

# Marketing Mix Factors and the Decision Making Process of Buying a Smart Phone at OPPO in Bangkok

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**Abstract**—Bangkok is considered a city that is popular with tourists. This article has In the purchase decision study Oppo brand smartphone phone. The results of the study revealed that customer personality characteristics relate to the evaluation of marketing mix factors and influence the purchasing decision. The results of this research can be used as a consideration in understanding the behavior of customers in making purchase decisions so that managers and entrepreneurs can set effective marketing strategies. In addition, previous studies often restricted themselves to the measurement and comparison of marketing mix factors. This study provides a deeper understanding of customer behavior because not only But will explain how customers with different personalities evaluate marketing mix factors Their purchasing decisions, and also allows for the production schedule of a sufficient number of warehouses.

**Keywords**— Marketing mix factors, decision, making process.

## I. INTRODUCTION

When the communication technology in Thailand has developed and improved the telephone system network to be a 3G (Third Generation) system, the function of the smartphone is more diverse. As a result, consumers began to switch to smartphones that support more 3G systems to meet the needs of a variety of applications, both increasing convenience in work and meeting the changing lifestyles. Making smart phones become an indispensable piece of equipment for the lives of people in modern society, the smartphone market in Thailand is continuously expanding. In today's information age, consumers are increasingly demanding mobile phones, in addition to being a means of communication. Consumers still needs to use Mobile phones are digital assistants in saving information. Schedule an appointment Used for recording video and audio, connecting to the internet to track news and information. Used to connect to social networks ( Abramson, Andrews, RCurrim, Jones, 2000)

(Social Network) or used to send electronic mail (e-mail) and used in recreation to relax. From tension Which new mobile phones Has been developed to have functions that support various forms of entertainment including watching

movies, listening to music and playing games to fully meet the needs of consumers. In addition, consumers also prefer to use mobile phones to reflect The image and taste of Consumers as well Subsequently, (vy, 2008), the technology developed to 4G (Fourth Generation). 4G technology is a special high-speed wireless network. Or is an express route for data that does not require cable traction By this new network system Will be able to use wirelessly Including virtual connection features in a three-dimensional model (Three-dimensional) between phone users themselves. 4G internet in Thailand is about to cover For 4G phones, it is still popular to use. To this day, 5G (Fifth Generation Mobile Networks) is the fifth generation of mobile communication. With success in 4G (LTE / WiMax), 3G (UMTS) and 2G (GSM), 5G is a high-tech data processing technology. Save energy, reduce costs, increase system capacity and connect large devices.( Baker, Wuest, Stern, 1992)

For oppo-branded phones, there are 5G phones. Re-released last year in China Which is a new generation technology suitable for the lifestyle of people in modern society. Oppo branded phone uses 5G technology, which is considered the leading technology in China. Consumers who already use 4G have to use 5G to continue their Oppo-branded phones, which are higher-class phones than other phones. And have new functions Allowing consumers to use the internet quickly and improve work efficiency even though 4G in Thailand has not been covered throughout the country The following guidelines should be used in 5G in Thailand. Even the world, a brand-new Oppo smartphone with a new system upgrade to the Qualcomm Snapdragon 855, which is the best new system today, supports 5G at speeds up to 2 Gbps from the capability of the modem. Upgrade to a new rear camera Makes photography clear and like the real thing Cheap price and good value Although using new technology but the price is low, there are many sales channels with 9 branches in Bangkok. And can be purchased online such as Lazada Shopee and JD central 6. Available in 18 countries, each community will operate in the local language to truly connect. Oppo's family is growing every day. Oppo's after-sales service There are three ways to contact staff via call center or Email or at the store (Chris Chapleo, María Victoria, Durán,Díaz ,2011)

The researcher therefore needs to be aware of The relationship between marketing mix factors, the decision to

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buy a oppo smartphone, the results can be used as a result of the study as a guideline to improve the marketing activities for smartphone distribution. brand oppo The purpose of the study is to study the marketing mix ( Yvonne & Moogan, 2011) factors in making a decision to buy a smart phone. oppo to study the decision to buy a branded smartphone oppo to compare the decision to buy an oppo branded smartphone, classified by personal data, to study the relationship between marketing mix factors and the decision to buy an oppo branded smartphone (Johan &, Werner Soontiens. 2012).

## II. HYPOTHESIS OF THE STUDY

Different personal data affect the decision to buy a brand new oppo smartphone. The marketing mix factors are related to the buying decisions of the brand of oppo phones. 3. Marketing mix factors Influence the decision to buy a smartphone brand oppo. ( Melewar, Cohen, John, Balmer. 2013).

### A. Related research literature

Kotler (2000) has defined the meaning of service marketing mix. Is said to be a marketing tool that businesses must use to achieve their marketing objectives in the target market, or an integral part of marketing strategies that businesses must use together to meet the needs of the target market.

Product means the business that is offered for sale to meet the needs and wants of consumers. What the seller gives to the customer and the customer will benefit and value the product.

Price means determining the value of a product in currency. Consumers use price as a tool for evaluating product quality and value.

Place of distribution means the structure or channel of the environment, location After consumers are aware of the product Until interest

1 Channel of Distribution means the path where a product or proprietary product is transferred to the market. The distribution channels therefore consist of manufacturers, intermediaries, consumers or industrial users. Whether or not through an intermediary.

