Marketing Mix that Influences Purchasing Decisions through Online Social Media of Consumers in Mueang District, Ubon Ratchathani Province

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Abstract

The objective of this study was to investigate the marketing mix influencing the decision to buy products via social media of consumers in Mueang district, Ubon Ratchathani province. The samples consisted of 400 consumers who purchased the products via social media in Mueang Ubon Ratchathani district in the year 2020. The statistics used in data analysis were standard deviation, mean and multiple regression using Stepwise method.

The results of the study showed that the marketing mix factors influenced consumers' decision to buy products through social media in Mueang district, Ubon Ratchathani province was a high level with statistical significance at level of .01 with a multi-valued correlation coefficient of .89, and five predictive variables consisting of: 1. Product aspect, 2.Marketing promotion, 3.Price, 4. Personnel, and 5. Process, all of which helped explain the variance of influence on decision of Ubon Ratchathani province by 78%, and the predicted regression coefficient standard correlation of each predictor variable had the power to predict the influence of online shopping decisions in Mueang district, Ubon Ratchathani province with statistical significance at the .01 level.

Keywords: Marketing Mix, Purchasing Decision, Online Social Media

Introduction

Using e-commerce in Thailand is becoming more and more popular due to advancement of the Internet and cordless phone system. As a result, the number of online users has increased dramatically to more than 30 million people today, resulting in e-commerce businesses. There is a high competition to compete for consumers who can purchase products or services anywhere and anytime. and then the money is collected when the product has been delivered to the consumer. Also a payment system also causes the consumers to change their purchasing behavior from never to dare to shop online turning them to shop online till it is widely popular today. According to the report of the Electronic Transactions Development Agency, it was revealed that the value of B2C e-commerce in Thailand in 2014 was 411,715 million baht, and in 2015 it was estimated at 474,648 million baht.

At present, Thailand has fully entered the ASEAN Economic Community (AEC) and the Internet and a more developed telephone system have dramatically been expanded to serve

the country's needs in various areas, particularly in e-commerce business which tends to grow more and more. This will benefit both domestic entrepreneurs who will develop their business further and be beneficial to consumers of products through e-commerce systems, because it provides more comfortable channels for product consumption, and it is also even safer to use the service than usual. (Economic Base, 2016)

In addition, the factors that cause more Thai people to start shopping online, besides the convenience, it is easy to find products by just clicking Pay and waiting to receive the product. There is also an important factor in the corner of the service provider, which can be classified into the following items (Punnamas Wichitkulwongsa, 2015).

1. To build confidence that consumers will receive genuine products and have a good price Including the belief that those coming from the E-Commerce website must have good experience. Many times, consumers will go to the shopping mall for fun, but they buy online, because there is a better price and with free home delivery service. That is, they do not have to carry the product back home.

2. The delivery system (Logistics & Fulfillment) must be ready, that is, from stock. Delivery must be fast making it difficult for new operators to compete since it requires a high investment. If the business is not big enough, there will be high management costs as well.

3. Payment systems must be diverse. Pay by credit card, checkout, cash card, or cash on delivery are available for convenience of the consumers.

4. You have to be brave and you have to be crazy. Do not regret the old business. In this case, if any company is already doing retail business, it will be more difficult to expand e-commerce business due to fear of competing with each other, such as Walmart is unable to do e-commerce, while Amazon is expanding the market enormously.

Based on from such information, online society in today's era has developed. and continued to grow especially online business also known as e-commerce. Therefore, it should be a good opportunity for entrepreneurs to expand and develop their own businesses to be strong in order to compete effectively in this growing market. For this reason, the researcher wished to conduct a study on "Marketing mix that influences consumers' decision to buy products via social media in Mueang district, Ubon Ratchathani province" to allow business operators to use the knowledge and information received to improve their business quality and plan strategies for doing business appropriately.

Objective

To investigate the marketing mix factors that influence the decision to buy products via social online media of consumers in Mueang district. Ubon Ratchathani province.

Research Framework

The study entitled “Marketing mix that influences consumers' decision to buy products via social media in Mueang district Ubon Ratchathani province” is based on the concepts and theories of decision-making theory, demographic concepts and theories which can be illustrated as in the following conceptual framework below.

