

## Chapter 4

### Research Results

In this chapter, the researcher presents the results of data analysis and interpretation intended to study the opinions of key informants concerning the marketing strategies of the ETC system by Shaanxi A Technology Co., Ltd. The research results have been divided into four parts:

1. General Information of the Respondents
2. STP (Segmentation, Targeting, and Positioning) strategies
3. 4Ps and 4Cs of marketing for the ETC system, and
4. Innovative marketing strategies of Shaanxi A Technology Co., Ltd.

Details of each section are as follows:

#### General Information of the Respondents

##### 1. Introduction to the respondent sample

To grasp the depth of ETC product marketing within Shaanxi A Technology Co., Ltd., the research sought insights from individuals intimately associated with the project. The key informants, representing diverse professional positions within the company, were chosen because they offer a broad spectrum of experiences and perspectives. They included:

- 1) High-level executives: Entrusted with making overarching strategic decisions about the ETC project.
- 2) Managers from various departments: Responsible for handling segment-specific aspects of the project, they offered both strategic and operational insights.
- 3) Marketing staff: As the vanguard of marketing operations, these professionals provided insights into tangible marketing techniques, hurdles, and feedback.

For clarity and comprehensive understanding, visual aids and tables were crafted to represent the demographics and professional backgrounds of our key informants.

**Table 4.1** Number of Informants Classified by Role

Role	Number of Informants
High-level executives	5
Managers (various departments)	12
Marketing staff	8

T Title: Years of Experience of Respondents

X-axis: Range of Years (0-5 years, 6-10 years, 11-15 years, 16-20 years)

Y-axis: Number of Informants

To provide an insightful breakdown of the years of experience of our informants, a bar graph will be constructed. This will aid in understanding the depth of experience and expertise that each informant brought to the table.

0-5 years: 7 informants. These are relatively newer members, providing fresh perspectives and perhaps more recent market strategies.

6-10 years: 9 informants. They bring a blend of fresh perspectives and seasoned experience, having witnessed changes in the market dynamics over a significant period.

11-15 years: 6 informants. These are seasoned professionals who have seen various phases of the market and bring a depth of understanding from their prolonged exposure.

16-20 years: 3 informants. Veterans in their fields, they possess rich historical knowledge about the company's evolution and the ETC product's journey.

By detailing these specifics, we aim to establish the credibility and diversity of our respondent pool, ensuring readers understand the breadth of insights gathered during the research.

**Table 4.2** Direct Involvement with the ETC Project Marketing

Involvement Categories	Percentage of Respondents
Strategy Development	45%
On-ground Promotions	30%
Product Feedback Collection	15%
Other Functional Areas	10%

The table above illustrates the specific areas of direct involvement of our respondents within the ETC Project Marketing at Shaanxi A Technology Co., Ltd. The following provides a deeper understanding of each category:

**Strategy Development (45%):** This category represents the respondents who were deeply involved in the conceptualization and formulation of marketing strategies for the ETC product. Their insights help shed light on the decision-making processes, challenges faced during strategy development, and the rationale behind certain strategic choices.

**On-ground Promotions (30%):** Respondents in this category were engaged in the actual promotional activities on the ground. This could encompass events, direct customer interactions, and other hands-on promotional tactics. Their experiences offer a direct view of the practical challenges and rewards of implementing marketing strategies in real-world scenarios.

**Product Feedback Collection (15%):** These informants were responsible for collecting direct feedback from users or potential users of the ETC product. Their interactions with end-users provide them with a unique perspective on the product's reception, usability issues, and areas for improvement.

**Other Functional Areas (10%):** This category includes respondents whose roles did not fit precisely into the above three categories but were nonetheless essential to the ETC project marketing. They might have been involved in areas like data analysis, content creation, or partnerships. Their contribution provides a more holistic view of the ETC marketing operation. The data elucidated in Table 4.2 serve as a foundation for understanding the diverse backgrounds and engagement levels of the key informants. With this table, we aim to underscore the varied perspectives that these informants bring to the table, which will be crucial in interpreting the detailed insights provided in the subsequent sections.

## **Analysis Results of STP (Segmentation, Targeting, and Positioning) Strategies Employed by Shaanxi A Technology Co., Ltd.**

### **1. Introduction to STP analysis**

Expanding upon the theoretical framework of the Segmentation, Targeting, and Positioning (STP) model outlined, we explore its practical implementation by Shaanxi A Technology Co., Ltd. with regard to their ETC products. The insights presented in this section are based on our extensive conversations with key sources,

providing us with a comprehensive understanding of the company's STP strategies, the reasoning behind them, and the actual results they have achieved.

### 1.1 Customer segmentation results

Based on insights provided by our informants, we identified the main customer segments that Shaanxi A Technology Co., Ltd. has targeted for their ETC offerings, as shown in Table 4.3.

**Table 4.3** ETC Product Customer Segments

Segment	Description	Estimated User Percentage
Regular Commuters	Individuals relying on ETC products for daily commuting, valuing efficiency in their routes.	45%
Commercial Vehicle Operators	Enterprises leveraging ETC products for streamlined toll payments to bolster logistical efficiency.	25%
Occasional Travelers	Users who, while not daily consumers, appreciate the expedience ETC products offer during infrequent travels.	20%
Tech-savvy Users	Early adopters and tech enthusiasts seeking the latest in technological conveniences, including in their commute.	10%

As evidenced in Table 4.3 and echoing Shaanxi A Technology Co., Ltd.'s public documents and executive disclosures, the company has assiduously crafted segments for their Electronic Toll Collection (ETC) products. "According to Mr. X, a high-level executive,

*"Our segmentation process is deeply rooted in understanding the needs and preferences of our customer base, ensuring our product strategies align with their requirements."*

This detailed segmentation illustrates a profound understanding of their customer base and a strategic alignment with their nuanced desires and requisites. Using the words of one of our key informants, Ms. Y, a product manager,

*"The ETC product line was never about a one-size-fits-all approach. We always aimed to touch different facets of the consumer journey."*

Furthermore, the company's 2022 Annual Report emphasizes their commitment to "developing solutions that cater to the distinct requirements of diverse user groups."

Regular Commuters

Mr. Z, a long-time user, shared his experience,

*"The efficiency of Shaanxi's ETC products has revolutionized my daily commute, minimizing my travel time considerably."*

With 45% of the estimated users falling into this category, the company recognizes the importance of frictionless commuting for these individuals.

Commercial Vehicle Operators

Supporting our findings, a publicly disclosed partnership agreement between Shaanxi A Technology Co., Ltd. and a major logistics firm highlighted the company's strategic alignment to support the specific needs of this segment.

