

# Factors affecting The Decision to Buy Goods and Services Online in Bangkok

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**Abstract:** *The objectives of this study were to study 1) marketing mix factors in online purchase of goods and services 2) decision to buy goods and services online 3) to compare decision to buy goods and services online. Classified by personal information 4) Marketing mix factors affecting online purchasing decisions A sample of 200 people was selected using questionnaires as a study tool. The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA) and Multiple Regression Analysis.*

*The results of the study found that most of the respondents were male, aged 21 - 25 years, student/student occupation. Master's degree Average monthly income 10,001-15,000 baht, the marketing mix is of medium importance. The decision-making was at a low level. Different personal data on average monthly income affects different online purchasing decisions. Product marketing mix factors affect purchasing decisions of goods and services.*

*Recommendations from the results of the study Entrepreneurs should focus on the products being offered as tangible products. Focus on creating satisfaction for consumers in accordance with the needs of the target group Set the right price for the product. Should be offered through a variety of channels, online stores should focus on the matter. Advertising media through various channels with interesting freebies online marketing Different elements of e-commerce marketing is important That entrepreneurs who have a storefront in this cyberspace must understand very well. in order to organize appropriate marketing activities and the most efficient And understanding the marketing methods can be used to use that information for more understanding.*

**Keywords:** *Factors, Affecting, Decision*

## 1. Introduction (Use “Header 1” Style)

Nowadays, Thailand has more and more small and medium-sized enterprises (SMEs), each of which needs to meet consumer demand. In order to create sales and be able to compete in the long term, which today has modern technology and modern production that can help SMEs to meet the needs of consumers. In addition, (Tambunan, 2008) there is also technology that can help in managing the current market, especially by increasing distribution channels through the Internet system, which nowadays various businesses use the Internet to market and increase their sales through the Internet. to play a very important role in business Thus causing electronic commerce (E-Commerce). Electronic commerce is considered one of the channels to promote sales and services to consumers by being a low-cost investment that can operate effectively and develop all the time. According to the figures shown in Table 1, e-commerce has an impact on businesses today, with the vast majority of consumers showing a strong preference for Internet browsing or shopping. ( Sevilla, & Soonthornthada, 2000)

As for the payment of electronic commerce, Consumers can order and pay. money transfer instant credit card or order products by payment on delivery because the transport business now supports e-commerce businesses such as transport by Thailand Post, Kerry Express, DHL, etc. ( Rotem-Mindali, & Weltevreden, 2013)

Social media is another form of commerce business. Electronics that are gaining popularity today. The current commerce system uses various social media such as Facebook, Twitter, Instagram and Line to increase sales channels. Because these media Can reach a large number of people easily and quickly. Through a variety of methods such as sending messages, sharing photos or videos, etc., they can also interact and communicate. promptly In general use, these social media can be used to communicate with people with liking for the same used to exchange opinions or even gather together for useful activities It is also used as a place to talk to friends who are far away from each other or haven't seen each other for a long time. But if you say in business with the fact that social media can reach the target customers quickly and Channels that can communicate with each other 24 hours a day, so merchants use social media to promote their own marketing, display products, as well as use as a channel to build relationships with customers or answer questions about products and services. ( Edwards, & Shackley, 1992)

From statistics in 2016, smartphone users have 47 million people, or 69% of the total population (ETDA: 2015) [2] and the survey found. The products that consumers are most popular to buy online are fashion products, bags, shoes, second place is IT equipment, and third place is health and beauty products. The reason that consumers are popular in buying products. Electronics has come in the form of an online shopping platform. that can be downloaded which can support and respond to the consumer's consumption and sales demand The organizer has put together a convenient store in an online shopping platform.

The user must first download and apply for the service. And when the application is complete, the organizer has a marketing promotion. As a constant introduction to new users and refer friends or acquaintances, online shopping platforms are responsive. Both buyers and sellers are doing very well. Payment is also easy and convenient as online shopping platforms can pay in multiple ways. Both by credit card and payment through the bank's online shopping platform. Convenience in paying and receiving the product after payment is not more than 7 days from the store that sells it. ( Hänninen, & Smedlund, 2018)

An online shopping platform is a product store. In the mobile phone that the general public can download. Loaded to use easily and conveniently within the online shopping platform. It will consist of a variety of stores such as men's and women's clothing stores, cosmetics, accessories for dressing, accessories that are needed in daily life. Marketing mix factors have been determined for businesses that sell products via electronic commerce. In order to generate more trading, for example, to organize special promotions for new prospects and customers all the time to maintain the target audience and make the online shopping platform widely known. ( Sethna, Hazari, & Bergiel, 2017)

Making Application Shopee grow exponentially. Therefore, although the application operators Shopee pays attention to marketing promotion in terms of organizing promotions enough already. But now there are medium-sized businesses. and the small size that sells products through electronic commerce is increasing along with buying behavior The products and services of consumers have changed all the time and more and more. Businesses need to focus on the marketing mix in every aspect, be it products, prices, distribution channels. and marketing promotion including marketing communications that will able to communicate to consumers at all times to respond to consumer behavior as much as possible ( Lomprakhon, & Naksusook, 2020)

For the above reasons Therefore, the researcher is interested in studying the factors affecting the decision to buy goods and services online. in order to use the results of the study to benefit those who run online selling business To develop online sales of products in accordance with the needs of consumers.

