market for their lives, consumers can be individuals or households.

1.2.1.2. Concept of satisfaction

Many researchers have come up with different concepts of customer satisfaction. Inheriting and agreeing with the approach of the above concepts and based on the research objectives, the thesis proposes to use the following concept of satisfaction:

"Consumer satisfaction is the response of consumers to products / services that businesses provide. Satisfaction is determined on the basis of an objective assessment of the characteristics of a product / service with satisfaction expressed in all matters related to consumer activities. "

1.2.1.3. Classification of satisfaction

a) Based on psychological behavior

On the basis of behavioral psychology, customer satisfaction can be classified into the following three types:

Demanding customer satisfaction

Stable customer satisfaction

Resigned customer satisfaction

b) Based on the structure of satisfaction

According to research by Bitner & Hubbert (1994), it is possible to divide satisfaction in the service sector into two categories:

Encounter/Component service satisfaction

Global/Overall service satisfaction

1.2.2. Some basic factors affecting consumer satisfaction

1.2.2.1. The relationship between price and customer satisfaction

When considering the impact of price on customer satisfaction, we need to be more fully aware of the price here, including the cost and opportunity cost to get the product and service as well as the correlation of prices to the above mentioned aspects. In the Concept of satisfaction, the author has proposed consumer satisfaction will be determined on the basis of consumers objectively assessing the characteristics of a product or service. Within the scope of this thesis, the price factor is determined to be one of the characteristics of the product and the price factor considered is the price

competitiveness as well as the suitability of the price with the product quality. . If customers feel the competitiveness of the higher the price, the price consistent with the quality of the product, the more satisfied they will be and vice versa.

1.2.2.2. The relationship between service quality and customer satisfaction

Although service quality is only one aspect of customer satisfaction, service quality is a strong factor affecting customer satisfaction (Cronin & Taylor, 1992; Yavas & associates (1997). If a service provider provides customers with quality products that meet their needs, that provider has initially made customer satisfaction. Therefore, in order to improve customer satisfaction, service providers must improve service quality. In other words, service quality and customer satisfaction are mutually related, in which service quality is the one that creates first, deciding on customer satisfaction. The causal relationship between these two factors is a key issue in most customer satisfaction studies.

1.2.2.3. The relationship between product quality and customer satisfaction

As we know, product quality is consistent with product characteristics (Juran, 1951; Crosby, 1979). The inherent attributes of a product create an expectation for customers that the features of the product can satisfy their needs. For tangible products, customers can know in advance the quality of products through product specifications. This is like in information economics, these parameters are the signals that create customer expectations (Mankiw, 2005). On the other hand, meeting customer expectations of the product is creating customer satisfaction for the product (Kotler and Armstrong, 2004). Thus, we can see that product quality is born from customer expectations and inherent attributes of the product. Customer satisfaction is the satisfaction of customers' needs and expectations. Therefore, it is possible to view product quality as a cause of customer satisfaction about the product.

1.2.2.4. The relationship between human factors and customer satisfaction

Parasuraman et al. (1988) argued that the human element is an important element, an intermediary that helps to satisfy consumers' needs, thereby promoting consumption behavior. Previous studies have shown that the human factor is the cause of satisfaction (Cronin & Taylor, 1992) because people are the medium involved in the delivery of products / services, while the Satisfaction can only be assessed after having

used that product / service. If the quality of a product / service improves but it is not based on the needs of the customer then the customer will never be satisfied with that product / service. Therefore, when the human support factor provides sufficient information about a product / service, it will help customers feel that the product / service is of high quality, and thereby promote consumer and consumer behavior. Increase customer satisfaction.

1.2.2.5. The relationship between brand and customer satisfaction

A strong brand will help businesses gain a competitive advantage in the long run. Brand will make customers believe in your products. A good product has a strong brand name, which means many consumers know and use such product with good quality. It is not uncommon for consumers to often introduce to each other the prestigious products they have used with friends and relatives. Therefore, businesses need a long-term strategy with branding to create trust and satisfaction for customers.

1.2.2.6. The relationship between distribution channel and customer satisfaction

The distribution channel system is an important and necessary element to connect producers and consumers, which means distributing goods and services to meet customers' needs, delivering goods to them on time, right place and affordable price. Obviously, consumers will feel more satisfied with the product that they can easily buy at many different locations. Therefore, businesses need to focus on developing a network of distribution channels so that their products / services can easily reach consumers, thereby increasing consumer satisfaction for products / services. business.