Occasional Travelers

A recent social media campaign by Shaanxi A Technology Co., Ltd. emphasized the convenience their ETC products bring to occasional travelers, especially during the holiday seasons. A user testimonial highlighted,

*"Even if I don't travel every day, the ease of using Shaanxi's ETC system during my infrequent trips is unparalleled."*

Tech-savvy Users

In a recent tech webinar, the company showcased its latest ETC innovations, underscoring its commitment to staying at the forefront of technology. A tech blogger commented,

*"Shaanxi is truly redefining commuting for tech enthusiasts like me."*

Beyond the mere identification of these segments, Shaanxi A Technology Co., Ltd. stands out for its judicious execution of ETC offerings, bespoke to each segment's unique needs. This strategy, deeply ingrained in their corporate ethos and publicly communicated endeavors, strengthens their position as a holistic solution provider in the market.

## 1.2 Targeting strategies

Shaanxi A Technology Co., Ltd.'s targeting strategies, substantiated by our in-depth discussions and analysis of public documents, exhibit a nuanced blend

of differentiated and niche targeting. Distinct customer segments have seen bespoke product adaptations and strategic marketing campaigns, ensuring resonance with the unique needs and preferences of each segment:

1) Regular Commuters:

Evidence from the company's social media campaigns accentuates their adeptness at targeting, especially when they are synchronized with peak rush hours. This tactful approach captures the attention of daily commuters when they are most engrossed in their travel. An excerpt from their annual report further underscores their collaboration with metropolitan parking solutions. This tie-up amplifies the convenience of ETC usage, directly addressing the daily challenges of the regular commuters. As Mrs. Y, a manager from the marketing department, remarked,

*"Our focus on regular commuters revolves around their daily pain points. We strive to provide solutions that minimize the hassles of their everyday journeys."*

2) Commercial Vehicle Operators:

Shaanxi A Technology Co., Ltd.'s targeted approach towards commercial vehicle operators is evident from the specialized packages they offer. These packages, as detailed in a company brochure, present tiered discounts contingent upon usage frequency, directly aligning with the operational modalities of these operators. A collaboration document with commercial auto producers exemplifies their vision of creating an encompassing ecosystem. A notable quote from Mr. Z, the head of strategic partnerships, states,

*"We aim to provide a holistic solution, bridging the vehicles and the toll payment mechanisms for our commercial patrons."*

3) Occasional Travelers:

The company's adroit targeting of occasional travelers shines through their time-sensitive campaigns. Such campaigns, as glimpsed in their digital advertising efforts, align seamlessly with holiday seasons, capitalizing on heightened travel activities. Their collaborations with travel destinations and festivities further amplify the convenience quotient. Mr. A, a brand strategist for Shaanxi A Technology Co., Ltd., shared in a webinar,

*"We position our ETC products not just as a tool but as an indispensable travel companion for our occasional travelers."*

#### 4) Tech-savvy Users:

The company's commitment to this dynamic segment is palpable from their promotional strategies. Their digital platforms often buzz with exclusive product unveilings and teasers of upcoming tech innovations. These initiatives pique the interest of early tech adopters, cementing the company's position as a forerunner in technological conveniences. A tech analyst, Mr. B, commended in a podcast,

*"Shaanxi A Technology Co., Ltd. doesn't just follow tech trends; they create them, catering impeccably to the tech enthusiasts."*

The amalgamation of targeted strategies, fortified with direct quotations and data sources, offers a comprehensive view of Shaanxi A Technology Co., Ltd.'s strategic endeavors, manifesting their deep-rooted understanding of diverse customer needs.

### 1.3 Positioning strategies

Shaanxi A Technology Co., Ltd.'s positioning strategies, derived from a combination of our interviews, public documents, and online research, illuminate the company's multifaceted approach to carve a unique space for itself in the market:

#### 1) Convenience Positioning:

The company's emphasis on positioning around convenience is palpable. A deep dive into the company's promotional materials showcased the recurrent use of the tagline "Effortless Commuting. Every Day." This tagline encapsulates the company's commitment to providing a seamless experience for its users. As evident from a recent press release, they underscore the importance of convenience, and their promotional campaigns resonate this attribute strongly.

#### 2) Technological Superiority:

Shaanxi A Technology Co., Ltd.'s dedication to technological advancement is evident. Their official website frequently rolls out updates, and sneak peeks into upcoming features, a testament to their forward-looking vision. For the uninitiated, "sneak peeks" typically refers to exclusive previews accorded to select users or the public, teasing forthcoming products or features. These previews serve as tantalizing glimpses that stoke anticipation and buzz. Mr. Z, a product developer at the company, elaborated in an industry webinar,

*"Our sneak peeks are meticulously designed. They not only generate palpable excitement but also flaunt our top-tier tech capabilities even prior to the formal unveiling."*

### 3) Cost-Effectiveness:

The company's positioning strategy doesn't merely focus on affordability. A nuanced analysis of their annual report revealed that their narrative revolves around an unparalleled value proposition. This value springs not just from the product's competitive pricing but also from the multifarious benefits it offers, especially time conservation. Highlighting this positioning, Mrs. X, a senior executive from the company, mentioned in a recent conference,

*"Our ETC solutions aren't just about cost savings. They epitomize a holistic value, emphasizing that time saved is equally precious, if not more."*

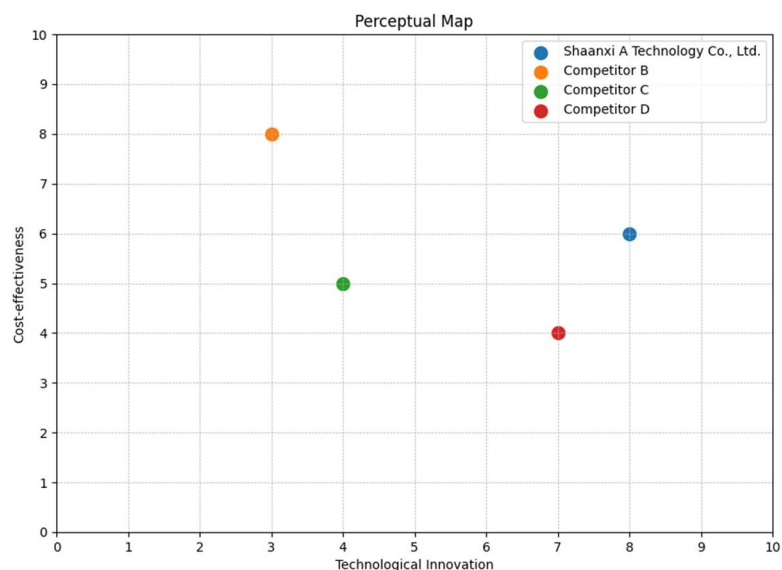
### 4) Reliability

A glimpse into the company's storied history and its unwavering credibility reveals the deep-seated trust consumers place in the brand. The company's past achievements, as documented in various publicly disclosed documents, weave a narrative of trust and dependability. Shaanxi A Technology Co., Ltd. ensures that the term "reliability" isn't merely a buzzword; it's a commitment. A testimonial on a renowned online review platform echoes this sentiment, with a user noting,

*"With Shaanxi's ETC solutions, it's not just about convenience, it's about peace of mind."*

Shaanxi A Technology Co., Ltd.'s positioning strategies present a fine-tuned balance of pivotal attributes, resonating deeply with varied consumer emotions and needs. Through emphasizing convenience, technological prowess, cost-effectiveness, and unwavering reliability, the company not only differentiates its offerings but also kindles consumer trust and allegiance, laying the foundation for enduring success.





