







## 10. Discussion of Results

The study of marketing mix factors towards loyalty of mobile phones made in China. Students are taken. Discussion on the result contains.

- **Hypothesis 1** the different personal factors affect the loyal mobile phone production and the use of Chinese brands that differ. The test results using the ANOVA statistic found that age. Education and lifetime phone correspond to the research of supachart katcar (BE2552), a study of the relationship between customer satisfaction and customer loyalty and mobile phone. In Chiang Mai Province.
- **Hypothesis 2:** Market integration factors influence the decision to buy mobile phones produced in China. The results of the tests using regression showed that the product mix factor, product brand Influence the decision to buy a mobile phone at a moderate level. In line with research by Supachart Katcar (2009), the relationship between satisfaction and brand loyalty In Chiang Mai Factors Influencing Buying Behavior of Mobile Phones Brand story The price of the machine is comparable to the brand of the product. At the moderate level Distribution Issues Customer service at the service center. And convenience within the service center. At the highest and middle levels, respectively. And the promotion of advertising issues when advertising new products or accessories. At the highest level In line with Banchya's apimahachokpoking research (BE2556), marketing strategies have a direct influence on customer loyalty, in line with Sumali jantasen's (BE2556) research that marketing strategies affect brand loyalty. Products and prices are at a high level. And the distribution. The promotion of marketing was moderate.

## 11. Suggestions from the Study

The study about marketing mix factors affecting loyalty of mobile phones manufactured in the country pub Marketing Mix Factorslic. The State Council of people's Republic of China. The study recommends to the following benefits.

1. The products. Mobile Marketing Mix Factors phone manufacturer should emphasize production and branding to be acceptable to consumers.
2. The price, mobile phone manufacturers should set the price of the phone to suit the quality Marketing Mix Factors of mobile phone.
3. The distribution. Mobile phone manufacturers should emphasize comfort in service, including the service process customer source. Use of quality service.
4. Market promotion, mobile phone manufacturers. Should have advertising customers to know when they are out new products and various accessories.

## 12. Suggestions for further Study

1. The study of digital marketing that affects your decision to buy a mobile phone.
2. Education brands that have an impact on the satisfaction of customers who buy phones.

## 13. References

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