1.2.2.7. The relationship between information about products / services and customer satisfaction

For many types of products being sold on the market, sometimes consumers cannot fully understand the product's specifications and specifications. Therefore, it is sure that consumers will feel more satisfied when answering any questions about the technical information of the product they have purchased or can easily access the information of the product from many ways. Different approaches such as online searching, calling the consulting switchboard, ... Therefore, businesses also need to

invest in technical information services to ensure that anytime, anywhere consumers will Get answers to questions about the technical information of the product.

1.3. Theoretical basis of marketing strategy

1.3.1. Concept of marketing strategy

1.3.1.1. Marketing

Through many research and development processes, marketing has been defined by Philip Kotler (2005) as follows: "Marketing is a form of human activity to satisfy the needs and desires through exchange". This definition of Philip Kotler is the most comprehensive definition and is based on a series of core concepts such as needs, desires, and exchanges.

1.3.1.2. Strategy

It is understandable that a strategy is a general action program aimed at realizing long-term goals of the business, selecting policies as well as major plans to achieve goals, creating competitive advantages for a firm.

1.3.1.3. Marketing strategy

In the context of today's changing and constantly changing environment, Philip Kotler's definition is considered the most appropriate. According to this author, "A strategy is a logical, logical thesis system that serve as the basis for directing an organizational unit to calculate how to solve its marketing tasks. It includes specific strategies for target markets, for marketing complexes and for marketing costs"(Philip Kotler, 2005). Philip Kotler's marketing strategy is defined as a functional strategy, developed at the business unit level, and the logical (marketing) reasoning whereby a business unit can achieve its goals.

1.3.2. The role and basis of developing marketing strategies of a firm

1.3.2.1. Role of marketing strategy

Marketing strategy is a very important activity in the business operation of a firm, marketing strategy helps a firm to find useful information about the market, helping their products always adapt to market demand, help control prices, set out professional measures and sales art, etc. Through the implementation of marketing strategies, a firm

can transfer goods from production to end consumers via the right channel, right stream, at the right time, to ensure that the goods are distributed efficiently, economically and accurately, contributing to bringing the highest profit.

1.3.2.2. The basis of developing a marketing strategy

Due to the impact of many factors, when developing a marketing strategy, it must originate from many different bases. There are three main bases that people call a strategic triangle: based on customers, based on the ability of the business, based on competitors.

1.4. Proposing research model

1.4.1. Proposed affecting factors in the research model

The research model of the thesis consists of 11 factors and is summarized as shown in Table 1.1 below.

Table 1. 1: Factors are included in the research model of the thesis

NO.	Name of factor	Author
1	Human factor	Cronin & Taylor (1992)
2	Aftersales service of kitchen appliances	Ali & ctg (2011)
3	Information about kitchen appliances	+ Ali Kazemi và ctg (2012) + Nguyen Nhu Phuong Anh (2014) + Song và Yun (2014)
4	Functional features of kitchen appliances	+ Wang & ctg (2018) + Bilgili & ctg (2011) + Nguyen Thanh Cong and Pham Ngoc Thuy (2007)
5	Economics and efficiency of	+ Doan Ngoc Pha (2014)

NO.	Name of factor	Author
	kitchen appliances	+ Nguyen Gia Khien et al. (2017)
6	Models, types and sizes of kitchen appliance products	+ Duong Thi Hoa (2014) + Gustafsson et al. (2000)
7	Distribution channels of kitchen appliances	+ Mircea Andrei et al. (2010) + Vo Thanh Hai et al. (2017)
8	Prices of kitchen appliances	+ Pham Xuan Lan and Le Minh PHuoc (2011) + Duong Thi Hoa (2014) + Tran Van Chau and Nguyen Thi Hien (2015)
9	Image, brand of kitchen appliances	
10	Synchronization of kitchen appliances	Proposed by the author
11	Origin of kitchen appliances	+ Greta Kresic (2010) + Luu Trong Tuan et al. (2013)

The research model of the thesis is presented as in the diagram below (Figure 1.1). The explanations of the research hypothesis will be presented in the following section.