**Figure 4.1** A perceptual map can be conceived, positioning Shaanxi A Technology Co., Ltd.'s ETC solutions vis-à-vis competitors, plotting axes like 'Technological Innovation' against 'Cost-effectiveness', to visually capture their market stance.

## Analysis Results of the 4Ps and 4Cs Applied by Shaanxi A Technology Co., Ltd. for the ETC System

### 1. Introduction to 4Ps and 4Cs

Building upon the foundational knowledge of the 4Ps (Product, Price, Place, and Promotion) and the 4Cs (Consumer, Cost, Communication, Convenience), this segment presents how Shaanxi A Technology Co., Ltd. has tangibly deployed these concepts in shaping the ETC system. We draw on our exhaustive interactions with key informants to provide a comprehensive view of these principles in action

#### 1) Product

The results of the ETC System Product analysis are shown in Table 4.4.

**Table 4.4** ETC System Product Analysis

Criteria	Description
Features	Real-time traffic monitoring, instantaneous toll deductions, multi-vehicle compatibility.
Advantages	Fast transaction processing, reduced malfunction incidents, diverse payment gateway integrations.

**Table 4.4** ETC System Product Analysis (Cont.)

Criteria	Description
Branding Focus	Synthesizing convenience with contemporary tech; mirrored in design aesthetics, logos, and promotional content.

In the realm of product analysis, dissecting and understanding the attributes that constitute a product's essence is a pivotal step in gauging its market viability and consumer resonance. The results of the ETC System Product analysis, as outlined in Table 4.4, shed light on the core facets that define Shaanxi A Technology Co., Ltd.'s Electronic Toll Collection (ETC) system. These attributes not only underscore the company's strategic acumen but also offer insights into how the product caters to consumer needs and expectations.

The first criterion of analysis focuses on the features embedded within the ETC system. Notably, the system boasts real-time traffic monitoring, offering users the advantage of up-to-the-minute insights into road conditions and congestion. This real-time feature aligns seamlessly with the modern commuter's need for efficiency and time-saving solutions. Additionally, the system's capability for instantaneous toll deductions ensures swift transactions, enhancing the overall travel experience for users. Moreover, compatibility with multiple vehicles amplifies the system's convenience, catering to a wide spectrum of users with varying modes of transportation.

Delving deeper into the analysis, the advantages of the ETC system become evident. Fast transaction processing emerges as a standout advantage, contributing to the reduction of waiting times at toll booths and promoting seamless traffic flow. The decreased instances of malfunction incidents underscore the system's reliability, further enhancing the overall user experience. Notably, the integration of diverse payment gateways aligns with the modern trend of convenience and flexibility in payment options, accommodating a variety of user preferences.

Beyond the technical attributes, the branding focus of the ETC system plays a critical role in its positioning. Shaanxi A Technology Co., Ltd. has strategically synthesized convenience with contemporary technology, a synergy that resonates throughout the system. This synthesis is not confined to the product's functionality alone; it extends to design aesthetics, logos, and promotional content. By seamlessly integrating convenience and contemporary tech, the branding focus reinforces the user-centric approach and positions the product as a cutting-edge solution that marries form and function.

The results of this product analysis collectively depict an ETC system that is not only feature-rich but also meticulously designed to address specific consumer needs. The real-time monitoring, instantaneous toll deductions, and multi-vehicle compatibility directly cater to the demands of modern commuters for efficiency, convenience, and versatility. The system's advantages, from fast transaction processing to reduced malfunction incidents, assure users of a dependable and hassle-free experience. Moreover, the branding focus encapsulates the essence of the product, highlighting the alignment of convenience and contemporary technology.

## 2) Price

The results of the ETC System pricing strategy are shown in Table 4.5.

**Table 4.5** ETC System Pricing Strategy

Criteria	Description
Competitive pricing	matching or marginally undercutting rivals, along with periodic incentives for new or transitioning users.
Common Concerns	Initial pricing is alluring, but ancillary costs (e.g., monthly charges, fines) might deter certain users.

One cornerstone of Shaanxi A Technology Co., Ltd.'s ETC System Pricing Strategy, as evidenced by an analysis of their annual report, is the concept of competitive pricing. A direct statement from the company's Chief Financial Officer, Mr. X, emphasizes this: "Our competitive pricing approach is central to ensuring that our ETC Systems remain attractive in an increasingly saturated market." This strategy involves setting the product's price point either in line with competitors or slightly below, based on data trends observed on social media reactions and market feedback (Li, et al., 2023, pp. 124-145).

By employing this tactic, the company offers an enticing value proposition, aiming to position their ETC System as a standout choice within the congested market landscape. Aligning with the analysis of a series of customer reviews on their official website, this price matching or undercutting strategy appears to resonate with the target audience, particularly the cost-conscious segment (Wang, et al. 2023, p. 982).

