

Factors Affecting Customer Satisfaction in Digital Technology for Express Services in Thailand

ปัจจัยที่มีผลต่อความพึงพอใจของลูกค้าเกี่ยวกับระบบเทคโนโลยีดิจิทัล
สำหรับธุรกิจขนส่งด่วนในประเทศไทย

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จุฬารณย์ ขอบใจกลาง

ที่ปรึกษาด้านการวิจัยทางธุรกิจ มหาวิทยาลัยนานาชาติแสตมฟอร์ด

Abstract

The main purpose of this research was to discover factors form a user's perception of an e-commerce application and their effect in digital technology to meet the customers' needs. The main objectives of these studies were 1) to find out which factors form a user's perception of an e-commerce application, 2) to find out how the perception can be influenced by an e-commerce application and 3) to learn and understand the needs of the customer who used the express services in Thailand.

Analyzing different technology acceptance theories and factors by the connection between technology acceptance factors and usability definition searched, but eventually only loose connections were discovered. The moderating factors that either strengthen or weaken the importance of the determining factors were stated to be gender, age, experience of use. The research methodology using quantitative research for collecting the data by questionnaires to 400 respondents who are the customer using Express Services in Thailand. To the lack of finding and time limitation, this research was only studied with the limited respondents.

The research concluded that the demographic aspect, from 400 of respondents and the researcher found that the majority of the respondents is female for 73.3%, ages range of 31-40 years old for 90.5%, then mostly education level at 89.8% by bachelor's graduate and most respondents average income per month (in THB) are 15,000 – 35,000 THB at 89.3%. Customer perceptions aspect from 400 of the respondents divided into 4 categories; intention to use, usage behavior and benefits to use. The researcher found that courier services that the respondents use most is Express Services for 92.3%, the respondents using this services at least once a month for 90.5%, the last time to use Express Services is a week ago for 83.8%, the purpose of using courier services is for business for 92.3%, the reason to choosing online Express Services because Brand or Reputation for 71.3% and online express services that the respondents are using is Kerry Express Services for 77.3%. From this research result found that most of the respondents in Bangkok aren't satisfied with the online express services by providing their personal information and debit/credit card number so the result would be rejected.

Keywords: Customer Satisfaction, Express Service and Digital Technology

บทคัดย่อ

วัตถุประสงค์ของการศึกษาค้นคว้าครั้งนี้คือ 1) เพื่อหารูปแบบปัจจัยการรับรู้ของผู้ใช้แอปพลิเคชันอีคอมเมิร์ซ 2) เพื่อหาวิธีการรับรู้อิทธิพลและการประยุกต์ใช้แอปพลิเคชันอีคอมเมิร์ซในด้านการขนส่งด่วนและ 3) การเรียนรู้และเข้าใจความต้องการของลูกค้าที่มาใช้บริการขนส่งด่วนในประเทศไทยการเก็บข้อมูลในครั้งนี้ ใช้แบบสอบถามจำนวน 400 ชุดจากผู้ที่ใช้ขนส่งด่วนในประเทศไทย บริเวณเขตสีลม และเขตอโศก สถิติที่ใช้ในการวิเคราะห์ข้อมูล ได้แก่ ประชาชนทุกเพศทุกวัยโดยมีอายุตั้งแต่ 31 - 40 ปี

ผลการวิจัย ของผู้ตอบแบบสอบถามส่วนใหญ่เป็นเพศหญิง (ร้อยละ 73.3) อายุระหว่าง 31 - 40 ปี (ร้อยละ 90.5) ได้ใช้บริการขนส่งด่วนอย่างน้อยเดือนละ 1 ครั้ง (ร้อยละ 89.8) การศึกษาในระดับปริญญาตรี มีรายได้เฉลี่ยต่อเดือนระหว่าง 15,000 - 35,000 บาท (ร้อยละ 89.3) แบ่งกลุ่มความต้องการของลูกค้าออกเป็น 3 ประเภท แบ่งเป็นความตั้งใจที่จะใช้บริการขนส่งด่วน พฤติกรรมการใช้งานขนส่งด่วน และประโยชน์ที่คาดว่าจะได้รับจากการใช้บริการขนส่งด่วนในประเทศไทย ส่วนการบริการขนส่งที่ผู้ตอบแบบสอบถามใช้บริการมากที่สุดนั้น คือบริการขนส่งด่วนจำนวน (ร้อยละ 92.3) โดย ใช้บริการอย่างน้อยหนึ่งครั้งต่อเดือน (ร้อยละ 90.5) และครั้งสุดท้ายที่ได้ใช้บริการขนส่งด่วนคือสัปดาห์ที่ผ่านมา (ร้อยละ 83.8) วัตถุประสงค์ของการใช้บริการ คือ การใช้บริการจัดส่งเพื่อการประกอบธุรกิจหรือดำเนินธุรกิจ (ร้อยละ 92.3) เหตุผลที่เลือกใช้บริการขนส่งด่วนออนไลน์เพราะชื่อยี่ห้อหรือชื่อเสียงของการบริการขนส่งด่วนนั้น ๆ (ร้อยละ 71.3) เป็นการใช้บริการขนส่งด่วนออนไลน์ของ Kerry Express (ร้อยละ 77.3) ผลการทดสอบสมมุติฐานพบว่า คนไทยส่วนใหญ่จะไม่นิยมให้ข้อมูลจำพวกบัตรเครดิต/บัตรเดบิตออนไลน์ เพราะเกรงว่าจะไม่ปลอดภัย หรือเกิดการโจรกรรมต่าง ๆ เกิดขึ้น