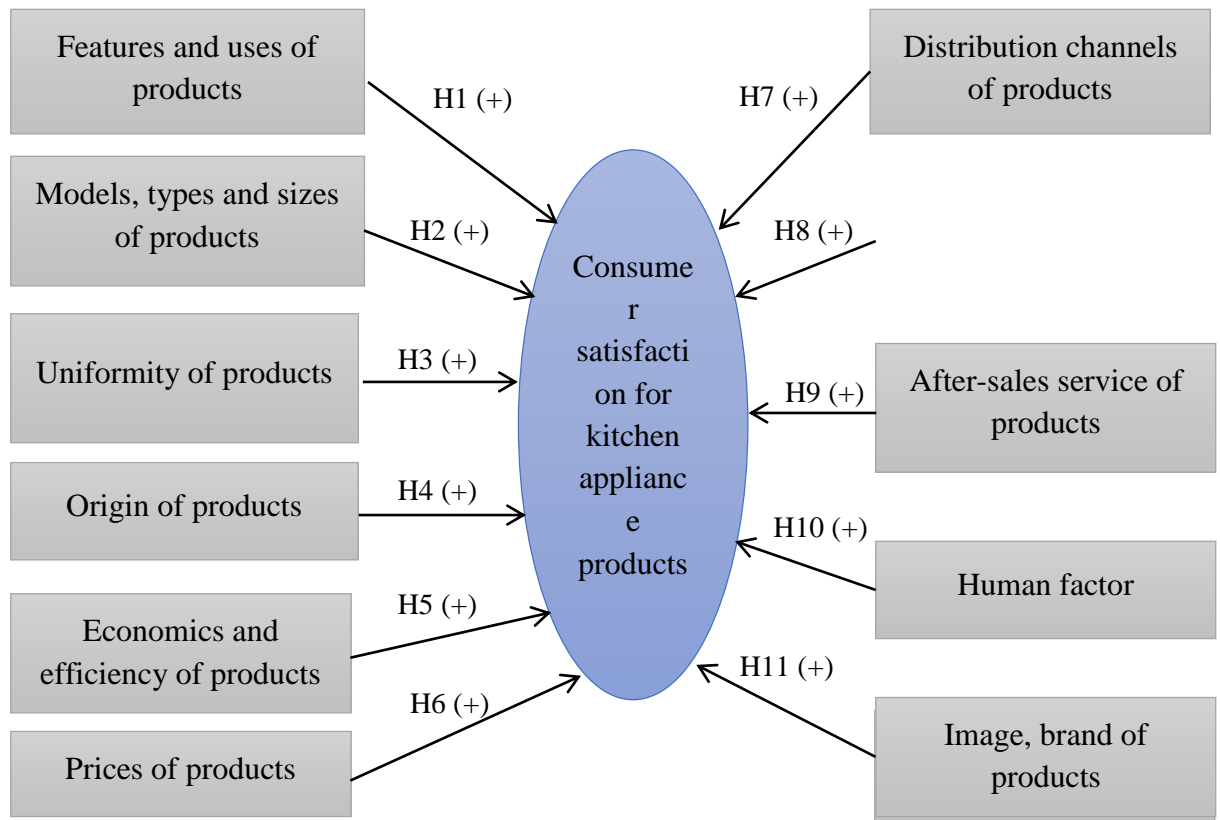


Figure 1. 1: Research model of the thesis (Source: author)

1.4.2. Developing research hypotheses

The research hypotheses used in the thesis are as follows:

- *H1: Features and uses of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H2: Models, types and sizes of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H3: The uniformity of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H4: The origin of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H5: The economics and efficiency of kitchen appliances have a direct and positive relationship with consumer satisfaction.*

- *H6: Prices of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H7: The distribution channels of kitchen appliances have a direct and positive relationship with consumer satisfaction.*
- *H8: Information about kitchen appliances has a direct and positive relationship with consumer satisfaction.*
- *H9: After-sales service of kitchen appliances has a direct and positive relationship with consumer satisfaction.*
- *H10: Human factor has a direct and positive relationship with consumer satisfaction.*
- *H11: The image and brand of kitchen appliances have a direct and positive relationship with consumer satisfaction.*

CHAPTER 2: METHODOLOGY AND STUDY OUTCOMES OF FACTORS AFFECTING CONSUMER SATISFACTION IN KITCHEN APPLIANCES

2.1. Overview of the kitchen market and the kitchen equipment businesses in Vietnam

2.1.1. Overview of the kitchen market

The market of kitchen appliances is a very attractive market when the trend of Vietnamese people wants kitchen space is not only polite, but also comfortable and luxurious. Because of this, there has been a rather fierce competition among product and service suppliers. "Piece of cake" market share of kitchen equipment is a difficult problem not only among many different brands but also the fierce competition of distribution units. And the reality in the war of distribution units is more and more intense, the greater the benefit for consumers. Successful businesses must meet specific conditions such as prestige, quality, competitive prices, synchronization and a series of warranty, maintenance and customer care.