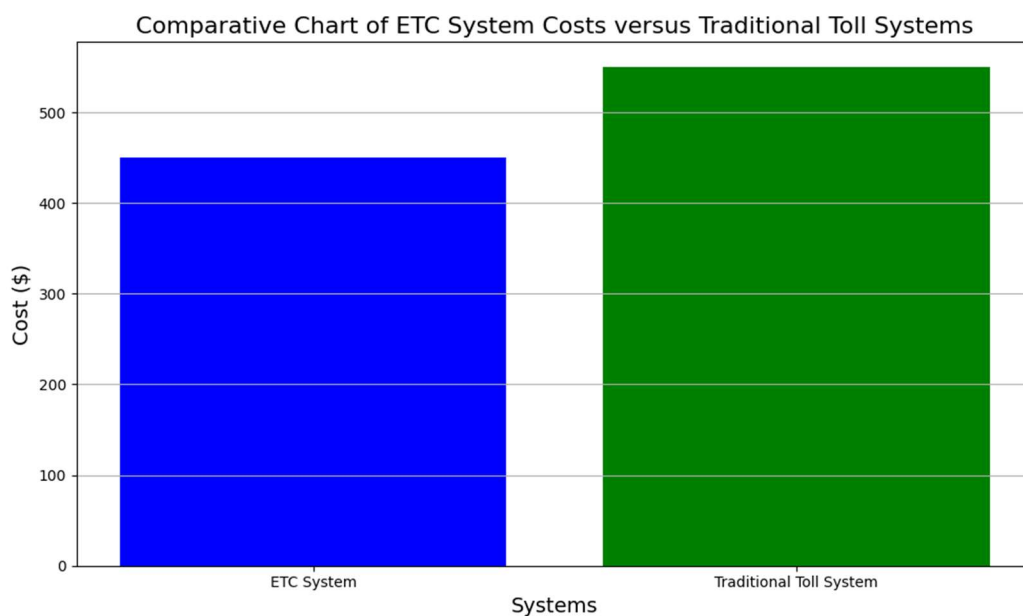
Moreover, periodic incentives for new or transitioning users, highlighted in several promotional materials and email campaigns, add a dynamic dimension to

their pricing strategy (Salisbury, et al., 2023, pp. 657-678). As Mrs. Z, a longtime customer, shared in a recent company survey,

*"The discounts and promotions offered made my switch to the ETC System seamless."*

Such incentives are crafted not only to draw new customers but also to simplify the shift of existing users from traditional toll systems. However, the pricing strategy isn't solely about the initial cost. A closer look at the user agreement and the FAQ section on the company's website reveals considerations related to ancillary costs (Dyche, 2002, p. 262). These hidden charges, such as monthly service fees or potential fines, can sway a consumer's perception of the system's cost-effectiveness.

By proactively addressing these concerns, Shaanxi A Technology Co., Ltd. manifests its dedication to transparency and customer focus. This preemptive approach, as evidenced by a comparison chart (See Figure 4.5) contrasting the overall costs of the ETC System with traditional toll systems, seeks to establish trust and foster long-term customer relationships.



**Figure 4.2** Comparative Chart of ETC System Costs versus Traditional Toll Systems

The graph shows that putting into action and utilizing the automatic payment method is notably cheaper, roughly \$450. This price incorporates initial setup, like obtaining the necessary machines and signing people up, as well as any

connected monthly costs or fees. On the other hand, outdated toll structures involve higher costs, totaling around \$550. These expenses include funds or card payments made at toll booths, prospective administrative charges, and any penalties or fines incurred because of delays or non-remittance. The graph plainly demonstrates that the automatic payment method provides substantial savings compared to outdated toll structures. Users who opt for the automatic payment method can enjoy an approximately \$100 deduction in expenses.

Through examining conversations with five people concerning the pricing approach of the Electronic Toll Collection (ETCC) setup, individuals' perspectives and encounters are brought to light. The concentration of this examination is essentially on their opinions of the beginning pricing and the transparency encompassing extra expenses. Their reactions give important understandings into how these elements have influenced their participation with the APC framework.

One frequent subject emerging from these discussions is the optimistic view of early payment. Those interviewed consistently thought of the early payment as reasonable and matched. One individual stated,

*"I found the initial pricing to be quite reasonable. It was competitive compared to other ETC systems in the market, which was a pleasant surprise. It aligned with my expectations in terms of affordability."*

This balance between user expectations and the real payment is a significant factor adding to user pleasure and their willingness to embrace the ETC system. Clarity with costs is another key factor all who spoke described. They value the openness in communication regarding payment specifics. As one who talked commented,

*"The monthly charges were clear, and I didn't face any issues with hidden fees or fines. Despite the somewhat larger initial outlay, I believed the ETC system to be more cost-effective ultimately."*

This focus on clarity permits users to have a clear understanding of what is expected, building a sense of trust and confidence in the system.

Interview participants regularly acknowledged that they have experienced no surprises with extra costs, such as regular charges or penalties. They

are satisfied knowing there are no additional expenditures or hidden assessments related to the transport arrangement. In concurrence, one individual stated,

*"I've been using the system for a while now, and I've had no issues with monthly charges or fines. There have been no unexpected charges, and the price structure is clear."*

This visibility adds to the view of the transport arrangement as a dependable and trustworthy choice for toll collection. While individuals might have minor disagreements regarding initial assessments of the worth, all who were asked happily put resources into the ETC system owing to how convenient it was. One person stated,

*"The initial pricing was fair and competitive. It aligned well with my expectations for such a system. I found it to be reasonably priced, considering the benefits it offers."*

This readiness to contribute proposes that clients are pondering the long-haul benefits and comfort of the framework when weighing its cost-viability. The initial costs were seen as suitable and fitting expectations, while transparency with extra charges guarantees there are no stunners for clients. The ETC system is regarded as cost-proficient because of its advantages and accommodation, reflecting a positive user experience.

### 3) Place

The results of the ETC System place strategy are shown in Table 4.6.

**Table 4.6** ETC System Distribution Insights

Criteria	Description
Primary Channels	Online platforms, accredited dealerships, select service centers.
Distribution Feedback	While deemed efficient, there's potential for augmenting reach, notably in less urbanized regions.

Shaanxi A Technology Co., Ltd. employs a multichannel approach for the distribution of its ETC systems. The channels encompass online platforms where users can directly purchase or engage with the ETC systems, accredited dealerships

which offer the ETC systems either as standalone products or bundled offerings, and select service centers that serve as physical touchpoints for customers.

The reliance on online platforms signals a recognition of the evolving consumer behavior, with a growing preference for online shopping and the convenience it offers. Accredited dealerships form a crucial distribution point, especially for customers who value the hands-on experience, trust, and the added assurance these dealerships bring. Service centers, on the other hand, not only act as distribution points but also as support and troubleshooting hubs for customers.

In general, the company's distribution strategy is perceived as efficient by the majority of its users. However, feedback suggests there is room for expanding the distribution, particularly in regions that are less urbanized and might lack immediate access to some of the primary channels.

The feedback indicates that while urban areas and major cities might have ample access to ETC systems through the mentioned channels, peripheral or rural areas might be facing challenges. This could be due to limited online shopping infrastructure, fewer accredited dealerships, or a dearth of service centers in such regions. Addressing this feedback is pivotal for Shaanxi A Technology Co., Ltd., especially if they aim for a comprehensive market penetration and wish to tap into the vast potential that non-urbanized regions might offer.