คำสำคัญ : ความพึงพอใจของลูกค้า และธุรกิจขนส่งด่วน และเทคโนโลยีดิจิทัล

Introduction

DHL Express, Kerry Express and FedEx Express are the leading express delivery companies in the world. The changes that are currently re-shaping the whole express delivery industry have been fully recognized by the company. In order to achieve a competitive advantage and even to maintain the existing position as a market leader, the company will need to adjust the last mile of its existing parcel delivery service concept. This thesis is one of the steps that each Express Services in Thailand has decided to take in a process to develop the faster process to meet the needs of customer by using the digital technology such as online website, mobile application to make the faster process with the fastest output for meet the needs of customer by serving the fastened services with the worldwide shipping. Factors affecting customer satisfactions in digital technology for express services in Thailand. The actions will be chosen based on the company's need to serve the consumers better and thus to meet the expectations of business customers that operate in the e-commerce field.

Digital technology is changing the way companies shape their business strategies. CIOs and IT leaders need to be advised on using digital technology to improve workforce effectiveness and support increased customer engagement. Also in the Energy Industry customers are becoming the core in the digital transformation of commodity suppliers that want to be proactive energy service providers. Churn is a key business metric for utilities, which want to retain consumers and build a strong relationship with them. Customers want to have the control over their energy bills with alerts, helpful recommendations and customers service tools. Digital Engagement to foster satisfaction and a rich mobile experience is key to build loyalty and engagement with their energy service provider. Using digital technology to foster customer engagement allows utilities to personalize the content their customers see when they log onto their website or mobile application. Once in the platform, users can sign up for specific programs to reduce their energy consumption, participate in a friendly virtual competition with other customers and take actions to improve their energy performance. To succeed in a customer engagement strategy is important to know how energy customer preferences and behaviors are changing and figure out what customers are really demanding from their energy service providers.