2.1.2. Overview of the business of kitchen equipment products

Currently, only in Hanoi market, there are about 50 enterprises owning more than 50 brands of kitchen equipment products that are traded and traded in Vietnam market. Some of the brands can be named below: Me Linh Trading Co., Ltd with the brand CANZY; Ngan Ha Company Limited with brand SEVILLA; Pico Vietnam Joint Stock Company with the brand of BINOVA; Romal Vietnam Co., Ltd with 2 brands ROMAL and KUCY; Nehob Vietnam Co., Ltd with the trademark ZEGU; TAKA Vietnam Company with trademark TAKA. Some other companies own other brands such as FAGOR, TEKA, MALLOCA, NAPOLIZ, ELECTROLUX, BOSCH, SUNHOUSE,...

2.2. Research design

2.2.1. Preliminary research

Preliminary research (qualitative study) is a research process that helps discover, adjust and supplement scales, use exchange techniques, discuss directly with consumers as well as managers, experts in the field of research. In this research,

preliminary research was conducted to explore the factors affecting consumer satisfaction for kitchen appliances from which to build scales and set up questionnaire.

2.2.2. Official research

Formal research (quantitative research) was conducted after the preliminary research was completed. Participants were consumers who were randomly selected at 3 locations: Hanoi, Da Nang and Ho Chi Minh City. Due to the nature of the study, the sampling method is chosen as the non-probability method, convenient sampling by distributing questionnaires to consumers.

2.3. Descriptive statistics of research samples

As mentioned above, a total of 500 papers were issued, of which valid papers can be used as data for the next analysis of 459 papers (92%). Appendix 2 illustrates the statistical results describing the scale obtained when processing data using SPSS software.

2.4. Evaluating the scale

2.4.1. Evaluating the scale with Cronbach's Alpha coefficient

According to Cronbach's Alpha test (Reliability Analysis - Scale), we can see the results of the reliability analysis of the scale as follows

The factor of Features and uses of kitchen appliances: Cronbach's Alpha coefficient reached 0.891 (satisfying > 0.6).

The factor of Models, types and sizes of kitchen appliances: Cronbach's Alpha coefficient reached 0.836 (satisfying > 0.6).

The factor of Uniformity of kitchen appliances: Cronbach's Alpha coefficient reached 0.847 (satisfying > 0.6).

The factor of Origin of kitchen appliances: Cronbach's Alpha coefficient is 0.777 (satisfying > 0.6).

The factor of economics and efficiency of kitchen appliances: Cronbach's Alpha coefficient reached 0.884 (satisfying > 0.6).

The factor of Prices of kitchen appliances: Cronbach's Alpha coefficient reached 0.892 (satisfying > 0.6).

The factor of distribution channels of kitchen appliances: Cronbach's Alpha coefficient reached 0.841 (satisfying > 0.6).

The factor of Information about kitchen appliances: Cronbach's Alpha coefficient reached 0.892 (satisfying > 0.6).

The factor of After-sales service of kitchen appliances: Cronbach's Alpha coefficient reached 0.871 (satisfying > 0.6).

The factor of Human factor: Cronbach's Alpha coefficient reached 0.854 (satisfying > 0.6).

The factor of Image, brand of kitchen appliances: Cronbach's Alpha coefficient reached 0.874 (satisfying > 0.6).

Regarding satisfaction factor: both variables HAILONG1 and HAILONG2 have correlation coefficients of greater than 0.3 and Cronbach's Alpha coefficient of 0.791 which is significant.

2.4.2. EFA exploratory factor analysis

2.4.2.1. For groups of independent variables

The set of all 38 observed variables tested for reliability brought into the analysis of factors and obtained the following results

- KMO factor = 0.875 shows that factor analysis is appropriate;
- Sig. (Bartlett's Test) = 0,000 (Sig. <0.05) indicates that observed variables are correlated in terms of the overall scope.
- The total variance used to explain the variation of factors is 73,079% (> 50%), the eigenvalue coefficient = 1,149 (> 1) should satisfy the condition of factor analysis.
- After using rotation, 38 observed variables are grouped into 7 factors that affect consumer satisfaction for kitchen appliance products in Vietnam.

2.4.2.2. For the dependent variables

Scale measuring consumer satisfaction for kitchen appliances includes 2 observed variables HAILONG1 and HAILONG2. After Cronbach's Alpha analysis, the variables are reliable, no variables are excluded, so proceed exploratory factor analysis

to assess the convergence of observed variables by components. The Bartlett test is statistically significant (Sig. = 0,000 <0.05), indicating that the observed variables are correlated in the overall, thus satisfying the conditions for factor analysis. KMO coefficient = 0.5 <1, the total variance used to explain factors is 84,453% (> 50%) and the load coefficient of each factor > 0.5 satisfies the condition of factor analysis (Sub Table 4).