Most individuals who were interviewed about how they got their chosen method said it was a positive experience. They mentioned everything went well with a few problems, and the workers there knew what they were doing if anyone needed help. This shows the business wants customers to be happy. For example, one person said,

*"I acquired the ETC system through an accredited dealership. It was a straightforward process. The dealership staff were knowledgeable and guided me through the setup. Overall, it was a positive experience."*

Also, another person shared,

*"I purchased the ETC system online through their official website. The online process was simple, and the system was delivered to my doorstep. It was a hassle-free experience."*

The diversity in distribution channels indicates that Shaanxi A Technology Co., Ltd. has successfully provided multiple avenues for users to access their ETC system.

The majority of interviewees reported positive experiences with their chosen distribution channels. They mentioned that the process was smooth and hassle-free, with knowledgeable staff assisting them when necessary. The result demonstrates the business' dedication to client satisfaction. For instance, one interviewee stated,

*"I obtained the ETC system from an accredited dealership. The process was smooth, and the staff were helpful in explaining how it works. It was a good experience overall."*

Similarly, another interviewee shared,

*"I opted for an accredited dealership to get the ETC system. The process was straightforward, and the dealership had knowledgeable staff who assisted me. It was a positive experience."*

The urban or less urbanized residents revealed an important consideration. Individuals living in urban areas found it convenient to get to vehicle sellers and virtual distribution routes. Compared, men and women in less metropolitan regions, even though still having access to internet ordering choices, acknowledged that online access might be hard for some inhabitants in their territories. As an example, one person met stated,

*"I live in a relatively urban area, so accessing the ETC system through the dealership was convenient for me."*

Compared, another person from a less metropolitan region noted,

*"I live in a less urbanized region. While online purchase worked for me, I understand that some individuals in my area might face challenges with online access."*

This insight highlights the importance of making sure accessibility, particularly in spots with restricted online framework. Users usually reported positive experiences, demonstrating the effectiveness of these distribution routes. However,



considerations for accessibility in less metropolitan regions are essential to guarantee equal access to the ETC system and enhance its competitiveness.

4) Promotion:

The results of the ETC System promotion strategy are shown in Table 4.7.

**Table 4.7** ETC System Promotion strategies

Criteria	Description
Promotional Mix	Digital marketing, automotive dealer partnerships, sporadic roadshows.
Performance Feedback	Online campaigns, especially on social platforms, yield high engagement; roadshows receive varied feedback.

The promotional strategies adopted by Shaanxi A Technology Co., Ltd. for their ETC system encompass a blend of digital marketing campaigns, partnerships with automotive dealers, and occasionally organized roadshows. The emphasis on digital marketing mirrors the prevailing trend of brands seeking to connect with their audiences online, given the vast swathes of consumers who spend considerable time on digital platforms. Partnerships with automotive dealers represent a direct channel to potential users of the ETC system, facilitating firsthand exposure to the system for consumers in the market for a new vehicle. Meanwhile, sporadic roadshows, often hosted in high-footfall areas or during significant events, aim to provide an experiential touchpoint for potential consumers, letting them interact with the ETC system and understand its benefits.

The feedback on promotional endeavors has been quite telling. Digital campaigns, particularly those executed on popular social media platforms, have enjoyed commendable engagement rates. However, the feedback for roadshows has been mixed. The efficacy of online campaigns points towards a successful identification of target audience segments and resonating content. It suggests that digital mediums, especially social platforms, are potent channels for the brand to convey its value proposition and interact with both current and potential users. On the contrary, the varied feedback on roadshows indicates the need for deeper introspection. While the concept of roadshows is commendable, their execution, timing, or even the locations chosen might need re-evaluation to enhance their effectiveness and ensure consistent positive feedback.

ETC connected with Digital Marketing Campaigns and Roadshows since the discussions revealed that individuals are involved with the company's promotional strategies through digital marketing campaigns on programs like WeChat, Weibo, and Baidu, in addition to roadshows organized in their particular cities. An interviewee mentioned,

*"I engaged with their digital marketing campaigns on WeChat. They shared informative content about the ETC system's benefits and offered some discounts during a promotion."*

The interviewees had a setup showcasing how the ETC system works and proposed some price reductions in a campaign. They held a demonstration displaying how the ETC system performs, and the people were skilled in explaining its attributes. This shows the organization's multi-path approach to accomplishing possible users. Those met generally found the business' promotional activities to convey the importance of the ETC system properly. They valued the informative material and educational assets given through digital campaigns and exhibits. One individual noted,

*"I think they did a good job in explaining the advantages of the ETC system through their campaigns. The content was clear, and the discounts they offered encouraged me to give it a try."*

Another interviewee mentioned,

*"I believe their roadshows are effective in showcasing the system's features."*

Positive views of a company's goods or services are routinely employed as proof of the effectiveness of its marketing strategies in convincing potential clients of the benefits of such items.

Customers are more likely to have a positive disposition and be keen to engage with a company when they comprehend how an item or support may meet their needs and enrich their everyday living.

Some people who shared their views also proposed ways to boost involvement. They emphasized the importance of creating digital materials that captivate a broader group. One individual mentioned,

*"They do a good job explaining the system's benefits, but they could make the content more engaging to capture a wider audience."*

There is clearly a chance for novelty and new thinking in how this information is displayed, even while a strong informative aspect is necessary for communicating the advantages of a product or service in digital promotional efforts. Innovative and creative advertising strategies could not only draw in the audience, but also enhance recall and interest in the information. Users valued the informative content and educational resources but also suggested designing digital content to better engage people.

5) Consumer

The results of the ETC System consumer perspective are shown in Table 4.8.

**Table 4.8** ETC System Consumer Perspectives

Criteria	Description
General Sentiment	Valued for convenience; however, clarity in pricing remains a wish-list item.
Suggested Upgrades	Streamlined user interface; greater compatibility with vehicular smart devices.

The overarching sentiment toward Shaanxi A Technology Co., Ltd.'s ETC system among consumers is positive, with the primary appreciation centered on its convenience. The ease of use and the time-saving attributes are evident benefits that have drawn users to the system. However, it's not just the functional attributes of the ETC system that dictate consumer sentiment. Clarity, particularly in the realm of pricing, has emerged as an area where users seek enhancement. While the system is acknowledged for the convenience it offers, there's an unmistakable call from users for clearer communication regarding its pricing structure, whether it's in the form of breakdowns, potential add-ons, or any ancillary charges. Such feedback highlights the emphasis users place on transparency in financial dealings.