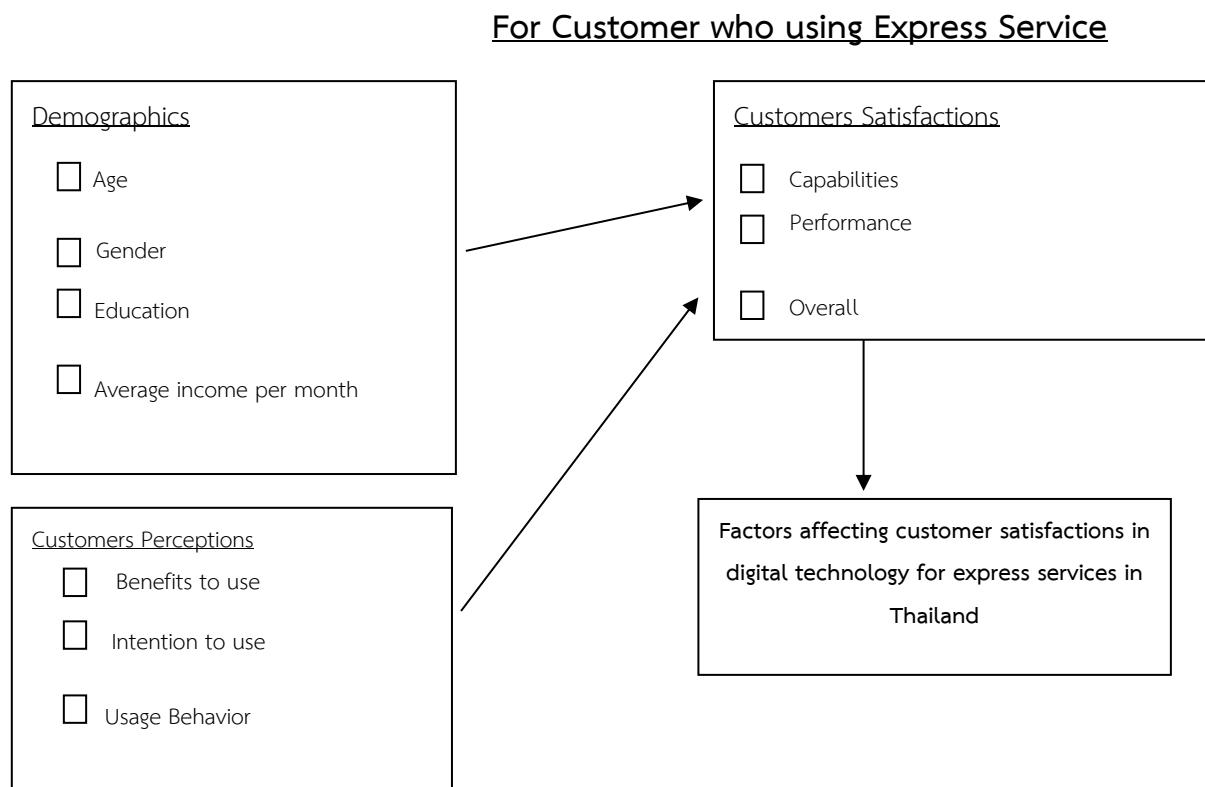
Factors affecting customer satisfactions in digital technology for express services in Thailand. The demand of express delivery services for consumers has grown rapidly due to the increased popularity of e-commerce. Express' services have originally been developed for business customers and it is, therefore, justifiable to assume that not all of the service features are suitable for consumers. The final outcome of the thesis will contain suggestion of desirable actions, which the author has identified during the research process. The actions will be chosen based on the company's need to serve the consumers better and thus to meet the expectations of business customers that operate in the e-commerce field.

Express Services indicates its willingness to serve both business customers and consumers. That in turn has a direct impact on the development targets and the priority of them. Additionally, e-commerce being one of the fastest growing industries, it is important to show an interest towards the field and start searching for competitive advantages. And the main research question is: "factors affecting customer satisfactions in digital technology for express services in Thailand" is being used as a topic of thesis.

Objectives

1. To find out the factors form a user's perception of an e-commerce application.
2. To find out how the perception can be influenced by an e-commerce application
3. To learn and understand the needs of the customer who using Express Services in Thailand.

Conceptual Framework



Hypothesis 1: “Demographics affecting in customer satisfactions”. A test with the demographics affecting in customer satisfaction will be using One-way ANOVA method. Quantitative analysis by t-test and F-test at 95% confidence level or 0.05, test differences dependent between groups by LSD method (Least Significant Difference), one-way ANOVA. Data were analyzed.

Hypothesis 2: “Customer perceptions affecting in customer satisfactions”. A test with the customer perceptions affecting in customer satisfaction will be using regression analysis method. Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Hypothesis 3: “Customer satisfaction affecting in the digital technology to meet the needs of customer who using express services in Thailand”. A test with the customer perceptions affecting in customer satisfaction will be using regression analysis method. Regression analysis is a statistical process for estimating the relationships among variables. It includes many

techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Literature Review

The structure of the thesis consists of an introduction to the thesis, presentation of the case company and logistics, theoretical framework, research methodology, collection and analysis of the research data, research results, and conclusions. The theoretical framework includes concepts that are related to logistic services, introductions of service concepts, service process, and business process, and descriptions of user involvement, user research, user experience, co-creation and value co-creation.

Services

Services are part of our life from a long time. Services are increasingly attracting from academicians as well as practitioners (Rajeswari, Sunmista, 2011: 2). During the past three decades, literature on services has grown. There are many different definitions of services in literature. Definitions of services focused on the difference between products and services but the purpose of both are same, to satisfy human needs and wants (Raza, Siddiquei, Awan & Bukhari, 2012: 789). Businesses offer products for sale to customers but selling a combination of products and services. Sometimes services constitute a big percent of total value of the product. For instance, service is an activity or series of activities, take place in interactions between the customer and the service employees or physical resources or goods or systems of the service provider, which are provider as solutions to customer problems (Gronroos, 1990: 27). (American Marketing Association 1960: 21) defines marketing as activities, benefits of satisfaction which are offered for sale or provided in connection with sale. A service may be defined as a change in the condition of a person, or of a good belonging to some economic unit, which is brought about as the result of the activity of some other economic unit, with the prior agreement of the former person or economic unit (Hill, 1977: 318). Moreover (Edvardsson, 1997: 33) views a service as part of the wider concept of the product.

