

Marketing Mix Factors and the Decision Making Process to Buy Huawei Mobile Phones in Bangkok

Xiong Shuai, Wachara Yeesunted and Tosaporn Mahamud

Abstract—When the communication technology in Thailand has developed and improved the telephone system network to be a 3G (Third Generation) system, making the function of mobile phones more diverse. Resulting in consumers beginning to switch to smartphones that support the system. 3G has increased to meet the needs of various applications. Both increasing convenience for work and receiving a variety of news from around the world Make smart phones become an essential piece of life for people in today's society that is indispensable. Causing the smartphone market in Thailand to continuously expand It is therefore a channel and opportunity to launch, expand the market, increase the market share in Thailand of smart phone operators, new Chinese brands. Such as the HUA WEI branded phones, very loud in China As well Therefore, the manufacturer and distributor of smart phones branded by HUA WEI sees the interest of the market. And gradually entering the market in Thailand continuously

From the study, it was found that most respondents were male, 21-30 years old, single status, graduated with a bachelor's degree. Average income per month 20,001-30,000 Baht and have a student career when looking at the overall aspect of marketing performance factors Most of the respondents attach importance to distribution channels. Followed by the product side As for the decision to buy a smart phone brand HUA WEI, the respondents look towards the evaluation of alternatives, followed by the awareness of the need for ranking. In addition, the hypothesis testing found that gender, age, status, income, occupation, differences, the decision to buy a HUA WEI smartphone is different and there are marketing factors in the service process relationship. With the decision to buy a smartphone brand HUA WEI.

Keywords— Marketing mix factors, decision, making.

I. INTRODUCTION

Nowadays, communication technology (Sandrelli & Jesús, 2007) has grown and developed rapidly from the past. Humans communicate with body language, using symbols such as

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smoke and painting on cave walls until they have spoken and written language after the language has been used to communicate. Humans still develop communication channels, starting from print media to communicating like Wireless phones are another type of communication tool that is very important to us. Smart phones come in to play an increasingly important role in society. Due to the convenience of using the functions available in smart phones Both in terms of communication Online meeting (Saxena, Chaturvedi, & Rakesh, 2018) Financial transaction Online trading Including use for entertainment Leisure, such as playing games, watching movies, listening to music, taking pictures of all these things, the smartphone can respond both Especially the student group The researcher therefore needs to be aware of Relationship between marketing mix factors and buying of HUA WEI smartphones in Bangkok Huawei Technology is a Chinese manufacturer of network equipment and telecommunications equipment. Is headquartered in Shenzhen Guangdong Province, (Zesong, Fangfang, Ming, Runjun Guo & Wen Zhang, 2006) People's Republic of China Is currently the largest manufacturer of network and telecommunications equipment in China. And is the world's largest manufacturer of equipment and installation of mobile phone system infrastructure in 2012 (Richard Lotspeich & Aimin Chen, 1997).

A. Purpose of study

1. To study the marketing mix factors affecting the decision to buy a HUA WEI smartphone of the people in Bangkok
2. To study the decision to buy a smart phone brand HUA WEI of people in Bangkok
3. To compare the decision to buy a smart phone brand HUA WEI classified by personal information in Bangkok
4. To study the relationship between marketing mix factors and the decision to buy a HUA WEI smartphone of the people in Bangkok.

B. Hypothesis of the study

1. Different personal information affects the decision to buy a HUA WEI branded smartphone from different people in Bangkok.
2. The marketing mix factors are related to the decision to buy a brand HUA WEI smartphone of the people in Bangkok.
3. Marketing mix factors influence the decision to buy a

smartphone brand HUA WEI of people in Bangkok.

II. CONCEPTS, THEORIES AND RELATED RESEARCH

Marketing mix concepts and theories The meaning of 7P's marketing mix 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. Sukhontharin kotler says that the service marketing mix is a component that makes information about products reaching consumers, with planning to use in order to effectively stimulate or encourage Consumers decide to buy the product.