2.5. Testing of research model

2.5.1. Correlation analysis of Pearson coefficient

Analysis of matrix table correlation coefficient between variables shows that the factor DISTRIBUTION CHANNEL has the strongest correlation with SATISFACTION factor (0.586). The factors FEATURES AND USES and PRICES are also correlated with the factor SATISFACTION with the Pearson correlation coefficient of 0.456 and 0.466 respectively. The remaining factors are strongly correlated with the dependent variable SATISFACTION with Pearson correlation coefficient greater than 0.3. All independent variables are correlated with p-value dependent variables <0.05, meaning statistically significant.

The analytical results also show that, among independent variables, there is a weak correlation when most pairs have a Pearson coefficient < 0.3, except for pairs FEATURES AND USES - PRICES (0.39), FEATURES AND USES – AFTERSALES SERVICE (0.306), FEATURES AND USES – DISTRIBUTION CHANNELS (0.530), PRICES - AFTERSALES SERVICE (0.323), PRICES - DISTRIBUTION CHANNELS (0,449), AFTERSALES SERVICE - DISTRIBUTION CHANNELS (0.419), and HUMAN FACTOR - DISTRIBUTION CHANNELS (0.36). Thus, the variables satisfy the conditions to take into the regression analysis and the multicollinearity of the 7 above mentioned pairs will need to be paid attention to when conducting regression analysis.

2.5.2. Multiple linear regression analysis

After regression analysis, the results show that the relationship between the dependents variable and the independent variables is shown in the following equation:

$$\text{Satisfaction} = -0,431 + 0,103 * \text{features and uses} + 0,22 * \text{External value} + 0,135 * \text{Origin and Information} + 0,134 * \text{Prices} + 0,129 * \text{Aftersales service} + 0,141 * \text{Human factor} + 0,286 * \text{Distribution channels}$$

Through the regression equation, there are 7 factors that affect consumer satisfaction for kitchen appliance products, in which the most influential Distribution channel variables and variable Uses have little effect. Best.

2.5.3. Testing assumptions in multiple linear regression models

Check for random deviations with normal distribution: P distribution of residue is approximately equal (mean Mean = 0, standard deviation = 0.992 is close to 1). This means that the normal distribution hypothesis of the remainder is not violated.

Check for the variance phenomenon: The scattered balance around the horizontal line passes through zero, so the variance of the remainder remains constant.

2.6. Testing research hypotheses

The modified research model is shown in Figure 2.1 below.

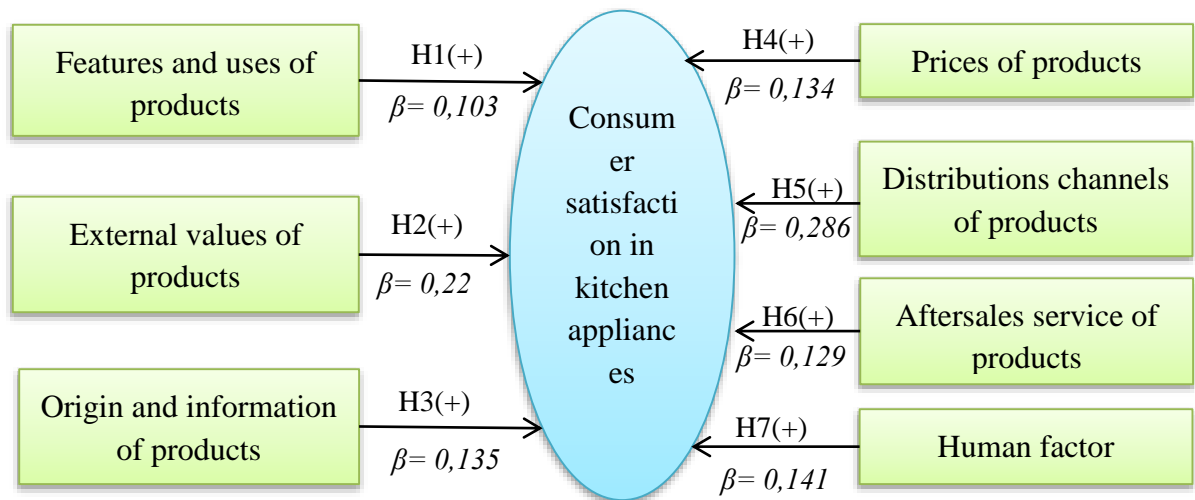


Figure 2. 1: Modified research model (Source: author)

From the regression analysis results, it can be seen that all normalized Beta coefficients are greater than zero and this indicates that the independent variables all have a positive relationship on consumer satisfaction in kitchen appliances. This result

confirms the hypotheses stated in the research model (from H1 to H7) that are accepted and tested appropriately.

