

Deciding to Buy a Smartphone Xiaomi

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Abstract—This research has objective objectives of the study. 1) To study marketing mix factors for purchasing a branded Xiaomi smartphone in Bangkok 2) The marketing mix factors are related to the decision making process for purchasing the Xiaomi branded smartphone of the people in Bangkok classified by gender, age, status, family Education level Average monthly income, career target is People in Bangkok. The population is people in Bangkok. Number 66,433,979 people The sample consisted of 420 people. The tools used for view analysis. The tools for collecting data and using statistics for data analysis were percentage, mean, t-test hypothesis, (One-Way ANOVA), Correlation and Multiple Regression Analysis.

The study found that 1) Demography Found that most of the respondents are female, 21-30 years old, marital status, bachelor's degree Average monthly income 10,001-20,000 Baht and have a career in the private company 2) The marketing mix factors are related to the decision making process to buy a Xiaomi branded smartphone. Found that most of the objectives are for the products with beautiful designs There are many prices. Most consumers buy online. 3) In terms of marketing mix factors influencing the decision making process for buying a smartphone brand, Xiaomi found that the employees are courteous. Polite Beaming There are complaints or problems reported through the Call Center 24 hours a day and the type of product will make Nid consumers agree to buy the product.

In addition, the test found that But different genders have buying and using smartphone behavior in evaluating smartphone purchase alternatives The decision to buy a smart phone, but different Different age There are marketing mix factors that influence the decision making process of purchasing a Xiaomi brand smartphone.

Keywords— decision, purchase.

I. INTRODUCTION

When the communication technology in Thailand has developed and improved the telephone system network to be a 3G (Third Generation) system, it makes the function of the smartphone brand more diverse. As a result, consumers began to switch to using branded smartphones that support more 3G systems to meet the needs of various types of applications, both increasing convenience in work and meeting the changing

lifestyles. Making the branded smartphone is an indispensable piece of life for people in modern society, causing the branded smartphone market in Thailand to continually expand

In today's information age, consumers are increasingly demanding mobile phones, in addition to being a means of communication. Consumers still need 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 (Social Network) or to send electronic mail (e-mail) and for recreation to relax. From tension Which new mobile phones Has been developed to have functions that support various forms of entertainment such as 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 (Natthaphum Jong Wiriya Charoenchai, 2015)

Next is 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 the users of the phone themselves 4G internet that 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. It succeeds in 4G (LTE / WiMax), 3G (UMTS) and 2G (GSM) performance. 5G targets high data rates, reduces latency, saves energy, reduces costs, increases system capacity and connects large devices. For the Xiaomi brand smartphone. There was a new 5G phone released last year in China Which is a new generation of technology today that is important in the lives of people in this modern society Is something that is indispensable Xiaomi Brand Smartphone Already using 5G technology Considered to be the foremost technology in China Consumers who have used 4G already Must use 5G to continue Is the way of this era Use new, modern And like to use the faster, the better (Source: <http://datacommunicationand.blogspot.com/>)

Xiaomi Brand Smartphone Which is a higher class phone than other phones And have new functions Allowing consumers to use the internet quickly and improve work efficiency. Although 4G in Thailand has not been covered throughout the country But is now using The following guidelines should be used in 5G in Thailand. Even around the world Xiaomi Brand Smartphone 1, Upgrade to the new Qualcomm Snapdragon 855 system, which is the newest and

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best today. 2, supports 5G at speeds up to 2 Gbps from the capability of the modem. 3, upgrade to a new rear camera Makes photography clear and like the real thing 4, cheap price and good value Although using new technology, but it is not expensive. 5, There are many sales channels. There are 9 store branches in Bangkok. And can be purchased online such as Lazada Shopee and JD central 6, now available in 18 countries, each community will operate in the local language to truly connect, to understand Mi fans around the world! For now, the Global Mi community is connecting with 8101957. Xiaomi users and Xiaomi's family are growing every day. 7, Xiaomi's after-sales service has three channels, can contact staff via call center or Email or in-store (<https://www.mi.com/global/>) marketing mix factors affecting the decision making process of purchasing a Xiaomi branded smartphone so that customers are interested in Decided to buy a smartphone brand Xiaomi.

