

**INFORMATION ON NEW CONCLUSIONS OF DOCTORAL
DISSERTATION**

(Information will be posted on the Website)

Name of dissertation: Research on the selection of television providers in the Southwestern region of Vietnam.

Major: Business Administration

Code No: 9.34.01.01

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Training Institution: Dong Do University

Summary of new contributions of the Dissertation

1. The thesis successfully developed and validated an integrated research model examining factors influencing the decision to choose a television service provider in the Southwest region of Vietnam amidst the strong digital transformation of the television industry. The research results show that the groups of factors including service quality, perceived price, customer care quality, brand communication, user experience, and accessibility all have a positive influence on customer choices. Among these, service quality and user experience have the strongest impact, reflecting the growing customer interest in technical stability, convenience, and the ability to personalize their digital entertainment experience.
2. The thesis has added empirical evidence on television service consumption behavior in the Southwest region of Vietnam – an area lacking in-depth research in the field of pay television in Vietnam. The research results show that the behavior of choosing a television provider in the Southwest region of Vietnam is influenced not only by technological and economic factors but also significantly by community culture, rural population characteristics, and regional infrastructure conditions. This contributes to clarifying the differences in customer behavior between the Southwest region and major urban areas such as Ho Chi Minh City or Hanoi.
3. The thesis has identified that accessibility to services and localized content are two specific factors that play an important role in shaping customers'

decisions when choosing a television provider in the Southwest region. The research results show that customers tend to prioritize providers with convenient distribution systems, quick technical support, easy registration, and content that matches local culture, entertainment needs, and characteristics. This conclusion contributes to expanding the research approach to customer behavior in the television sector in areas with uneven development of digital infrastructure.

4. The thesis successfully integrated theoretical foundations of consumer behavior and technology acceptance such as the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to explain the behavior of choosing television service providers in the digital environment. Combining these two theoretical foundations helps the research model reflect both the socio-psychological factors in consumer behavior and explain the role of technology and digital experience in current television service selection decisions. This is an important theoretical contribution of the thesis in the context of the television industry's strong shift towards IPTV and OTT.
5. The thesis has developed, refined, and validated a system of scales for measuring factors influencing the decision to choose a television service provider suitable for the Vietnamese market and the Southwest region. Through qualitative research with experts and quantitative research using PLS-SEM, the scales were evaluated for reliability, convergent validity, and discriminant validity according to modern research standards. This result contributes to supplementing the system of measurement tools for further research in the field of customer behavior and digital television services in Vietnam.
6. The thesis has proposed a system of managerial implications and practical solutions with high applicability for television businesses and state management agencies in the context of increasingly fierce competition between traditional television, IPTV, and OTT. The proposed solutions focus on improving service quality, enhancing user experience, developing digital content according to local needs, optimizing pricing policies, strengthening customer care, and expanding access to services in rural and remote areas. These results contribute to supporting television businesses in building competitive strategies that are appropriate to the characteristics of the Southwest region market and the digital transformation trends of the Vietnamese television industry.

Ha Noi,

Advisors

PhD. Student

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Pham Hoang Hai