

Marketing Mix Factors affecting Chinese Cosmetic Buying Behavior of Chinese Population

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Abstract—The main objective of this study is to study the purchasing behavior of Thai cosmetics of the Chinese population and the marketing mix factors affecting the buying behavior of Thai cosmetics. The population in the study is the Chinese consumers who buy Thai cosmetics. 400 samples were selected by using questionnaires as a tool to study and the data were collected by using percentage and mean values, Chi-Square hypothesis and Multiple Regression Analysis. Found that most of the respondents are female, between 41-50 years of age, marital status, bachelor degree level The average monthly income is 10,001 - 20,000 baht. Employees of private companies. Use cosmetics for skin care Where to buy Thai cosmetics at the cosmetic counter An important factor in buying Thai cosmetics is the trend Friends influence the decision to buy. The reasons for deciding to buy to be a makeup artist are an average of 2.31 times per month. The cost of buying is 501-1000 baht per time. The marketing mix factor in choosing to buy Thai cosmetics in general is very important. Hypothesis test results Personal data, sex, age, status, education In terms of monthly income, different occupation Have different behaviors of Thai cosmetics with statistical significance of .05 found that marketing mix factors in price And marketing promotion Influencing the buying behavior of Thai cosmetics, Chinese population significantly at the level of 0.05

Suggestions from the study, Thai cosmetics distributors should pay more attention to products, Thai cosmetics distributors should be representatives of various brands, with different price levels suitable for quality, for customers to choose accordingly. The need There are many payment conditions, including cash, Alipay. Choose a store location with convenient transportation and a clear shop name label, give a special discount for bulk purchases.

Keywords— Marketing mix factors, Thai cosmetic behavior, Chinese population.

I. INTRODUCTION

In society from the past to the present, no matter how well the economy has flourished or the decline, sales of products for the promotion of beauty have been negatively impacted. Especially the cosmetic market Is because of the behavior of The consumers have changed with the emphasis on beauty and health care to promote Their image in society (Aaker, Kumar, & Day 2004).

From the saying that "The chicken is beautiful because of

the feathers. Beautiful people because dressed up "means beauty can happen. From the embellishment, it reflects the love and beauty of human beings from the past to the past, in which the cosmetic products now have a greater role in the daily lives of consumers. In both the female and male groups Whether it is school age Or working age Although (Ajzen,1991). cosmetics are not arranged Is an important factor in living But no one can deny that the cosmetic is a tool That enhances happiness in life for all genders Therefore, cosmetics are known as an added factor that Also necessary Whether helping in terms of cleanliness, fragrances, decoration for beauty Cosmetics are also tools to enhance personality or increase confidence. Trustworthiness for consumers

Ms. Patcharaporn Sirisupwong Baidu Thailand Marketing and Public Relations Manager, said that the Thai beauty industry is worth more than 1.8 billion baht and has an average growth rate of 7.8 percent per year. Is the largest beauty market Accounting for 45 percent or almost 1 in 2 of the total market value (MGR Online, 2018)

Thailand is considered a modern Southeast Asian country. And according to the current trend of make-up and dressing trends, there are cultural connections Makeup styles Dress from all over Europe And Asia applied Also being a leader in the field of beauty And women's products in the region Thailand has beauty products.

And have new brand products Arises continuously in the hearts of Chinese customers and can communicate Create awareness And is successful in marketing with a group of Chinese tourists. Most women, when traveling abroad, tend to buy fashion products, clothes, shoes, bags, cosmetics as souvenirs. Thailand can sell cosmetics souvenirs. Skin cream to be a famous souvenir product. And has been told for a long time (Borden,1964).

At present, the cosmetic industry group in Thailand is growing. Increasing And there is more competition As mentioned above, the study is interested to study the marketing mix factors affecting the purchasing behavior of Thai cosmetics of the Chinese population. In order to channel the distribution of Thai cosmetics Or for the benefit of doing business selling Thai cosmetics in China.

A. Purpose of study

1. To study the purchasing behavior of Thai cosmetics of

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the Chinese population

2. To study marketing mix factors in buying Thai cosmetics of the Chinese population
3. To compare the behavior of buying Thai cosmetics, Chinese population classified by personal data
4. To study the relationship between the marketing mix factors and the purchasing behavior of Thai cosmetics of the Chinese population

B. Hypothesis of the study

1. Different personal data have different buying behaviors of Thai cosmetics among Chinese people.
2. Marketing mix factors relate to the purchasing behavior of Thai cosmetics of the Chinese population.
3. Marketing mix factors influence the buying behavior of Thai cosmetics of the Chinese population

II. MARKETING MIX THEORY AND CONCEPTS

Marketing Mix, Adul Jaturongkul (2000: 26) said about Variables or components of a marketing mix (4P's) that are

triggers or stimuli of marketing affecting the buying process. Which can be divided as follows?

1. Product
2. Price
3. Distribution Channels (Placement-Channel of Distribution)
4. Marketing promotion (Promotion-Marketing Communication) (Consumer Behavior Theory).