A. Purpose of study

1. To study marketing mix factors in buying a Xiaomi brand smartphone
2. To study the process of making a decision to buy a Xiaomi brand smartphone

3. In order to compare the process of making a decision to buy a Xiaomi branded smartphone, classified by personal information

4. To study the relationship between marketing mix factors and the decision making process of buying a Xiaomi branded smartphone.

B. Hypothesis of the study

1. Different personal information has different decision making processes for purchasing a Xiaomi branded smartphone.

2. The marketing mix factors are related to the decision making process to buy a Xiaomi branded smartphone.

3. Marketing mix factors influence the decision making process of purchasing a Xiaomi brand smartphone

Kotler said that Marketing Mix means variables or marketing tools that can be controlled. Companies are often used together to meet The satisfaction and needs of the target customers Originally, the marketing mix would have only 4 variables (4Ps), namely product, price, location or channel. Distributing the product (Place), marketing promotion (Promotion), later there are additional variables.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	test
	B	Std. Error	Beta			
(Constant)	.194	.055		3.541	.000	yes
Product	.181	.029	.200	6.218	.000	yes
Price	.163	.028	.181	5.857	.000	yes
The distribution channels	.042	.027	.050	1.557	.120	no
Marketing promotion	.170	.027	.194	6.224	.000	yes
Personal	.098	.026	.115	3.708	.000	yes
Service process	.187	.025	.211	7.384	.000	yes
Physical aspects	.093	.022	.109	4.155	.000	yes

The hypothesis test of 3 with regression at a significant level of 0.05 shows that marketing mix factors influencing the purchase of Xiaomi branded smartphones. Product factors influence the decision to purchase a smartphone from the Xiaomi brand. Price factors have an influence on the purchase of the Xiaomi brand smartphone. Marketing promotion factors influence the purchase of the Xiaomi brand smartphone. Personal factors influence the decision to buy a Xiaomi brand smartphone. The service process factor influences the purchase decision of the Xiaomi brand smartphone. The physical factor influences the purchase decision. Xiaomi Brand Smartphones Significantly.

II. CONCLUSION

The study of the decision to purchase a brand Xiaomi smartphone is aimed at studying The importance level of the marketing mix factors in making decision to buy the Xiaomi brand smartphone of the consumers in Bangkok to study the process of making the decision to buy the Xiaomi brand of the smartphone of the consumers in Bangkok. To compare the decision making process of purchasing a Xiaomi brand smartphone of consumers in Bangkok classified by personal data And to study relationships Marketing mix factors and the decision making process of purchasing a Xiaomi brand smartphone of consumers in Bangkok. Using 420 sets of questionnaires as a tool to collect data and use statistics to analyze data such as percentage, mean, t-test, hypothesis (One-

Way ANOVA), Correlation and Multiple Regression Analysis. Can be summarized as follows.

III. HYPOTHESIS TEST RESULTS

Hypothesis 1 Different personal information can affect the decision making process for buying a Xiaomi branded smartphone. Of consumers in Bangkok Different From the study found that Sexual personal information Family status And education level Different factors affect the decision making process of purchasing a Xiaomi brand smartphone of consumers in Bangkok. No different As for personal information regarding age, average monthly income And different occupations affect the decision making process for consumers to buy Xiaomi branded smartphones in Bangkok. Different

IV. THE RELATIONSHIP BETWEEN MARKETING MIX FACTORS AND THE DECISION MAKING PROCESS OF PURCHASING XIAOMI BRAND SMARTPHONES OF CONSUMERS IN BANGKOK

Hypothesis 2: Marketing mix factors relate to the decision making process for purchasing Xiaomi branded smartphones from consumers in Bangkok. Marketing mix factors for purchasing a Xiaomi brand smartphone of consumers in Bangkok Product side, price, distribution channel In terms of marketing, personnel, service processes, and physical characteristics. Overall, it is related to the decision making process for purchasing Xiaomi brand of smart phones from consumers in Bangkok. High affinity level in the same direction