Postal Services

Generally postal services are related to delivery of parcels, letters, documents and packages. Also postal transportation process consists following activities, (collection, input sorting, transportation, output sorting & distribution). (Noordin, Hasnan & Osman, 2012: 205). Postal

industry used of physical communication in the past or transportation process. Postal services face many challenges in the past decade, specifically: Threat from electronic communication, the competition from express and parcel carriers with the use of electronic communication seem to be a major challenge for the postal services (Mohan, Maheswara Reddy, 2012: 122), the rapid growing of the e-commerce, the growth of e- services, the introduction of the digital services, the change in post offices operations hours, the economy crisis during the 2010's. New postal service has substituted traditional post. The conceptual framework of postal services from literature review led to the following definition. Availability of postal services is different in countries. In Greece, postal sector during the past years, presents dynamic growth and intense competition, fact that lead to more flexible & attractive services for consumers (e.g. Hybrid mail, GIS services, camera phone postcards, Quick response code), (EETT, 2012). The postal service comes under the Ministry of infrastructure, transport and networks.

Services related to letters	Services consisting of pick-up, transport and delivery services of letters, newspapers, journals, periodicals, brochures, leaflets and similar printed matters, whether for domestic or foreign destinations, as rendered by the national postal administration.
Services related to parcels	Services consisting of pick-up, transport and delivery services of parcels and packages, whether for domestic or foreign destinations, as rendered by the national postal administration.
Counter services (in post office)	Services rendered at post office counters, e.g. sales of postage stamps, handling of certified or registered letters and packets, and other post office counter services.
Other services	Poste restante services, E- services, digital services, mailbox rental services & postal services not elsewhere classified.

Customer satisfaction

Customer satisfaction is the fundamental to the marketing concept (Kurniawan, 2010: 83). Customer satisfaction is a business term, which identify that the product or service which supplied to customers how much satisfying them (Naveed, Akhtar, Rehman Cheema, 2012: 64). Different authors use different criteria, elements, characteristics when discussing about customer satisfaction. For example, authors examine factors that people consider when they buy something. Generally, customer satisfaction, by a definition is a positive feeling experienced by an individual after using a good or a service (Delafrooz, Taleghani, Taghineghad, Nademi, 2013: 115). Moreover, customer satisfaction is an important factor in future tendency to make a purchase, also sometimes satisfied customers talks probably enthusiastically about their positive experience, or their buying, or use of a particular service with other people, this will lead to positive advertising (Delafrooz, Taleghani, Taghineghad, Nademi, 2013: 115), (Mistry,

2013: 133). Customer satisfaction provides a link between purchase and post-purchase phenomena in terms of attitude change and repeat purchase (Lau, Cheung, Lam, Chu, 2013: 268). On the other hand, businesses if they want to protect or gain market shares, they will need to overcome competitors by offering high quality product or service to ensure customer satisfaction, furthermore customer's feelings and beliefs affect their satisfaction level. Finally, if customers are satisfied by services, the result is that, they will be loyal on business and it could also mean higher profits and higher market share for business (Al Karim, Chowdhury, 2014: 3-4).

Relationship between service quality and customer satisfaction

Service quality is the function of customer's expectations and perception about the service and associated with customer levels of satisfaction and intention to repatronize the service (Rajeswari, Sunmista, 2011: 2). Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market (Al Karim, Chowdhury, 2014: 4). Many researchers and a big number of studies have identified dimensions of service quality on customer satisfaction (Dehghan, 2006: 38), (Munusamy, Chelliah & Wai Mun, 2010: 400), (Kurniawan, 2010: 47) (Lau, Cheung, Lam, Chu, 2013: 268), (Mistry, 2013: 136), (Al Karim, Al Karim, Chowdhury, 2014: 5), (Taleghani, Taghineghad, Nademi, 2013: 116). Relatively few studies have investigated customer satisfaction from service quality in postal sector (Gupta & Gupta, 2012: 232-236) and European commission studies. Also in Greece only Hellenic communication & post commission has studies about customer satisfaction in Greece. This research has seven generally dimensions which are stated as follows:

Variables	Measurement items
Tangibles	Physical facilities, equipment, appearance of personnel
Reliability	Ability to perform the promised service dependably and accurately
Assurance	Including security and knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	Communication, understanding the customer and caring and individualized attention that the firm provides to its customers
Responsiveness	Willingness to help customers and provide prompt service
Complaint handling	Problems solve by the best way, Time response
Access	Number of post offices, Location is easy to reach, Parking

Based on the above studies the research framework is following: (Hypotheses Development)

- ♣ H1: Tangible has positive relationship with customer satisfaction
- ♣ H2: Reliability has positive relationship with customer satisfaction
- ♣ H3: Assurance has positive relationship with customer satisfaction
- ♣ H4: Empathy has positive relationship with customer satisfaction
- ♣ H5: Responsiveness has positive relationship with customer satisfaction
- ♣ H6: Complaint handling has positive relationship with customer satisfaction
- ♣ H7: Access has positive relationship with customer satisfaction

Research Methodology

This study research study was conducted to collect data from 400 sample respondents of the customers who using Express Services in Thailand with the age over 25 years old, and lived permanently in Thailand. Data collection conducted by using non- probability sampling technique in type of purposive sampling by collecting all the data at Silom and Asoke Road by giving the questionnaires to the customers.

The completion of the respondents and separate query that is not completely out of the query into coding. Computer processing by analyzing Descriptive and Inferential Analysis can record all the data. By studying the factors affecting in digital technology to meet the needs of customer who using Express Services in Thailand which is organized by questions such as steps in order to facilitate the respondents which focus on the closed tool used to gather primary data was a questionnaires divided into two sections.

Part 1

Personal characteristics is general information on respondents includes gender, age, education level, occupation, average income per month, and IT experience.

Part 2

Collect the information about the factors affecting in digital technology to meet the needs of customer who using Express Services in Thailand. For estimate using rating scale, which consists of five level factors, would be affecting the selection decision. This research study would be defined by the criteria in the scoring method (Rating Scales).

Results

The study had three main hypotheses, which are H1, H2 and H3. These were the most relevant hypotheses that directly related to the topic of the study. However, after conducting the study, a number of other hypotheses were discovered. This was as the result of the comments and suggestions given by the respondents during the survey.

Hypothesis 1 “Demographics affecting in customer satisfactions”.

The demographic aspect, from 400 of respondents and the researcher found that the majority of the respondents is female for 73.3%, ages range of 31 - 40 years old for 90.5%, then mostly education level at 89.8% by bachelor's graduate and most respondents average income per month (in THB) are 15,000 - 35,000 THB at 89.3%.

Hypothesis 2 “Customer perceptions affecting in customer satisfactions”.

Customer perceptions aspect from 400 of the respondents divided into 3 categories; intention to use, usage behavior and benefits to use. The researcher found that courier services that the respondents use most is Express Services for 92.3%, the respondents using this services at least once a month for 90.5%, the last time to use Express Services is a week ago for 83.8%, the purpose of using courier services is for business for 92.3%, the reason to choosing online Express Services because Brand or Reputation for 71.3% and online express services that the respondents are using is Kerry Express Services for 77.3%.

Hypothesis 3 “Customer satisfaction affecting in the digital technology to meet the needs of customer who using express services in Thailand”.

Hypothesis 3; Customer satisfaction affecting in the digital technology to meet the needs of customer who using express services in Thailand so rejected H3 because of the significant level below 0.05 level. From this research result found that most of the respondents in Bangkok aren't satisfied with the online express services by providing their personal information and debit/credit card number so the result would be rejected.

Nowadays, credit cards offer the customers convenience. They don't have to carry cash or a checkbook, and they can choose to pay off the purchase over time or all at once. As a business, credit cards give you the satisfaction of almost instant payment. But this convenience comes at a price. Credit card companies charge a percentage of sales - usually 3 to 5 percent - for the privilege of accepting their cards. For this reason, some small businesses choose not to accept credit cards. If your customers are primarily other businesses, you may also choose

not to accept credit cards, because commercial customers usually do not pay in this manner. If you do accept credit cards, verify the identity and signature of the cardholder. If you accept a fraudulent card, you could be left with an unpaid bill.