III. THEORY RELATES TO 7P'S MARKETING MIX

Using the marketing mix for the service business Consists of 7 factors (7Ps), namely

1. Product means products offered for sale to meet the needs and wants of consumers. 2. Price refers to determining the value of the product in the form of currency. 3. Place of distribution (Place) Means the structure or channel, environment, location After consumers are aware of the product Until the interest and wanting to try and buy But if unable to find it easily Most consumers will give up the intention. Then switch to buy other brands that are more convenient to find The distribution can be divided into 2 types as follows: Channel of Distribution means the path where the product or product ownership is changed to the market. The distribution channels therefore consist of manufacturers, intermediaries, consumers or industrial users. Whether or not through an intermediary 7. Physical characteristics (Physical)(Kukanja M, Gomezelj, D. & Kodrič B. 2017).

ANALYZING THE RELATIONSHIP BETWEEN MARKETING MIX FACTORS HAS A RELATIONSHIP. WITH THE DECISION TO BUY A SMART PHONE, HUA WEI IN BANGKOK BUYING DECISION

Mixing factor Marketing	Purchase decision level			
	r	Sig.	Relation level	oder
Product	0.269**	0.000	Less the same direction	6
Price	0.357**	0.000	Less the same direction	4
The distribution channels	0.205**	0.000	Less the same direction	7
Marketing promotion	0.488**	0.000	Moderate in the same direction	2
Personal	0.316**	0.000	Less the same direction	5
Service process	0.534**	0.000	Moderate in the same direction	1
Physical aspects	0.448**	0.000	Moderate in the same direction	3
Average overview	0.374**	0.000	Less the same direction	

** Statistical significance at the level of 0.01 (2-tailed)

The marketing mix factors are related to the decision to buy a smart phone from HUA WEI in Bangkok. Overall, average, small level, same direction (r) = 0.374 Consider relations from relations, relations r in descending order in order as follows:

1. Marketing mix factors in the service process and the purchase decision of the smart phone. HUA WEI in the purchase decision Moderate relationship in the same direction (r) = 0.534
2. Marketing mix factors in terms of marketing promotion and purchase decision of smart phones, HUA WEI in purchasing decision Moderate relationship in the same direction (r) = 0.488
3. Marketing mix factors in terms of physical characteristics and the purchase decision of smart phones. HUA WEI in the purchase decision. Moderate relationship in the same direction (r) = 0.448
4. Marketing mix factors in terms of price and the purchase decision of smart phones. HUA WEI is the purchase decision. The same relationship level (r) = 0.357
5. Personal marketing mix factors and smart phone buying decisions, HUA WEI for the purchase decision The same relationship level (r) = 0.316
6. Marketing mix factors in terms of products and smart phone buying decisions. HUA WEI for purchasing decisions. The same relationship level (r) = 0.269
7. Marketing mix factors in terms of distribution channels

and the purchase decision of smart phones. HUA WEI in the purchase decision. The same relationship level (r) = 0.205.

IV. HYPOTHESIS OF MARKETING MIX FACTORS INFLUENCE THE DECISION TO BUY A SMARTPHONE HUA WEI IN BANGKOK

H1: Marketing mix factors do not influence the decision to buy a smart phone HUA WEI in Bangkok.

H1: Marketing mix factors influence the decision to buy a smartphone HUA WEI in Bangkok

Hypothesis testing to find out whether each or every independent variable How does it influence the variables to follow? And any independent variable that has an influence on the ability to explain or predict accordingly By using statistics of multiple regression analysis Regression) (Enter) with the details of the regression analysis of variables, factors, factors, marketing mix that results in the purchase decision as follows

THE HYPOTHESIS TEST WITH REGRESSION VALUE. IMPORTANCE OF MARKET MIX FACTORS AFFECTING THE DECISION TO BUY A HUA WEI SMARTPHONE IN BANGKOK.

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

** Statistical significance at the level of .05

The hypothesis test of 3 with a regression at a significant level of 0.05 shows that marketing mix factors that influence the decision to buy a smartphone are HUA WEI. Price factors influence the decision to buy a smartphone. HUA WEI factors in the marketing promotion factors influence the decision to buy a smartphone. HUA WEI factors in the service process influences the decision to buy a smartphone. HUA WEI factors Due to intense physical characteristics influence the decision to buy the smart phone race Yew HUA WEI significantly.