Hypothesis 3: Marketing mix factors influence the decision making process of purchasing Xiaomi branded smartphones from consumers in Bangkok. Marketing mix factors in distribution channels Does not influence the decision making process of purchasing a Xiaomi brand smartphone of consumers in Bangkok, but the marketing mix factors in marketing promotion Product Regarding brand, credibility The materials used to produce the machine are of high quality. Supports a variety of applications. Products have beautiful designs. And have after sales service in terms of price, suitable for quality The price of accessories is cheaper than competitors. With installment payments in installments And there are many price levels to choose from Marketing promotion In regard to advertisements through media such as television, magazines, newspapers, online advertisements such as line, Google, website Taobao, Lazada, Shopee are continuously informing the advertiser about the promotion details. And there are sales promotion activities such as price reduction in terms of personnel, in terms of staff having knowledge and expertise in the product Employees can solve problems quickly. The staff are hospitable. Polite Beaming And the staff have good personality, clean dress, process (male after service) in the matter of providing convenient and quick service The service process is not complicated. There are complaints or notification issues through the Call Center 24 hours a day and a notification of service fees through Text or

can be checked through the Application conveniently. Regarding the physical characteristics of the service center, there is enough space to Customer demand The service center has beautiful and unique decorations and the service center has enough parking space. Of users Influence the decision making process of purchasing a Xiaomi brand smartphone of consumers in Bangkok. Statistical significance at the level of .05

V. INFORMATION ABOUT THE IMPORTANCE OF MARKETING MIX FACTORS IN PURCHASING A XIAOMI BRAND SMARTPHONE OF CONSUMERS IN BANGKOK.

According to the study of the importance of the marketing mix factors in purchasing the Xiaomi brand smartphone of the consumers in Bangkok, found that the product, price, distribution channel Marketing promotion, human resource, after sales service process and physical characteristics The overall marketing mix is at a very important level. With details as follows

Product The results of the study showed that it was at a very important level. With detailed comments Is at a very important level. 3 items consist of reliable brands The product has a beautiful design. Have after sales service And medium level, 2 items which are materials used to produce the machine with quality Supports a variety of applications

As for the price, the result of the study showed that it was at a very important level. With detailed comments Is at a very important level. 4 items consisting of suitable price and quality The price of accessories is cheaper than competitors. With installment payments in installments There are many prices to choose from.

The distribution channels The results of the study showed that it was at a very important level. With detailed comments Is at a very important level. 3 items consist of shops / distributors are reliable Available online through shopee Lazada Taobao and with multiple payment methods Such as cash / mobile banking / credit card / Alipay and medium level, 1 item is a store that sells convenience, easy to travel

Marketing promotion The results of the study showed that it was at a very important level. With detailed comments Is at a very important level, 4 items consisting of advertising through media such as television, magazines, newspapers, advertising via online media such as line, Google, website, Taobao, Lazada, Shopee, informing advertisements, promotion details to users Continuously And have promotional activities such as price cuts

In terms of personal, the study found that it was at a very important level. With detailed comments Is at a very important level, consisting of 4 items consisting of staff with knowledge and expertise in the product Employees can solve problems quickly. The staff are hospitable. Polite Beaming And the staff have good personality, clean clothes

In the aspect of the after service process The results of the study showed that it was at a very important level. With detailed comments Is at a very important level, consisting of 4

items which are convenient and quick service The service process is not complicated. There are complaints or notification issues through the Call Center 24 hours a day and a notification of service fees through Messages or can be checked via the application conveniently

Physical aspects The results of the study showed that it was at a very important level. With detailed comments Is at a very important level, 3 items consisting of a service center with enough space to Customer demand The service center has beautiful and unique decorations and the service center has enough parking space. Of users

VI. SUGGESTIONS FROM STUDIES

From the study, the study found that the marketing mix factors affecting the decision to buy the brand Xiaomi smartphone consists of the price factor. Distribution Channel Factors And the service process aspect Therefore, the study has the following suggestions regarding price Reasonable price with quality And should have installment payments for purchases in terms of distribution channels Should have a store or dealer location for easy travel with customers There should be a clean and comfortable parking space for service users regarding the service process. Should match the product purchased. And have the patience staff explain to the customers to understand Should not let customers have problems later

VII. SUGGESTIONS FOR FURTHER STUDIES

In the next study The scope of the study should be extended to other samples. Outside Bangkok In order to know your demographic characteristics Brand values of Xiaomi branded smartphones Which is used in marketing planning and brand management strategies covering the demographic groups.

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