Conclusion

This is the concluding chapter of the research, which will bring the purpose of writing this research into context. This chapter also target at providing recommendations to the study, Therefore, the researcher will be making recommendations to the study, as well as other that researcher has conducted a detailed analysis of three parts and found the result as described by the following: For this thesis research, the main objectives are below:

According to the related research, social media users who receive great service have a significantly better reach than others, telling an average of 42 people about their positive experience, compared to just nine people for those not using social media, according to the 2012 American Express *Global Customer Service Barometer*. In addition, people who have used social media for customer service at least once in the past year are willing to spend substantially more (21%) with companies they believe provide great service. They are far more vocal about service experiences, both good and bad. Use complaints strategically. Listening to complaints helps clarify what disconnects customers from your company. It can provide important information about the failures or gaps in the service system. Compile, analyze and feed the information back to employees who can help correct the problems, and use complaints as an inexpensive and continuous source of insight into consumer expectations.

According to the related research, customer satisfaction surveys require more resources, but can be done without a large budget. Make sure you are only gathering relevant and important information that is actionable, and stay focused on what is really important to your company. You're asking your customers to give up their time on your behalf. Keep the survey as short and focused as possible. Surveying customers about their satisfaction with a transaction immediately is a simple and focused way to get great insight into customer expectations. This approach also provides great insight into how well your employees are representing your brand and their impact on the brand experience. Effectively delivering more than consumers expect is very difficult to do on a daily basis. But the benefits of getting it right are huge.

According to “IMD releases its 2015 World Competitiveness Ranking”, IMD today announced its annual world competitiveness ranking. As part of its ranking of 61 economies for 2015, the IMD World Competitiveness Center looks at several aspects of each country as a place to conduct business. The USA remains at the top of the ranking as a result of its strong business efficiency and financial sector, its innovation drive and the effectiveness of its infrastructure. Hong Kong (2) and Singapore (3) move up overtaking Switzerland, which drops to fourth place. Canada (5), Norway (7), Denmark (8), Sweden (9) and Germany (10) remain in the top 10. Luxembourg moves to the top (6) from 11th place in 2014. Results for Asia are mixed. Malaysia (12 to 14), Japan (21 to 27), Thailand (29 to 30) and Indonesia (37 to 42) move down. Taiwan (13 to 11), Republic of Korea (26 to 25) and the Philippines (42 to 41) slightly rise in the ranking. Most Asian economies in decline have seen a drop in their domestic economies and are impacted by weakening/aging infrastructure. Eastern Europe experiences a mixture of results as well. Poland (36 to 33), the Czech Republic (33 to 29) and Slovenia (55 to 49) move up in the ranking. In the Baltic States, Estonia (30 to 31) and Latvia (35 to 43) rank lower than last year; although, Lithuania gains in the ranking (34 to 28). Elsewhere in the region, current events in Russia (38 to 45) and Ukraine (49 to 60) highlight the negative impact that armed conflict and the accompanying higher market volatility have on competitiveness in an increasingly interconnected international economy.

The goal of business in terms of its customer interactions is to generate loyalty. There's no better way to do that than to offer quality products and services and to be responsive to the customers. But as new technologies have come to market to make it easier for businesses to provide customer service, they may also be increasing the number of channels through which they interact with customers and the complexity of those interactions. Accenture, the technology consulting firm, suggests that businesses that want to use technology to raise the quality of their customer service focus on the following:

- Data management and analytics. Using data collected from customer to analyze their preferences.
- Insight-driven marketing. Gaining insights into your business from customer data so you can more effectively target marketing.
- Marketing automation. Streamlining and automating business processes to improve efficiency and keep costs low.

- Self-service optimization. Finding ways for customers to interact with your business when they want.
- Workforce effectiveness. Encouraging your staff to embrace new ways improving customer treatment by providing tools and training to deliver better service.

Future Researches

In this research generally focused on customer who using express services in Thailand within the selection area in Bangkok but in the future research would focus more on two major group of customer and also focus on both side of the employees that provided the products and services as well as the customers who buying the products and services because it will help us to know what they needs and want so that it will be the good factors to improve or solving the products and services problems in the future. This study could be further improved if the sample was not just from the customers in selected area in Bangkok. In addition, also measuring productivity by giving two groups of the respondents from customers and employees so it's common task and analyzing which group performed better, the one that worked from home or the one that worked at the office, this way we would be able to see more clearly if what they claim to be their perception matches reality.

Recommendation

In this research generally focused on customer who using express services in Thailand and it also giving the benefits to the company as below:

- Reduction in agent-assisted interactions;
- Reduction in agent-assisted email;
- Increase in first-contact resolution;
- Increase in agent productivity;
- Increase in product ideation;
- Boost in relevant Web-site content and reduced search-engine optimization costs; and
- Improved customer retention and customer lifetime value.

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