2.7. Findings and conclusions

- In the process of analyzing the results from the questionnaires collected, with the use of the EFA exploratory factor analysis method, 11 initial factors were grouped into 7 factors.
- Analysis results show that these two factors almost have the same level of impact on consumer satisfaction with the Beta index only having a difference of 0.001 (0.135 and 0.134 respectively). The two factors with the lowest impact level are the after-sales service and features and uses of the products.
- Analysis results show that all normalized Beta coefficients are positive and thus prove that the affecting factors have a positive impact on consumer satisfaction. This result confirms that the hypotheses stated in the study are acceptable and validated.

CHAPTER 3: SOLUTIONS TO IMPROVE MARKETING STRATEGIES FOR FIRMS TRADING IN KITCHEN APPLIANCES THROUGH THE APPLICATION OF FACTORS AFFECTING CONSUMER SATISFACTION

3.1. Assess consumers' satisfaction with the influencing factors in the research model

**** The level of satisfaction with the distribution system element of kitchen equipment products***

It can be seen that consumers are not really satisfied with the distribution channel system of kitchen equipment products with average values ranging from 2.84 - 2.94. In fact on the market today, many kitchen appliances products with reputable brands and quality but do not have a widespread distribution channel system, which makes it difficult for many consumers to buy products. or less opportunity to come directly to visit and evaluate the product. Sometimes, consumers are forced to buy through online channels, which can lead to buying fake and poor quality goods. Therefore, Vietnamese businesses need to have reasonable strategies to expand distribution channels, making it easier for consumers to access the products, thereby increasing satisfaction as well as promoting sales.

**** The level of satisfaction with the external value factor of kitchen equipment products***

Kết quả thống kê mô tả cho thấy giá trị trung bình dao động từ 2.93 – 3.63, sự đánh giá của người tiêu dùng tuy có cao hơn so với yếu tố Kênh phân phối nhưng vẫn chưa đạt được mức độ đồng ý hay hài lòng của người tiêu dùng. Hiện nay, căn phòng bếp cũng là một trong những nơi thể hiện sự sang trọng của ngôi nhà và do đó gia chủ cũng đang ngày càng quan tâm đến các yếu tố về mặt thẩm mỹ cũng như thương hiệu của các sản phẩm thiết bị nhà bếp. Kết quả đã cho thấy người tiêu dùng cũng đã đánh giá tốt các vấn đề về hình ảnh, thương hiệu cũng như mẫu mã và tính đồng bộ của các sản phẩm nhà bếp hiện thời. Tuy nhiên, có một thực tế là yêu cầu của người tiêu dùng sẽ ngày càng cao hơn, khắt khe hơn và vì thế, các doanh nghiệp cũng luôn phải không ngừng đổi mới mẫu mã, tăng cường quảng bá thương hiệu cũng như tạo ra chuỗi các

sản phẩm có tình đồng bộ với nhau. Có như vậy thì sự hài lòng của người tiêu dùng sẽ ngày càng tăng lên và giúp ích rất lớn cho việc bán hàng của doanh nghiệp.

**** The level of satisfaction with the factor Human***

The results show that consumers are dissatisfied with the Human factor when the average value reaches a fairly low value from 2.53 to 2.62. People are a very important factor to make consumers feel satisfied when buying and using kitchen appliances. Sometimes, consumers will feel dissatisfied or even upset when the salesperson is not welcoming or is simply a late delivery clerk, or the consultant is not knowledgeable about the product. . Therefore, raising the awareness, behavior as well as knowledge of products for employees need to be more concerned and need significant improvement to thereby create sympathy and increase satisfaction of consumers when buying and using business products.

**** The level of satisfaction with the Origin factor and information about kitchen equipment products***

The assessment results of consumers in the normal range for factors related to origin as well as information on kitchen appliances products with an average value of 3.05 - 3.11. However, businesses should also continue to innovate and use many different solutions to make it easier for consumers to access product information and product origin. greater transparency to increase consumer satisfaction with this factor.

**** The level of satisfaction with the price factor of kitchen equipment products***

The average value from 3.19 - 3.39 showed that consumers' reviews have a positive signal for the price of kitchen appliances. Currently, the kitchen appliance market is facing fierce competition not only among brands but also by product distributors themselves. As a result, the prices of products have been little overpriced or over-valued. However, in order to attract consumers and improve their satisfaction, businesses still need to have reasonable strategies to offer the best prices to attract new consumers or encourage them to buy. Next products of the business.