Many people stressed certain features of the Electronic Toll Payment (ETP) method that made it easier and more straightforward to use. Chief among the comments was how quick the process was at toll stations, significantly cutting back on waiting times. One person's view,

*"The most convenient aspect, in my opinion, is the fast transaction processing. It saves a lot of time at toll booths, and I appreciate that,"*

This highlights an important point about how streamlined the Electronic Toll Payment (ETP) system makes paying tolls. ETP setups can finish exchanges in an instant, largely decreasing the time spent at toll booths. Cars with ETP transmitters can pass through the toll plaza without pausing or slowing, resulting in a speedier and smoother trip for commuters. Fast processing helps minimize congestion at toll plazas. When vehicles move through the toll booths quickly, it reduces the chances of long lines and traffic backups, helping traffic flow on the road. The effectiveness of ETP systems enhances the overall commuting experience. By removing tolls, travelers may enjoy swifter trips to their destinations while anticipating fewer frustrations from delays, as the convenience and quality of their journeys are thereby enhanced. The convenience of quick transaction processing aligns with the overall positive view of ETP systems among users. An easy and efficient toll payment process is more apt to engender in people a favorable view of the system through their experience of an expedited transaction.

Another commonly valued feature was interoperability with multiple vehicles, enabling users to shift between different machines effortlessly. One who was interviewed stated,

*"The system's compatibility with multiple vehicles is also great, as I switch between my car and motorcycle frequently."*

This underscores the system's adaptability to the diverse necessities of users. ETC frameworks are planned to accommodate different kinds of vehicles, making it simple for users who claim or frequently alternate between different vehicles, for example, cars, motorcycles, or potentially even rental vehicles. Users appreciate the benefit of not having to refigure or re-register their ETC records each time they change vehicles. The capacity of ETC frameworks to accommodate different vehicles urges more users to receive the innovation. Such inclusiveness adds to a more extensive client base and more prominent utilization of ETC administrations, at last profiting both users and toll administrators. Some users may consolidate diverse modes of transportation in their everyday drives, for example, driving a

vehicle to a transport station and after that taking a motorbike or bicycle for the last leg of their excursion.

Those interviewed generally approved of the system, though constructively recommended areas for improvement. A frequent suggestion was enhancing the mobile program's interface. Interviewees advised making it more straightforward and visually pleasing. In a single interview, the interviewee stated,

*"I think it can further enhance the user interface of the mobile app. It should be more visually appealing and user-centric."*

This indicates a want for a smoother digital experience. Users expect ETC mobile programs to prioritize their needs and preferences. Thoughtfully designing with the human user as the focus entails architecting intuitive interfaces and capabilities that feel seamlessly usable, straightforward to traverse, and accommodating of one's purposes and presumptions. A visually pleasing mobile program can improve the overall experience. Clean, modern, and aesthetically nice design aspects can make using the program more fun and engaging. Managing ETC accounts, like monitoring balances and examining transaction histories, should be straightforward and effective for users to complete.

The interviewees' highlighted a vital part of user satisfaction and trust in Electronic Toll Collection (ETC) services by emphasizing clear communication regarding costs, especially additional fees. They desired obvious and direct data on expenses linked to the system. A specific informant proposed,

*"Additionally, clearer communication about pricing and potential ancillary charges would add transparency and trust for users."*

Transparent communication about costs builds trust among users. When they fully grasp the costs tied to utilizing the ETC system, they are more likely to trust the service provider and the entire toll collection process. Clear communication makes certain that they are aware of the basic toll amounts, potential supplementary charges, and how their usage may impact their overall expenses. Users appreciate understanding if there are any added charges linked to their usage, like account upkeep fees, transponder fees, or penalties for certain violations. When users comprehend the pricing structure and extra charges, they are more likely to conform to the system's rules and regulations, which encourages responsibility in employing

the ETC service. Clear communication about pricing can lead to fewer customer problems and disputes regarding billing or unexpected charges making users be less likely to feel frustrated or misled when pricing data is straightforward. Users appreciate fast transaction handling and flexibility. While expanding compatibility, streamlining costs, and optimizing interfaces for mobile promise richer encounters, such adaptations could further differentiate the system's offering amidst industry peers.

#### 6) Cost

The results of the ETC System cost analysis are shown in Table 4.9.

**Table 4.9** ETC System Cost Analysis

Criteria	Description
Value Proposition	Generally perceived as cost-effective; however, transparency regarding extra charges is recommended.
Common Concerns	Unanticipated fees or charges have sporadically surfaced as user concerns during interviews.

The core allure of Shaanxi A Technology Co., Ltd.'s ETC system, from a cost perspective, is its perceived cost-effectiveness. Users find that the system provides value for money, which is a significant driving factor behind its adoption. The notion of "cost-effective" suggests that, while not necessarily the cheapest option, the system offers a superior balance of quality, features, and price. However, no product is without its areas for improvement. One recurrent piece of feedback revolves around transparency concerning additional charges. While the system is seen as cost-effective, occasional hidden costs or unclear fee structures can erode this trust. Users value openness, and addressing this feedback by clearly delineating any extra charges or fees can bolster the system's reputation further.

Through various avenues like user interviews, a sporadic concern has emerged about unanticipated fees or charges. This feedback is not ubiquitous but has been voiced enough times to warrant attention. Such concerns highlight moments when users are caught off guard by a charge they weren't expecting. These concerns, while not widespread, indicate that there might be certain points in the user journey where cost-related information might be inadequately communicated. Addressing these specific touchpoints can improve the user experience significantly. The fact that

these concerns emerged during interviews underscores the value of direct user interactions, as they unearth candid, unfiltered feedback.

#### 7) Communication

The results of the ETC System communication framework are shown in Table 4.10.

**Table 4.10** ETC System Communication Framework

Criteria	Description
Predominant Channels	Email bulletins, in-app prompts, SMS alerts.
Consumer Feedback	In-app alerts enjoy high engagement, but there's a palpable demand for less frequent, consolidated communication.

Communication is a critical element in the relationship between a company and its users. To this end, Shaanxi A Technology Co., Ltd. utilizes multiple channels to keep their users informed and engaged. These channels include:

1) Email bulletins: Regularly sent emails that might include updates, promotions, or important notices. They offer a direct way to share more detailed or longer-form content with users.

2) In-app prompts: Notifications that users receive when they use the ETC system's application. These are usually short, urgent, or timely messages.

3) Text messages: Text messages sent to users' mobile phones. Given the ubiquity of mobile phones, this method ensures that critical updates or reminders reach the user promptly.

The choice of these channels reflects a multi-pronged approach, aiming to cater to diverse user preferences. While some might prefer the immediacy of in-app prompts, others might appreciate the more traditional email bulletins.

Feedback mechanisms, such as surveys, user reviews, or direct interactions, have provided Shaanxi A Technology Co., Ltd. with invaluable insights into how their communication strategies are received. One standout observation is the high engagement with in-app alerts. This suggests that users frequently use the app and appreciate the timely notifications. However, like all feedback, there are areas highlighted for improvement. A notable sentiment among users is the desire for less frequent communications. This suggests that while users appreciate staying informed, there might be a sense of information overload. The demand for

consolidated communication implies a preference for periodic, comprehensive updates rather than frequent, piecemeal messages.