III. METHODS OF CONDUCTING STATISTICAL STUDIES FOR DATA ANALYSIS

Descriptive Statistics The statistics used are Percentage Mean to describe demographic data of respondents and various variables. **Inferential Statistics** are used for hypothesis testing. The statistics used are Chi-square and Multiple Regression Analysis. Show hypothesis test results with regression. Importance of marketing mix (Chai, 2009) factors that influence smart buying decisions. HUA WEI branded phones in Bangkok.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	test
	B	Std. Error	Beta			
(Constant)	1.031	.203		5.084	.000	Influence
Product	.056	.030	.074	1.884	.060	No influence
Price	.119	.028	.161	4.281	.000	Influence
The distribution channels	.003	.026	.004	.121	.904	No influence
Marketing promotion	.173	.026	.261	6.690	.000	Influence
Personal	.035	.023	.057	1.519	.130	No influence
Service process	.229	.023	.365	9.881	.000	Influence
Physical aspects	.164	.023	.263	7.172	.000	Influence

** Statistical significance at the level of .05

The hypothesis test 3, with a regression of 0.05, found that the market mix influenced the decision to buy a smartphone from the brand HUA WEI. The price factor influenced the decision to buy a smartphone from the brand HUA WEI. Marketing factors influence the decision to buy a smartphone brand HUA WEI. Service process factors influence the decision to buy a smartphone brand HUA WEI. Factors The physical characteristics influence the decision to buy a smartphone brands HUA WEI significantly.

IV. CONCLUSION

Data were collected by using 405 sets of questionnaires as a tool for data collection and using statistics for data analysis such as percentage, mean, statistics, hypothesis testing, t-test, ANOVA Correlation and Multi Regression Analysis. From the study of the importance of marketing mix factors in buying a

HUA WEI branded smartphone in Bangkok, it was found that the product In the 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 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 the 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.

V. SUMMARY OF INFORMATION ABOUT THE DECISION TO BUY A SMART PHONE BRAND HUA WEI IN BANGKOK

In the aspect of awareness, it was found that the average value was included in the level of importance. Is at the highest level In order of 5 items, consisting of purchased because replacement of damaged goods Buy because the product has new innovations. Purchased because it is suitable for use. Buy because you want new products and buy because of the reputation of the products respectively

- **In search of information**, the average value is found at the level of importance. Is at the highest level In 4 lists, consisting of comparing prices with competitors Brochure / advertisement / catalog Via online media or various websites such as facebook, line From people you know, friends, relatives, or people you trust, salesperson respectively.

- **Regarding the purchasing decision**, it was found that the average value was at a high level of agreement. Is at the highest level In order of 5 lists consisting of salesperson, brochure / catalog Mobile website People who are trusted / close Various actors / presenters

- **In evaluating the alternatives**, it was found that the mean values were at a high level of agreement. Is at the highest level In order of 3 lists consisting, if to decide again Will you choose to buy a HUA WEI smartphone that you use to evaluate your purchase? Recommend you to know or not

Satisfied with the convenience of buying smart phones, HUA WEI respectively.

VI. HYPOTHESIS TEST RESULTS

Hypothesis 1 Different personal information affects the decision to buy a HUA WEI branded smartphone among people in Bangkok. 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 HUA WEI smartphone of the people in Bangkok differently.

As for personal factors, sex and education. There are no differences in the decision making to buy a HUA WEI smartphone from people in Bangkok.

Hypothesis 2

The marketing mix factors are related to the decision to buy a HUA WEI branded smartphone of the people in Bangkok. Test results using CORELATION statistics show that marketing mix factors for buying a HUA WEI branded smartphone from people in Bangkok have the following results: Relative level, least in the same direction in price. Relative level in the same direction The distribution channels Relative level, least in the same direction Marketing promotion Medium relationship level, same direction in the individual level, low level of relationship in the same direction Service process Medium relationship level, same direction Physical aspects Medium relationship level, same direction In general, there is a relationship to the decision to buy a HUA WEI smartphone from people in Bangkok. Relative level, least in the same direction

Hypothesis 3

: Marketing mix factors influence the decision to buy a HUA WEI smartphone of the people in Bangkok. Test results using REGRESSION found that Price mix marketing factors Marketing promotion Service process And physical characteristics influenced the purchase decision of the HUA WEI branded smartphone, which is the marketing mix that influences the purchase decision of the HUA WEI brand of people in Bangkok. The marketing mix factors of product Regarding the distribution channel and the personal aspect, there is no influence on the decision to buy a HUA WEI smartphone of the people in Bangkok.

VII. DISCUSSION

The study of marketing mix factors for buying a smart phone, HUA People's WEI In Bangkok The students have the issues to be discussed include

Price mix marketing factors That affects the decision to buy a smartphone brand HUA WEI in Bangkok. The average is at the highest level, it is found that the user considers the price factor as an important part in choosing a service provider. By paying attention to the following subsections Charge in seconds A variety of prepaid card types and promotions Promotion change and The price per minute that was respectively found that the marketing factors in the price. Is a

factor that users comment on that has an effect on the selection of the AIS mobile phone system at the highest level of importance

Marketing promotion factors affecting the decision to buy a HUA WEI smartphone in Bangkok is at the highest level. The marketing promotion factors have an influence on the selection of the AIS mobile phone service. It is found that the marketing mix factors in the marketing promotion effect to the decision of the most important level.

Marketing mix factors in the service process affecting the decision to buy a HUA WEI branded smartphone in Bangkok. In the highest level, the sample considers the process factors that affect the behavior in choosing the telephone network service. Which users use the most importance

Marketing mix factors in terms of physical characteristics, services that affect the decision to buy smart phones, HUA WEI in Bangkok. In the highest level, it was found that the users pay attention to the physical environment factors in choosing the service at the highest level.

VIII.SUGGESTION

From the study, the study found that the marketing mix factors affecting the decision to buy a smartphone brand HUA WEI consist of the price factor Marketing promotion factors The service process and the physical factors, the service Therefore, the study therefore has a price aspect that is suitable price for quality. 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. Service process Should match the product purchased. And have the patience staff explain to the customers to understand Should not give customers problems later on the physical characteristics, the 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. In the next study Should have an opportunity to study And the marketing obstacles of the HUA WEI brand mobile phone business in order to use the information to develop marketing planning activities to be more in line with the needs of consumers.

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