**** The level of satisfaction with the after-sales service element of kitchen equipment products***

After-sales service factors are highly appreciated by consumers when the average value for this factor reaches the highest of 3.98 and most of the average value is above 3.5. This proves that consumers are quite satisfied with after-sales service of the kitchen appliance business. After-sales service is a very important step that has a strong impact on consumer satisfaction for products in general and business products in particular. Good after-sales policies can help businesses retain consumers as well as get loyalty from them. Therefore, businesses always need to innovate and have reasonable strategies to improve the quality of after-sales service of the business.

**** The level of satisfaction with the factor Features of the use of kitchen appliances***

It can be seen that this factor is also highly appreciated by consumers with most of the average values above 3.5. As such, this is a very happy signal for the kitchen equipment sector because consumers are also quite satisfied with the features and economics of kitchen equipment products. Currently, many consumers pay more attention to the features of the product such as safety issues, cost saving issues when using, ... Therefore, in order to increase the satisfaction of consumers, businesses need to always try to improve their products and market increasingly quality products with advanced and superior features along with safety and savings when use.

**** General assessment of the level of consumer satisfaction***

With the average values of 3.34 and 3.2, it can be seen that the level of consumer satisfaction is satisfactory. As such, this is still a positive signal for businesses selling this type of product because consumers are still willing to continue using the products as well as willing to recommend products to acquaintances. Thus, the important task of existing businesses is to continue to innovate, create and devise appropriate strategies to increase consumer satisfaction so that it can draw more users. new to business products as well as the loyalty of old users.

3.2. Business development trend and consumer demand forecast for kitchen appliances in Vietnam market in the coming time.

3.2.1. Business development trend

The development trend of the kitchen appliance industry in the coming years will be attractive market, many businesses participate; develop a wide variety of types and

designs; and firms will aim to domestic production to reduce cost and increase competitiveness because domestic production will be more proactive in source, meeting the increasing demands of customers in terms of quantity, quality, control on each output product, etc. compared to export. This is an inevitable trend of integration when Vietnam will enjoy the scientific and technological achievements of advanced countries including Europe - the capital of high-end kitchen appliances.

3.2.2. Forecast of consumer demand

It can be seen that, for household goods in general and kitchen equipment products in particular, demand is expected to increase because in reality, from a life perspective, the kitchen is the Family members reunite after a hard working day, it means nourishing and sustaining life, bringing wealth and prosperity. In other words, the kitchen is a place to show the lifestyle and taste of each homeowner. The kitchen is a place to nourish the body, foster the spirit for each member of the family, is the place to show the completeness, love, happiness, attachment in every family, the gathering place of the family after a Tired day long work. Therefore, equipping the family kitchen with beautiful and convenient kitchen utensils is extremely necessary. On the other hand, in big cities, people's income level is improving, the need to repair and purchase new kitchen facilities is essential. Oriental Feng Shui houses also consider the kitchen a particularly important space.

3.3. Principles and basis of applying research outcomes

Aiming at giving some suggestions and solutions to help improve the marketing strategy of the kitchen appliance business through the application of research on factors affecting consumer satisfaction. , the author has interviewed 3 experts including 2 experts who are research scientists in the field of marketing strategy development and 1 expert who has many years of experience in building marketing strategies in a kitchen product trading company in Hanoi. Through exchanging and interviewing experts, the author summarized the opinion and found that experts agree on the study of factors affecting consumer satisfaction for kitchen equipment products. is very practical. The results will be very useful data for the first phase of the marketing strategy including the analysis and aggregation stages; and the development of marketing strategy (including marketing objectives and marketing strategies).

3.4. Current situation of developing marketing strategies of some kitchen appliance firms in Vietnam.

In order to learn, learn as well as exchange more experiences from a number of kitchenware businesses in developing Marketing strategies for Vietnam market, the author conducted a meeting. exchanging with some business enterprises in kitchen field in Hanoi city.

Firms that the author chooses include: Nehob Vietnam Company Limited; Me Linh Joint Stock Company; European Appliances Joint Stock Company; Faster Vietnam Joint Stock Company; Bach Hop Kitchen Co., Ltd.

*** *Nehob Vietnam Company Limited***

Always innovate, diversify products and add more features and utilities for products

Diversify models, types and sizes of products

*** *Me Linh Joint Stock Company***

Improve uniformity for kitchen appliances

Pay attention to the economics and efficiency of kitchen appliances

*** *European Appliances Joint Stock Company***

Pay more attention to the origin of the products

Prioritize training of high-quality human resources

*** *Faster Vietnam Joint Stock Company***

Focus on branding

Develop other target markets

*** *Bach Hop Kitchen Co., Ltd.***

Provide clear information about the product

Enhance the ability to provide services

3.5. Some solutions to improve marketing strategies of firms trading in kitchen appliances through the application of research on factors affecting consumer satisfaction.