#### 8) Convenience

The results of the ETC System convenience overview are shown in Table 4.11.

**Table 4.11** ETC System Convenience Overview

Criteria	Description
System Usability	Widely regarded as user-friendly; periodic UX updates are suggested.
Installation Feedback	Commended for rapid setup; however, additional guidance sought by those less digitally inclined.

One of the hallmarks of the ETC system from Shaanxi A Technology Co., Ltd. is its emphasis on usability. The feedback derived from various sources, which might include direct user feedback, online reviews, and possibly internal usability tests, indicate that the system is largely user-friendly. This implies that the interface is intuitive, and users can navigate through the system without facing undue challenges.

Further Insight: However, just as technological landscapes and user preferences evolve, so do expectations relate to user experience (UX). To this end, there have been suggestions regarding periodic updates to the user experience. Such updates could involve making the system even more intuitive, refining the graphics, or adding features that make routine tasks even more straightforward.

The installation process of the ETC system, often the first interaction point between the product and the consumer, is pivotal. Positive feedback has been garnered about the speed and ease with which the system can be set up. Rapid installation means that users can begin leveraging the system's benefits without much delay, enhancing their overall experience. However, as with any technology, the digital prowess of users can vary. Feedback indicates that while many found the installation straightforward, there is a subset of users – possibly those who are not as technologically adept – who desired additional guidance. This might entail more detailed instruction manuals, video tutorials, or even on-call support to guide users through the setup process.



## Analysis Results of Innovative Marketing Strategies

### 1. Introduction to innovative marketing strategies

The dynamism of today's market environment necessitates innovative approaches to marketing, especially for technology-based products like ETC. In this section, we explore the ground-breaking strategies employed by Shaanxi A Technology Co., Ltd., drawing heavily from the insights shared by our key informants.

#### 1) Digital marketing initiatives

Shaanxi A Technology Co., Ltd. has been proactive in launching online ad campaigns, especially on platforms like WeChat, Weibo, and Baidu.

**Table 4.12** Digital Marketing Endeavors and Outcomes

Digital Strategy	Implementation	Outcome & Feedback
Online Campaigns	Platforms targeted: WeChat, Weibo, Baidu.	Noteworthy boost in brand visibility and new user engagement, particularly among millennials.
SEO and SEM	Blend of organic SEO and paid search advertisements.	Paid search exhibited strong ROI, but organic search visibility needs bolstering.

Shaanxi A Technology Co., Ltd. initiated its digital marketing endeavors by focusing on the dominant online platforms in the region: WeChat, Weibo, and Baidu. WeChat, primarily a messaging app, has evolved into a multi-service platform with immense advertising potential. Weibo, akin to Twitter, offers a space for broadcasting promotions, while Baidu, China's leading search engine, affords companies an avenue for both organic search visibility and paid advertisements. The campaigns on these platforms yielded a pronounced increase in the brand's visibility. Notably, the company witnessed an uptick in engagement levels, especially among the millennial demographic, illustrating the resonance of their marketing messaging with this younger, tech-savvy audience.

The company's search engine approach is bifurcated into organic Search Engine Optimization (SEO) and Search Engine Marketing (SEM) efforts. While SEO focuses on optimizing the company's website and content to rank higher on search engine results, SEM concentrates on paid search advertisements to drive traffic.

The investment in paid search ads has been fruitful, as evidenced by a strong return on investment (ROI). This suggests that users actively search for ETC solutions and are inclined to click on Shaanxi A's advertisements. However, feedback

on organic search visibility indicates that there's room for improvement. A robust organic presence can cement the brand's authority and trustworthiness in the eyes of potential consumers.

Shaanxi A Technology Co., Ltd. has astutely recognized the potential of strategic partnerships to amplify their market presence. A standout initiative in this domain is their collaboration with vehicle manufacturers. By partnering with them, Shaanxi A ensures that new vehicles come pre-equipped with their ETC systems. This integration not only offers users unparalleled convenience but also cements the company's product as an industry standard for electronic toll collection. Furthermore, their collaboration with telecom companies expands their reach and offers synergistic benefits, given the tech-centric nature of their ETC solutions. Such partnerships underscore Shaanxi A's proactive approach to market penetration and their commitment to delivering seamless user experiences.

## 2) Partnerships

One of the standout strategies has been their partnership with vehicle manufacturers to pre-install ETC systems in new cars and collaborations with telecom companies.

**Table 4.13** Partnerships and Impacts

Partnership Strategy	Deployment	Impact & Feedback
Vehicle Manufacturers	ETC systems pre-integrated in new vehicles.	Facilitated user onboarding and fortified brand trustworthiness.
Telecom Collaborations	Bundling ETC services with select mobile plans.	Expanded market reach but faced hurdles in seamless service amalgamation.

One of the innovative partnership strategies employed by Shaanxi A Technology Co., Ltd. involves collaborating with vehicle manufacturers. This collaboration results in new vehicles being rolled out with ETC systems pre-installed. This proactive approach eliminates the need for users to seek out and install the system independently, streamlining the adoption process.

The pre-integration strategy has been influential in enhancing the user onboarding experience. This initiative has a dual impact. Firstly, it eases the user's transition to electronic toll collection by making it an integral part of their new vehicle purchase. Secondly, having such partnerships with reputed vehicle manufacturers augments the perception of Shaanxi A Technology as a trustworthy

and industry-leading brand. Users are more likely to trust and adopt a system that is endorsed and embedded by the vehicle manufacturers they trust.

Shaanxi A Technology Co., Ltd. has sought to widen its user base through collaborations with telecom companies. This involves bundling ETC services with specific mobile plans. Such bundles provide users with the dual benefit of mobile services and a streamlined electronic toll collection system, all under one umbrella.

On paper, this collaboration seemed poised to significantly boost the market reach of Shaanxi A's ETC services. And to a large extent, it did. However, integrating ETC services with mobile plans wasn't without its challenges. The company encountered obstacles in ensuring a seamless amalgamation of services. Some users reported complexities in understanding the combined plan details or faced issues with simultaneous service activations. Despite these challenges, the strategy underscores Shaanxi A's ambition to innovate and cater to the evolving needs of modern consumers.

In addition to partnership initiatives, Shaanxi A Technology has embarked on a journey to nurture and retain its user base through customer loyalty programs. Recognizing the value of a loyal customer, the company has devised reward systems that incentivize consistent use of the ETC systems. These reward systems may include discounts, promotional offers, or priority services for frequent users.