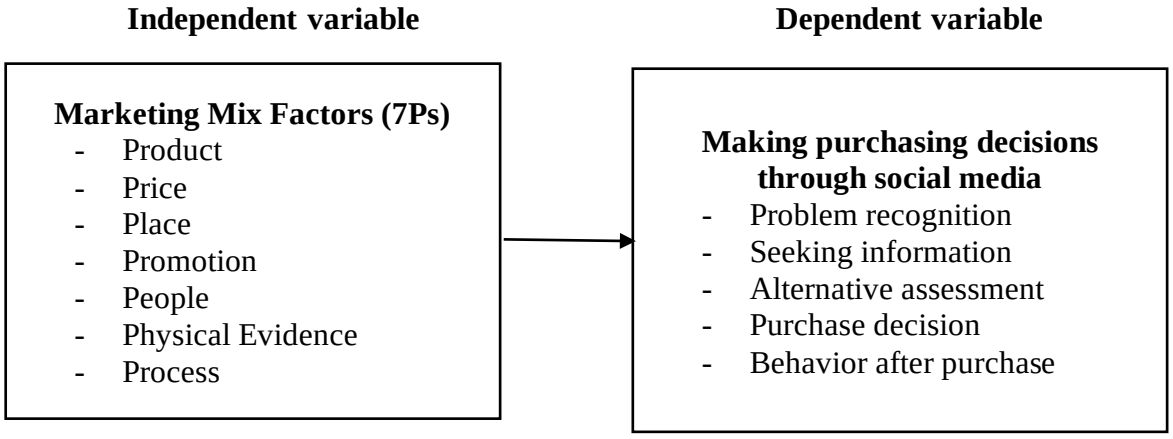


Figure 1: Conceptual Framework

Research Methodology

Population and Sample

The samples used in the research were people living in Mueang district, Ubon Ratchathani province who purchased online products. Since the exact number of population could not be determined, upon calculating of the sample size using the formula of the William G. Cochran, obtaining the total number of 385 samples, in case the population is unknown (Pimpa Hirankitti, 2009). The researcher increased the number by rounding it up to 400 samples for reliability of the study.

Research Tools

The research tool used for data collection in this study was a questionnaire consisting of five parts as follows:

Part 1 The information on demographic factors, the characteristics of the respondents consisting of gender, age, education background, monthly income and status. It is a closed-ended questionnaire.

Part 2 The information on consumers’ behaviors in making decision to shop through online social media in Mueang district, Ubon Ratchathani province consisting of product characteristics, frequency of purchase and the amount of purchase and shopping channels. It is a closed-ended questionnaire.

Part 3 The information on marketing strategy factors, consisting of product aspect, price aspect, distribution channel aspect, marketing promotion, the personal aspect, the creation and presentation of physical characteristics, and process. It is in the form of a rating scale.

Part 4 The information about purchasing decisions via social media in the form of a rating scale.

Part 5 The open-ended question for suggestions and opinions about the marketing mix, the decision to buy products via social media of consumers in Mueang district, Ubon Ratchathani province.

Data Collection

To obtain the data for the study, the researcher distributed the questionnaires to general people, teenagers and adults, both in the government and private sectors such as schools, universities, banks, government offices in Ubon Ratchathni City Municipality area with a total of 20 places or organizations including five major shopping centers in Mueang district, namely: Big C, Lotus's, Sunee Grand Tower, Central Plaza and Macro, to collect data in the year 2020. Thus, the data were collected from the 20 places with 20 questionnaires each making a total of 400 questionnaires for sources of the information for data analysis. .

Data Analysis

Data analysis of the study entitled "Marketing Mixture Influencing Consumers' Decision Making on Social Online Shopping in Mueang District Ubon Ratchathani Province" was done at the confidence level of 95 percent as detailed below.

Part 1 The information on demographic factors of the respondents was analyzed using frequency values and percentage values.

Part 2 The information on consumers' behaviors in making decision to shop through online social media was analyzed using frequency values and percentage values.

Part 3 The information on marketing strategy factors, consisting of product aspect, price aspect, distribution channel aspect, marketing promotion, the personal aspect, the creation and presentation of physical characteristics, and process was analyzed using standard deviation and mean.

Part 4 The information about purchasing decisions via social media in the form of a rating scale was analyzed using standard deviation and mean.

Part 5 The open-ended question for suggestions and opinions about the marketing mix, the decision to buy products via social media was analyzed using multiple regression by Stepwise method.

Research Finding

In this section the researcher is going to present the results of the analysis of marketing mix and the decision to buy products via social media of consumers in Muang district Ubon Ratchathani province.