With the development trend of the market and the target customer in the future, businesses dealing in kitchenware products need to pay attention to factors affecting consumer satisfaction for the product. this product as:

3.5.1. Distribution channels of kitchen appliances

Expand sales promotion activities with agents and retail systems

Manage the flow of channels

Set the product price mode to suit each intermediary

Manage inefficient channels

3.5.2. External value of kitchen appliances

Enhance the image and brand of kitchen appliances that the firm is trading in

Always improve the designs, types and sizes of kitchen appliances

Improve the uniformity of kitchen appliances

3.5.3. Human factor

Improving the recruitment process

Strengthen training

Pay attention to employee benefits

3.5.4. Origin and information about kitchen appliances

Promote the promotion of products originating from famous countries

Make sure the product information is clear and complete in various forms and means

3.5.5. Prices of kitchen appliances

Premium pricing

Market penetration pricing

Psychological pricing

Package pricing

3.5.6. After-sales service of kitchen appliances

- ✓ Apply a policy of product return, refunding and exchanging new items if the consumer is not satisfied or the product is in trouble due to the manufacturer's fault;
- ✓ Apply a product sample policy and customers may return products if they are not satisfied;
- ✓ Establish care centers, professional product warranty centers;
- ✓ Set up a 24-hour call center to provide advice on information about products and services as well as handle all consumer complaints;
- ✓ Provide long-term warranty packages or have extended product warranty policies;

3.5.7. Features and uses kitchen appliances

- ✓ Provide products with diverse capacity suitable for all consumer needs;
- ✓ Always improve products in the direction of innovation and add modern features, easy to use, suitable for consumer demand;
- ✓ Improve product safety;

3.6. Recommendations to the State

Firstly: The State should continue to implement policies to reduce import tariffs on kitchen appliances

Secondly: There should be an Association of Kitchen Appliances operating separately to have policies to help firms in the process of importing goods.

Thirdly: The State should have policies to support loans to import goods and establish distribution channels. Offer firms with low interest rate loan.

Fourthly: Make planning ò industrial zones with modern infrastructure to gather enterprises capable of producing and assembling kitchen appliances in Vietnam, thereby reducing import volume from foreign countries.

Fifthly: The State should have a demand boosting policy on the domestic market for each type of product such as fairs, week of product consumption, each program will have representatives of commodity trading companies to organize and make specific plans.

Sixth: The State should have a stronger policy to handle fake goods, counterfeit goods, and poor quality products.

CONCLUSION

From the results of discovering the factors, the thesis now summarizes some findings as well as conclusions and gives some analysis and suggestions for developing marketing strategies for firms trading in kitchen appliances in Vietnam market such as: Expand sales promotion activities with agents and retail systems; improve the image and brand of kitchen appliances; improve staff recruitment process and enhance training to improve staff qualifications; publish product information clearly and completely in various forms and means, etc.

In general, research on consumer satisfaction is no longer a new topic in marketing. However, the significance in the theoretical and practical perspective of the thesis shows that it is necessary to continue to carry out research in this field. The content of the thesis has been implemented and complied with the basic steps in research activities. The thesis analyzes practical issues, overviews of theoretical issues, builds research models with affecting factors and conducts actual surveys and tests. The objectives of the thesis have been achieved by identifying the affecting factors and the impact of these factors on consumer satisfaction for kitchen appliances in Vietnam.

Although the thesis has achieved the objectives set out, the research process cannot avoid limitations and shortcomings. Further studies to overcome these shortcomings and shortcomings will help to improve the theoretical perspective and improve the practical application of kitchen appliance firm in Vietnam market.

The author of the thesis would like to thank the help of teachers, experts and specialist and look forward to receiving positive contributions to continue to have research opportunities and make further contribution to the development of the kitchen appliance market in Vietnam.

LIST OF PUBLISHED WORKS OF THE AUTHOR

1. Truong Thi Thuy Ninh (2018), "*A research of factors affecting consumer satisfaction and applying the same in marketing strategies of kitchen appliance firms*", Information and Economic - Social Forecast Journal, Number 151 (7-2018), pages 10-16.
2. Truong Thi Thuy Ninh (2018), "*Theoretical basis of factors affecting consumer satisfaction in kitchen appliances*", Asia-Pacific Economic Review, Number 521 (7-2018), pages 70-72.