### B. Study results

Show the hypothesis test with regression value, the importance of market mix factors that influence the decision to buy a OPPO branded smartphone.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	test
	B	Std. Error	Beta			
	(Constant)	1.622	.237			
production	.087	.032	.113	2.695	.007	yes
price	.056	.029	.081	1.903	.058	no
The distribution channels	.073	.029	.110	2.542	.011	yes
Marketing promotion	.143	.030	.215	4.765	.000	yes
Personal	.017	.025	.029	.670	.503	no
Service process	.146	.024	.261	6.155	.000	yes
Physical aspects	.132	.025	.229	5.325	.000	yes

Statistical significance at the level of .05

Product Unstandardized Coefficients Std. Error .32 In Price. Unstandardized Coefficients Std. Error .029 In Channel Distribution. 029 Marketing promotion. 030 Human Resources. 025 Service process .024 Physical characteristics. 025 Personal price test results

The hypothesis test of 3 with a regression of 0.05 was found that marketing mix factors influencing the decision to buy a OPPO branded smartphone. The product factor influenced the decision to buy a branded smartphone. OPPO factors in the distribution channel influence the decision to buy a smart phone, OPPO brand, marketing promotion factors influence the decision to buy smart phones OPPO branded phones. Service process factors have a significant influence on the decision to buy a smartphone. OPPO branded physical factors have a significant influence on the decision to buy a branded OPPO smartphone.

### C. Research findings

Summary of information about the importance of marketing mix factors in buying OPPO branded smartphones. According to the study of the importance of marketing mix factors in buying OPPO branded smartphones in Bangkok, found That the product side, price side, distribution channel In terms of marketing, personnel, service processes, and physical characteristics. The overall marketing mix is at a very important level. With details as follows

On the product side, it was found that the overall average of importance Is at the highest level In order of 6 items consisting of products with beautiful designs With product warranty The brand is reliable. The battery is durable. The materials used to produce the machine are of high quality. And with functions respectively

**In terms of price**, it was found that the overall average of

priorities Is at the highest level In order of 5 items consisting of having a clear price tag The price of the product is lower than the competitors. The price of the product is higher than the competitors. The price of the product is equal to the competitors. And the products are believed to be paid in installments respectively

**Regarding distribution channels**, it was found that the overall average of priorities Is at the highest level In 4 lists, consisting of reliable and trustworthy sales outlets There are distribution channels such as dealers. Convenient store location And there are distribution channels such as line, facebook respectively

**In terms of marketing promotion**, it was found that the overall average of importance level Is at the highest level By sorting 4 lists consisting of using the presenter of interest There are sales promotions such as discounts, advertisements through various media such as through TV media. And the salesperson give clear product recommendations respectively

**For the individual**, it was found that the overall average of importance Is at the highest level In order of 3 lists, consisting of Knowledgeable staff Have the ability to give advice Staff have the ability to solve problems. And the staff can respond to the needs of customers respectively

Regarding the service process, it was found that the overall average of importance Is at the highest level In 3 lists, consisting of having a valid receipt Providing accurate and fast service And there is a contract showing conditions clearly in order

**In terms of physical characteristics**, it was found that the overall average of importance Is at the highest level In 3 lists, consisting of distribution stores with clear signs Modern design And the distribution stores are large, reliable, respectively.

#### *D. Hypothesis test results*

Hypothesis 1: Different personal information affects the decision to buy a different OPPO branded smartphone. The test results using t-test and ANOVA statistics showed that personal factors in terms of age, status, average income per month And different occupations affect the decision to buy a OPPO smartphone differently.

As for personal factors, sex and education. Which affects the decision to buy a branded smartphone OPPO is no different

Hypothesis 2: Marketing mix factors relate to the decision to buy a OPPO branded smartphone. Test results using CORRELATION statistics show that the marketing mix factors in buying a OPPO brand smartphone are as follows \ Product Relative level, less in the same direction of price Relative level, at least the same direction in the distribution channel Relative level, less in the same direction in marketing promotion Medium relationship level, same direction in person At a low level in the same direction in the service process Medium relationship level, same direction in physical aspect The middle level of relationship in the same direction as a whole is related to the decision to buy a branded OPPO

smartphone.

Hypothesis 3: Marketing mix factors influence the decision to buy a OPPO branded smartphone. Test results using REGRESSION found that Price mix marketing factors Marketing promotion Service process And physical aspects Is a marketing mix that influences the decision to buy a smartphone brand OPPO. The marketing mix factors of product In terms of distribution and personal, there is no influence on the decision to buy a OPPO brand smartphone.

### III. SUGGESTIONS FROM STUDIES

From the study, the study found that the marketing mix factors affecting the decision to buy the OPPO brand smartphone consists of the price factor Marketing promotion factors The service process and the physical factors, the service Therefore, the students have the following suggestions

As for the price, there should be a price tag of the product to be clear. The price should have a lower part than the less competitors. And should allow installment payments for purchases Marketing promotion should choose a presenter who has a age and characteristics that are similar to the target group In which the purchase decision should provide a discount for the purchase and there should be training. Train the sales staff to understand the product well for clear product recommendations. Solve customer problems Service process In trading, a receipt should be issued which clearly states the details of the product and the warranty terms. So customers can use various privileges Completely and will not cause problems later Physical characteristics, service There should be a clear label showing products, services and access to services. And should not arrange the shop for customers who use the service resulting in distrust from the illumination Trade corner that keeps one's eyes closed Manners that are not polite to employees.

#### Suggestions for further studies

In the next study Should have an opportunity to study And the marketing obstacles of the OPPO brand mobile phone business in order to use the information to develop marketing planning activities in accordance with the needs of consumers even more.

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