1. Based on the method of study, data collection, and data analysis as explained above, the results of the study on marketing mix factors influencing consumers' decision to buy products via social media of customers's in Mueang district, Ubon Ratchathani province, the results of independent variables and dependent variables analyzed by statistics, mean and standard deviation were as shown in details in Table 1.

Table 1: Summary of the mean and standard deviation of the marketing mix factors, (independent variable) and decision to shop via social media of consumers in Mueang district, Ubon Ratchathani province (dependent variable)

Variables	The Degree of Importance to Decision Making		
	$\bar{X}$	S.D.	Interpretation
1. The process of making a purchasing decision through social media in Mueang District Ubon Ratchathani province (Y)	4.26	.74	a lot
2. Product (X1)	4.25	.64	a lot
3. Price (X2)	4.27	.62	a lot
4. Distribution channels (X3)	4.21	.64	a lot
5. Marketing Promotion (X4)	4.29	.63	a lot
6. Personnel (X5)	4.11	.67	a lot
7. Formation and presentation of physical characteristics (X6)	4.16	.66	a lot
8. Formation and presentation of physical characteristics (X7)	4.43	.60	a lot

From Table 1, it was found that, when considering the marketing mix factors as a side by side by ordering the mean from highest to lowest, the results showed that they influenced decision making to purchase products via online media at high level, namely: Creation and presentation of physical characteristics ($\bar{X}$=4.43), Marketing promotion ($\bar{X}$=4.29), Price ($\bar{X}$ =4.27), Products ($\bar{X}$=4.25), Distribution channels ($\bar{X}$=4.21), Creating and presenting of physical characteristics ($\bar{X}$=4.16), and Personnel ($\bar{X}$=4.11) respectively. Considering the process of decision to buy products via social media of consumers in Mueang District Ubon Ratchathani province, it appeared that the mean of decision-making level was at the highest level ($\bar{X}$ =4.26).

2. The results of a multiple regression analysis of the marketing mix factors influencing the decision to buy products via online social media of consumers in Mueang district, Ubon Ratchathani province, namely: product, price, distribution channel marketing promotion, personnel, process and the aspect of creating and presenting physical characteristics are forecasting variables that influence decision to buy products through online social media of consumers in Mueang district, Ubon Ratchathani province by means of a stepwise dependent variable (n = 400).

3. The results of the analysis to study the marketing mix that influences the decision to buy products via social media of consumers in Mueang district, Ubon Ratchathani province via the correlation coefficient analysis method, multiple regression and stepwise method are shown in Table 2.

Table 2: Multiple regression analysis when the variables are independent, the product, price, distribution channel promotion of marketing, personnel, creation and presentation of physical characteristics, processes as predictors. and integration of the decision-making process through social media in Mueang district, Ubon Ratchathani province as a dependent variable by using the Stepwise method (n=400), the results are shown in Table 2.

Predictors	VIF	B	Beta	t	p
1. Product	1.00	.69	.82	30.75**	.01
2. Promotion	2.38	.35	.36	9.45**	.01
3. Price	3.03	.19	.24	5.74**	.01
4. People	2.46	.11	.13	3.05**	.01
5. Process	2.17	.10	.11	2.57**	.01
Constant = .38 R = .89 R^2 = .77 R^2_{adj} = .78 $F_{6,393}$= 1277.64 Sig F = .00					

** means statistically significant with a level .01

From Table 2, it was found that the results of the multiple regression analysis by Stepwise method for forecasting factors influencing the decision making process of purchasing products through online social media, in Mueang District Ubon Ratchathani Province with 7 independent variables: product, price, distribution channel Promotion of marketing, personnel, creation and presentation of physical characteristics, processes, dependent variables, including the decision-making process of purchasing products through online social media. in Mueang District Ubon Ratchathani province revealed that the product marketing promotion, price, personnel, and process can jointly predict the decision-making process through online social media in Mueang District Ubon Ratchathani province at 78% accuracy (R^2adj = .78), with statistical significance at the .01 level, with a multiple correlation coefficient of .89 (R = .89).

Conclusion

1. Conclusion of the reasons or advantages why people prefer to make decision to purchase products through online social media are as follows:

1) Comparison of product information and product prices through online channels.

2) Comparison of store and product reviews in online shopping.

3) Decision making to purchase products through online channels because it is convenient and fast.

4) The decision to buy products through online channels because they can get products at a cheaper price than buying through the store.

5) Comparison of information about the reliability of product vendors through online channels.

6) Watching videos or information online makes it more interesting to shop online.

7) Reading other people's opinions influences your decision to buy clothes through social media.