V. SUMMARY, DISCUSSION, RESULTS AND RECOMMENDATIONS

The study of the decision to buy a smart phone brand HUA WEI has the objective to study The importance of marketing mix factors and the importance of decision making that affects

the purchase of HUA WEI smartphones in Bangkok And study the relationship between personal information Marketing mix factors By using 405 sets of questionnaires as a tool for data collection and using statistics for data analysis such as percentage, mean, statistics, t-test, ANOVA Correlation and Multi Regression Analysis. From the results of the data analysis, can be summarized as follows:

Summary of information about the importance of marketing mix factors for buying a HUA WEI smartphone in Bangkok

According to the study of the importance of the marketing mix factors for buying a HUA WEI smartphone in Bangkok, it was found that the product, price, 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. 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.

VI. HYPOTHESIS TEST RESULTS

Hypothesis 1 Different personal factors affect the decision to buy a HUA WEI smartphone in Bangkok. Test results using t-test and ANOVA statistics showed that

As for personal factors, age, status, and average monthly income And different occupations affect the decision to buy a HUA WEI smartphone in Bangkok differently.

As for personal factors, sex and education. Different factors affect the decision to buy a smart phone HUA WEI in Bangkok. No different

Hypothesis 2 Marketing mix factors are related to the decision making process for buying HUA WEI smartphones in Bangkok. Test results using CORRELATION Found that the marketing mix factors for buying a smart phone, HUA WEI in Bangkok Product Relative level, least in the same direction

In terms of price, the level of relation is at least the same direction. The distribution channels Relative level, least in the same direction Marketing promotion Medium relationship level, same direction

In terms of individual, the relationship level was at least the same direction. Service process Medium relationship level, same direction Physical aspects Medium relationship level, same direction

In general, there is a relationship with the decision to buy a smart phone from HUA WEI in Bangkok. Relative level, at least one direction

Hypothesis 3 Marketing mix factors influence the decision to buy a HUA WEI smartphone in Bangkok. The test using REGRESSION found that the marketing mix of price Marketing promotion Process And physical characteristics influenced the decision to buy a smartphone HUA WEI in Bangkok. As for the marketing mix of products In terms of distribution channels and personal factors, there is no influence on the decision to buy a HUA WEI smartphone in Bangkok.

VII. DISCUSSION

The study of marketing mix factors for buying a HUA WEI smartphone in Bangkok The study has issues to be discussed. It consists of different personal factors, affecting the decision to buy a smart phone. HUA WEI in Bangkok is different. From the study, it is found that different sex, occupation, and salary have different effects on purchasing products, in line with studying marketing media that affects consumer behavior in Decision to buy Korean brand electronic products Of consumers in Mueang District And Warin Chamrap District Ubon Ratchathani Province Found that consumers with personal characteristics consisting of gender, age, education level, occupation, average monthly income Different Affecting the decision to buy electronic products Korean brands of consumers are different. Marketing mix factors affecting the decision to buy a smart phone, HUA WEI in Bangkok.

Marketing mix factors in marketing promotion Affecting the decision to buy a smart phone, HUA WEI in Bangkok Which this research corresponds to the research of which has Factors affecting the decision making process of smart phone buying

among consumers in Bangkok It was found that the samples gave the highest level of importance to the marketing promotion factors as a whole. And interfere with the work

The results showed that mobile phone users had expectations of convenience services, value added services, data center staff services, and service fees higher than the results of their services, but their expectations of service lacked. In this research, the suggestions are as follows: In terms of convenience, the emphasis should be on having signals for outgoing calls everywhere. Regarding the value-added service, the value-added service should consider the monthly service charge and the fair service charge of the data center staff. The staff must answer the call quickly and follow up on the problem. And for the payment of data, the information in the monthly fee notification must be fast and accurate Is at the highest level

Physical marketing mix factors That affects the decision to buy a smart phone HUA WEI in Bangkok. According to the study, it is found that the marketing mix of physical characteristics Affecting the decision to buy a smart phone, HUA WEI in Bangkok This is consistent with the study that has studied the search for factors that make users recognize that mobile phones Discovering determinants of users perception of mobile device very important. In the highest level.

VIII. SUGGESTIONS FOR FURTHER STUDIES

In the next study Should have an opportunity to study And the marketing hurdles of the HUA WEI branded mobile phone business in order to use the information to develop products that are more in demand among consumers.

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