### **1.1. study objectives**

1. To study the factors of marketing mix in purchasing goods and services online
2. To study the decision to buy goods and services online

## 1.2. Hypothesis of study

Different personal data make different purchasing decisions online.

Marketing mix factors influence online purchasing decisions.

## 1.3. Scope of study

Content, education, marketing mix factors affecting purchasing decisions

online products and services Based on the theory of marketing mix, consisting of Product, Price, Place, Promotion, and Decision Theory.

The population used in the study was those who purchased goods and services online. by selecting a sample of 200 people.

## 2. Components of The Marketing mix

1. Product (Product) is something that can meet the needs and needs of human beings. What the seller has to offer to the customer and the customer will receive the benefits and value of the product. There are two types of products which are Tangible Products and Intangible Products. ( Asdi, & Putra, 2020)

2. Price (Price) refers to the value of the product in monetary terms. Customers will compare between the value (Value) of the service and the price (Price) of that service. If the value is higher than the price, the customer will decide to buy. Therefore, the service pricing should be clearly appropriate for the level of service. And it is easy to classify different service levels. ( Tian, Price, & Hood, 2012)

3. Distribution channels are activities related to the atmosphere. environment in providing services to customers This affects the customer's perception of the value and benefits of the services offered. which must be considered in terms of location (Location) and channels in offering services (Channels) ( Dent, 2011)

4. Promotion of marketing (Promotion) is one of the important tools in communicating with service users. with the objective of informing or influencing attitudes and behaviors The use of services and is the key of relationship marketing. ( Seetanah, & Sannasee, 2015)

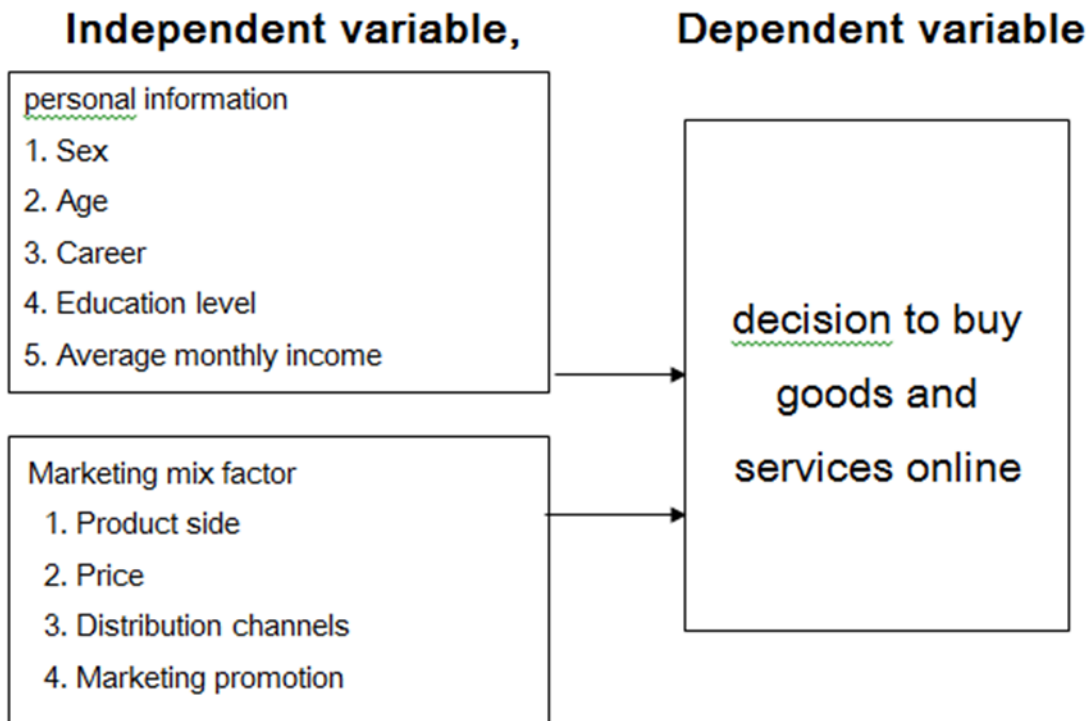
5. Personnel (People), which requires selection, training, and motivation in order to be able to create satisfaction for customers differently than competitors, is the relationship between service providers and users of the organization. must have the ability have an attitude that can respond to service users initiative have the ability to troubleshoot can create values for the organization ( Goi, 2009)

