

มหาวิทยาลัยราชภัฏธนบุรี

APPENDIX

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APPENDIX A

Questionnaire

Questionnaire Survey

Title of Research:

The Marketing Strategy of Financial Holding Company in the Digital Era on Customer's Satisfied: A Case Study of China a Financial Holding Company

Research Objective

The main research objectives are as follows:

1. To study the status and problems existing in the marketing strategy of financial holding companies in the digital age.
2. To study and analysis of the factors that affect the marketing strategies of financial holding companies in the digital age.
3. To study and analysis of the marketing strategy of financial holding companies in the digital age.

Dear Customer:

Hello! In order to better serve customers and provide customers with better products and services, we have launched a survey on the small loan products of A Financial Company. Please fill in the relevant content according to your real thoughts. The survey results will be Help A financial company to provide you with better services. This survey is only used for research purposes and will not be used for other purposes. Please feel free to fill it out.

The questionnaire is divided into **4** parts:

Part 1 General information of respondents

Part 2: Microfinance Product Consumption Survey

Part 3: Evaluation Factor of A Financial Company's Microfinance Product Marketing Status (4P)

Part 4. Customer purchase intention survey

Part 1. General information of respondents

1. Gender :

Man Female

2. Age :

Under 25 years old Between 25 and 40 years old

Between 41 and 60 years old than 60 years

3. Which of the following ranges is your annual income in?:

Less than 40,000 yuan 50,000 to 60,000 yuan

70,000 to 100,000 yua More than 110,000 yuan

Part 2. Microfinance Product Consumption Survey

1. What are your main financing channels?

Bank Internet lending

Small loan company Loan from relatives and friends

Others

2. What is the main purpose of your application for microloans?

Pay rent Daily consumption

Return loan Supplement operating cash flow

3. From which channels did you mainly learn about the small loan products of A Financial Company?

Wechat circle of friends or public account

Ping An Group's personnel promotion

official website

small loan platform

Other

4. Which aspect do you pay the most attention to when choosing micro-loan products?

Loose degree of approval conditions Loan amount

Loan interest rate Approval and lending speed

flexible guarantee methods agency service attitude

5. What is the annual interest rate of the loan that you can accept?

8%~10% 10%~15%

15%~20% 20% or more

6. What is the repayment period of the small loan you can accept?

- 6 months 12 months
 24 months 36 months or more

Part 3. Evaluation Factor of A Financial Company's Microfinance Product

Marketing Status (4P)

1. Can the microfinance products of A financial company meet your needs?

- Very dissatisfied Relatively dissatisfied
 Moderate Relatively satisfied
 Very satisfied

2. How competitive is the microfinance product of A financial company in the market

- Very dissatisfied Relatively dissatisfied
 Moderate Relatively satisfied
 Very satisfied

3. A financial company's mobile APP is easy to operate, convenient and easy to use?

- Strongly Disagree Somewhat Disagree
 Moderately Somewhat Agree
 Strongly Agree

4. What do you think of the approval and disbursement speed of A financial company's small loans?

- Very dissatisfied Relatively dissatisfied
 Moderate Relatively satisfied
 Very satisfied

5. A financial company's microfinance products are well-known

- Strongly Disagree Somewhat Disagree
 Moderately Somewhat Agree
 Strongly Agree

6. Is the price of A financial company's microfinance products more favorable than other microfinance products?

- Strongly Disagree Somewhat Disagree

- Moderately
- Somewhat Agree
- Strongly Agree

7. Can the pricing methods of microfinance products of A financial company be flexible and diverse, and can it meet your needs?

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

8. A financial company has various promotion channels for microfinance products?

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

9. A financial company has a large number of offline service outlets and a wide coverage?

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

10. How do you feel about A Financial Company's microfinance business promotion?

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

11. How do you feel about A Financial Company's microfinance business promotion?

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

Part 4. Customer purchase intention survey

1. A financial company's microfinance product marketing has a great influence on my purchase decision

- Strongly Disagree
- Somewhat Disagree

- Moderately
- Somewhat Agree
- Strongly Agree

2. A financial company's microfinance product marketing is of great help to my purchase behavior

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

3. I would like to discover my favorite microfinance products through the marketing and promotion of A Financial Company

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

4. A financial company's marketing and promotion stimulated my desire to buy

- Strongly Disagree
- Somewhat Disagree
- Moderately
- Somewhat Agree
- Strongly Agree

Biography

Name: Mr.Su Yukai

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Education:

2021-2023	Dhonburi Rajabhat University, Thailand. Business Administration MBA
2018-2021	Rangsit University, Thailand.

Position and Office:

2022 - 2022	Product Manager Beijing Zhongguancun Collaborative Innovation Fund
2020 - 2022	Assistant to the General Manager Guizhou Ruiluying Forest Health Care Co., Ltd.assistant to general manager