8) Buying products online does not take time because they can ask for information quickly.

9) Lifestyle affects the decision to buy clothes through online social media because it is convenient and easy.

10) The need to refer to someone you know to shop online.

2. The research findings on marketing mix that influences consumers' decision to buy products via online social media in Mueang district Ubon Ratchathani province by Stepwise analysis revealed that there were seven primary variables on marketing mix factors, namely: 1) products, 2) prices, 3) distribution channels, 4) marketing promotions, 5) personnel, 6) the creation and presentation of physical characteristics, and 7) the process. This is correlated with the influence on the decision to buy products via online social media in Mueang District Ubon Ratchathani province with a statistically significant level at the level of .01, with a multivalued correlation coefficient of .89 and five predictive variables consisting of: 1) Product, 2) Promotion, 3) Price, 4) People, and 5) Process, all of which influenced to explain the variance of prediction on decision making to purchase products through online social media in Mueang district, Ubon Ratchathani province by 78%, with statistically significance at the .01 level.

Discussion

1. From the study, it was found that there were initial variables which affected the decision to buy products through online social media of consumers in Mueang district, Ubon Ratchathani province , namely: 1) Products, 2) Marketing promotion, 3) Price, 4) Personnel, and 5) Process, all of which can be discussed as follows:

1. In terms of products, it was found that the products were modern, of standard quality, available at famous shop and reliable. This finding is consistent with Chitsanupong Sukkam (2018) who found that the factors affecting the frequency of purchasing products via online media of consumers were products, which was also consistent with Chaweewong Bowonkeertikachorn (2017) and rated a high level.

2. In terms of marketing promotion, it was found that there were promotions, such as discounts, exchanges, and giveaways which were continually presented to customers. There were also advertisements through online media such as websites and Facebook to draw and

create customers' interest regularly. There was also selling products via live to show that the product actually exists. This is consistent with Chaweewong Bowonkeertikachorn (2017) who found that the marketing mix factors affecting the decision to buy fashion products through social media was marketing promotion and hidden advertising which was rated a high level.

3. In terms of price, it was found that it was cheaper compared to the products in general stores. The price was suitable for the quality of the product and there was also a clear price announcement. This finding is in line with Chitsanupong Sukkam (2018). The price factor is also in congruence with a study of Chaweewong Bowonkeertikachorn (2017) which revealed that the marketing mix factors affecting the decision to buy fashion products through social media is the product price with the rate at a high level.

4. Regarding personnel, it was found that employees at the store answered questions in return quickly and the staff was very knowledgeable about the product. The customers were able to contact the sales staff conveniently and quickly. Besides, the consulting staff also gave a quick product introduction (Jutarat Kiatrasamee, 2015).

5. In terms of the process, it was found that the product was complete when it reached the customer. Besides, the payment process is convenient, clear and safe. That is the shopping system or process is easy to understand and without complication.

Recommendations

Based on the questionnaires collected, respondents have given the following recommendations.

1. Agencies or persons involved should pay attention to product on the subject such as modern products with standard quality, products from famous and reliable shop or store.

2. Agencies or persons involved should pay more attention to marketing promotion if there are promotions, discounts, exchanges, giveaways, in order to continually present to customers. There are advertisements through online media such as websites and Facebook to draw or create interest and regular selling products via live to show that the products actually exist.

3. Agencies or persons involved should focus on the price, especially cheaper prices compared to general stores. If the price is suitable for the quality of the product, there should be a clear price announcement.

4. Agencies or persons involved with Personnel should focus on the issue of staff answering questions returning to the customers quickly. Therefore, the staff should be very knowledgeable about the product. Besides, customers should be able to contact or consult the sales staff conveniently and quickly.

5. Agencies or persons involved should pay attention Process on the subject. The product is complete when it reaches the customer. There is a convenient, clear, safe, and verifiable payment process. Lastly, the shopping system should be easy to understand, not complicated.

Suggestions

General Suggestion

1.The researcher should have categorized or classified the kind of customers who prefer to do shopping online the most, such as male or female, their career, sexes, education level and so on.

2.There should have been an interview with the respondents in order to find additional information to support the study.

Suggestion for Future Study

1.For future study, if any, the focus should be on the kind of products people prefer to make decision to purchase through online social media.

2.There should be a comparative study between people in two different provinces or more in order to compare and or reconfirm the findings.

3.There should be an attempt to find other kind of factor aside from marketing mix such as mode of payment and delivery.

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