

**Independent study title:** Innovative Marketing Strategy of ETC System for Increasing Competitiveness

**Researcher:** Mr. Yang Cheng. Degree: Master of Business Administration Dhonburi Rajabhat University.  
Independent study advisors: 1) Dr. Wasutida Nakkasem 2) Asst. Prof. Dr. Jirapong Ruangoon. Academic year: 2023. 107 pp.

### Abstract

The objectives of this study were as follows: 1) to analyze the segmentation, targeting, and positioning employed by Shaanxi A Technology Co., Ltd. for the ETC system, 2) to examine and evaluate the product aspects, pricing strategies, distribution channels, convenience factors, and communication strategies of the ETC system at Shaanxi A Technology Co., Ltd., and 3) to identify the innovative marketing strategies utilized by the ETC system to enhance Shaanxi A Technology Co., Ltd.'s competitiveness. The study was conducted using a qualitative methodology. The researchers collected data through document studies and in-depth interviews. The key informants for the interviews comprised high-level executives, managers from various departments, and marketing staff, totaling no fewer than 12 individuals, all selected based on their involvement with the ETC project marketing of Shaanxi A Technology Co., Ltd. Content analysis was employed, and data triangulation was used to enhance the reliability and accuracy of the research.

The results showed that: 1) a well-executed STP approach successfully divided the market, focused on different client groups, and presented the ETC system as a cutting-edge, user-friendly, and economical replacement for conventional toll systems; 2) the use of the 4Cs paradigm highlighted Shaanxi A's customer-centric strategy and demonstrated a thorough comprehension of changing consumer expectations; and 3) Several cutting-edge marketing strategies, such as collaborations with telecom firms, consumer loyalty programs, and technical integrations, emerged as major competitiveness boosters. These strategies increased user engagement, widened the user base, and improved the user experience. Although the success of the referral program could have been improved, the use of AI analytics and a specialized mobile application displayed responsiveness to customer expectations. The research concluded with practical recommendations for Shaanxi A, highlighting the necessity of ongoing market research, an improved mobile application, and more attractive referral schemes. The importance of price transparency in fostering user confidence was emphasized. Long-term effect studies, competitive benchmarking, consumer behavior analysis, and a potential worldwide development plan were suggested as areas for further research.

**Keywords:** Innovative Marketing Strategy, ETC System, Competitiveness

Student's signature .....

Independent study advisors' signatures 1) ..... 2) .....