**SUMMARY**

**OF NEW CONTRIBUTIONS OF DOCTORAL THESIS**

**1.** Name of thesis:

***“A research of factors affecting consumer satisfaction and applying the same in the marketing strategies of kitchen appliance firms”***

**2.** Major: Commercial business

**3.** Code: 62.34.01.21

**4.** PhD Student: **Truong Thi Thuy Ninh**

PhD Student number: 14AD0121012

**5.** Full name of instructor:

Instructor 1: **Assoc. Prof. Dr. Pham Thuy Hong**

Instructor 2: **Assoc. Prof. Dr. Đỗ Thị Ngọc**

**6.** New contribution of the thesis:

***\* Scientific contributions of the thesis:***

+ Systematize and clarify some basic theoretical issues of satisfaction, concepts of satisfaction as well as marketing strategy. Specifically, the thesis has systemized and synthesized domestic and foreign literature, introduced concepts and classified customer satisfaction. This thesis will contribute to enriching the scientific basis for the study of factors affecting consumer satisfaction for the household appliance industry in general and kitchen appliances in particular. This research will be the foundation, the scientific basis for further research on consumer satisfaction issues for kitchen appliances in Vietnam market..

+ The thesis has identified 7 factors affecting consumer satisfaction in kitchen appliancesincluding features of uses of products; External value of products; origin and information of products; prices of the products; distribution channels of products; Aftersales service of products and human factor. These factors will be the basis for further research as well as the development of new factors affecting the general household appliance industry and kitchen appliances in particular..

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

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

+ The thesis has identified factors affecting consumer satisfaction in kitchen appliances in Vietnam, and also points out the impact of each factor. Research results will help firms have the necessary information to create policies that affect the factors that enhance consumer satisfaction as well as support the process of developing marketing strategies of firms for Vietnam market.

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

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| **Instructor 1**  *(Sign and specify full name)*  **Assoc. Prof. Dr.Pham Thuy Hong** | **Instructor 2**  *(Sign and specify full name)*  **Assoc. Prof. Dr.Do Thi Ngoc** | **PhD student**  *(Sign and specify full name)*  **Truong Thi Thuy Ninh** |