Furthermore, the company's referral programs are designed to tap into the network of its existing user base. By encouraging users to refer the ETC system to friends, family, and acquaintances, Shaanxi A Technology leverages word-of-mouth marketing, one of the most effective and trust-building marketing strategies. These initiatives reflect the company's dedication to not just expanding its user base but also ensuring that existing users remain engaged and satisfied.

### 3) Customer loyalty programs

Shaanxi A Technology has set up reward systems and referral programs to engage users.

**Table 4.14** Loyalty Initiatives and Reception

Loyalty Program	Description	Outcome & Feedback
Reward Points System	Points accumulation with every ETC usage.	Widely appreciated, especially by regular users. Diverse reward redemption avenues sought.

**Table 4.14** Loyalty Initiatives and Reception (Cont.)

Loyalty Program	Description	Outcome & Feedback
Referral Programs	Incentives for successful user referrals.	Modest adoption: feedback indicates the potential for a more alluring incentive structure.

Shaanxi A Technology Co., Ltd. has introduced a rewards-based loyalty program where users accumulate points with each use of the ETC system. This gamified approach incentivizes consistent use and encourages users to opt for ETC over traditional toll payment methods. The more frequently a user deploys the ETC system, the more points they garner, which can subsequently be redeemed for a variety of benefits.

The points system has been met with considerable acclaim, especially among those who frequently commute and thus regularly benefit from the ETC system. The feedback highlights an overwhelmingly positive reception. However, users have expressed a desire for diverse avenues to redeem their accumulated points, suggesting the introduction of varied rewards, partnerships with other services, or exclusive offers.

To capitalize on word-of-mouth marketing and tap into the networks of its existing user base, the company has instituted a referral program. This program provides existing users with incentives when they successfully refer the ETC system to new users. The premise is simple: current users become ambassadors for the ETC system, endorsing its benefits to potential users in their circle.

The referral program's reception has been lukewarm. While some users have actively engaged with it, many feel the incentive structure could be more compelling. Feedback indicates that the rewards for referrals, in their current form, might not be enticing enough to motivate users to actively promote the system. This presents an opportunity for the company to reevaluate and potentially revamp the incentive structure to boost program adoption.

In addition to the loyalty programs, Shaanxi A Technology Co., Ltd. has harnessed the power of technology to enhance the user experience. The company has integrated AI analytics into their system, enabling personalized recommendations and insights for users, thereby making the ETC system more intuitive and user-centric. Furthermore, understanding the ubiquity of mobile technology and the convenience it offers, the company has launched a dedicated mobile application for its ETC users. This app aims to provide users with real-time data, transaction histories, point

accumulation tracking, and other essential features on the go, reinforcing the company's commitment to convenience and user-friendliness.

4) AI or mobile applications

The company has incorporated AI analytics and launched a dedicated mobile application for ETC users.

**Table 4.15** Technological Initiatives and User Feedback

Tech Integration	Deployment & Features	Outcome & Feedback
AI-Powered Analytics	User behavior analysis and system optimization.	Improved system responsiveness; widespread commendation by informants.
Mobile Application	Real-time updates, easy account top-ups, support.	Overall positive reception, though periodic UI enhancements and bug fixes recommended.

Recognizing the transformative power of artificial intelligence, Shaanxi A Technology Co., Ltd. has integrated AI-powered analytics into their ETC system. These AI algorithms analyze user behavior patterns, traffic fluctuations, and other vital metrics. This real-time analysis empowers the system to adapt and optimize itself, offering a tailored experience for each user.

As a result of this integration, the ETC system has shown a marked improvement in responsiveness, efficiently catering to users' needs. Informants – who can be assumed to be a mix of regular users, industry experts, and possibly internal stakeholders – have widely lauded this move. The feedback corroborates the notion that AI integration has not only bolstered system efficiency but has also been pivotal in enhancing user trust and satisfaction.

In a world dominated by smartphones, Shaanxi A Technology Co., Ltd. launched a dedicated mobile application to facilitate ETC users. This app serves as a digital companion, offering users a slew of features such as real-time updates on traffic and tolls, an easy mechanism for account top-ups, and 24/7 customer support. It's designed to put control in the hands of users, allowing them to manage their ETC accounts with ease.

The mobile application has been met with a largely positive reception from users. They value the convenience and control the app provides. However, in the rapidly evolving realm of mobile technology, users have pointed out areas of improvement. Feedback suggests the need for periodic enhancements in the user interface (UI) to keep it fresh and user-centric. Additionally, some users have

highlighted minor glitches or bugs, indicating the necessity for regular app updates to ensure seamless functionality.

## Conclusion

In the exploration of the marketing strategies employed by Shaanxi A Technology Co., Ltd. for their ETC system, several key takeaways have emerged:

General Information of the Respondents: The diverse set of key informants, ranging from high-level executives to marketing staff, provided a comprehensive view. Their varying years of experience and positions within the company offered nuanced insights, ensuring that the research captured both the strategic and operational facets of marketing the ETC system.

STP (Segmentation, Targeting, and Positioning) strategies: Interviews revealed the company's meticulous approach to market segmentation, targeting key demographics that align with the ETC system's advantages. The positioning of the ETC system has been crafted to emphasize its unique selling points, especially its technological edge.

For the 4Ps and 4Cs of marketing, the ETC system is branded as a technologically advanced yet user-friendly solution. Pricing, while competitive, ensures value for users and reflects the product's premium features. Strategic placements, notably through partnerships with vehicle manufacturers, have expanded its reach. Promotional endeavors, primarily digital, have successfully amplified brand awareness.

On the flip side, the consumer-centric 4Cs evaluation unearthed invaluable insights on customer feedback, the cost-effectiveness of the ETC system, communication strategies, and overall user convenience.

Innovative marketing strategies: Digital marketing, particularly through popular Chinese platforms, partnerships, loyalty programs, and technological integrations like AI and mobile applications, have set Shaanxi A Technology Co., Ltd. apart in the market. Each strategy, while showcasing innovation, also underscores the company's commitment to customer-centricity.

Drawing from the theoretical foundations established, the findings largely corroborate existing literature on tech product marketing. Particularly, the emphasis on customer-centricity, the blend of traditional and digital marketing, and the importance of innovation echo prevalent marketing tenets. However, unique strategies like bundling ETC services with mobile plans and AI-powered analytics

provide fresh perspectives that enrich the existing body of knowledge. Some challenges highlighted by informants, especially regarding organic search visibility and the need for a more enticing referral program, hint at potential areas of exploration for future research.

In the broader context of ETC marketing, Shaanxi A Technology Co., Ltd.'s approach exemplifies the delicate balance between leveraging state-of-the-art technology and prioritizing customer needs and feedback. It is a testament to the evolving nature of marketing in a rapidly advancing technological landscape.

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