6. Physical (Physical Evidence Presentation) Demonstrates physical characteristics and presents to customers in a concrete way. by trying to build overall quality both physically and in a form of service to create value for customers Whether it's in terms of dress, clean, neat Negotiations require gentleness and prompt service. or other benefits that customers should receive ( Kasischke, 2010)

7. Process (Process) is an activity that is related to methodologies and practices in service. presented to the service users in order to provide the service accurately and quickly and make the service user impressed ( Caplan,1994)

## 3. Conceptual framework in education

From the above study, the researcher has applied the theory of marketing mix and consumer behavior theory. Summarize and coordinate into a conceptual framework for studying the factors of marketing mix that affect the decision to buy goods and services online as follows:



#### 4. Methods of conducting the study

A study of marketing mix factors affecting online purchasing decisions. The objective of this research was to study the factors of marketing mix in online purchasing of goods and services. decision to buy goods and services online Compare decision to buy goods and services online. Classified by personal information and to study the factors of marketing mix that affect the decision to buy goods and services online The methodology for the study was established as follows:

##### 4.1. Methods for collecting data

In order to complete the study, there are methods for collecting data as follows: Information gathered from Study and research from various sources, including textbooks, document sand the results of other related research studies Information obtained from answering the questionnaire of the target group and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

##### 4.2. Study results

Methods for collecting data In order to complete the study, there are methods for collecting data as follows: Information gathered from Study and research from various sources, including textbooks, documents and the results of other related research studies Information obtained from answering the questionnaire of the target group and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

| Marketing mix factor      | B     | Std. Error | Beta  | t     | Sig.  | Test |
|---------------------------|-------|------------|-------|-------|-------|------|
| (Constant)                | 1.462 | .196       |       | 7.442 | .000* |      |
| 1.Product                 | .088  | .034       | .120  | 2.581 | .011* | yes  |
| 2.Price                   | -.027 | .028       | -.044 | -.964 | .336  | no   |
| 3.Channal of Distribution | -.021 | .030       | -.031 | -.683 | .495  | no   |
| 4.Marketing Promotion     | .028  | .027       | .047  | 1.38  | .301  | no   |

Statistically significant at the .05 (2-tailed) level.

Comparison of influencing marketing mix factors The decision to buy goods and services online found that the marketing mix Product Affects the decision to buy goods and services online.

## 5. Conclusion

A study of marketing mix factors affecting online purchasing decisions. The objective of this research was to study the factors of marketing mix in purchasing goods and services online. decision to buy goods and services online Compare decision to buy goods and services online. Classified by personal information and marketing mix factors affecting the decision to buy goods and services online 200 questionnaires were used as a data collection tool and statistical data were used for data analysis, i.e. percentage, mean, t-test, (One-Way ANOVA) and Multiple Regression Analysis. The results of the data analysis can be concluded. can be as follows:

Information about the importance of marketing mix factors in online purchasing decisions.

From the study of information about the importance of marketing mix factors It was found that in terms of products, prices, and distribution channels marketing promotion is of medium importance The details are as follows.

Product The results of the study were found to be of moderate importance. with important details It is in a very important level, including 1 item, which is facilitated by the store if the product damaged or damaged and 2 medium-important items, consisting of stores having attractive product presentation formats to choose from, such as colors, product styles, Get complete and clear information about each store's products. And the least important level 1 item is to think that a store that sells products online. Offer a wide variety of products

In terms of price, the results of the study were found to be of medium importance. The details of importance are at the level of medium importance for 3 items, consisting of clearly received information about the price from the seller. They love the discounts that online have to offer during the festive seasons and think that the prices of online stores are cheaper than the market.

distribution channel The results of the study were found to be of moderate importance. The details of importance are at medium importance, 4 items, consisting of convenience in multiple payment channels such as credit cards, bank online payments and can pay on delivery Received the product safely and undamaged. have easy access to online shopping platforms and think that online shopping platforms offer fast home delivery

marketing promotion The results of the study were found to be of moderate importance. The details of importance are at a very important level. One item is liking the promotions that the online shopping platform offers to customers who sign up for the service for the first time. Two items (first purchase code 100 baht) were in the medium priority category: liked to buy products without delivery charges (free delivery) and liked the discount promotions that the online shopping platform had set in purchases every month

to compare purchasing decisions of goods and services online according to personal information hypothesis test results

**Hypothesis 1: Different personal data influences online purchasing decisions. different**

The study found that Personal data, gender, age, occupation and education level Different things affect the decision to buy goods and services online. no different The average monthly income Different things affect the decision to buy goods and services online. different statistically significant at the .05 level

**5.1. Study the factors of marketing mix that affect the decision to buy goods and services online hypothesis test results**

**Hypothesis 2: Marketing mix factors influence online purchasing decisions.**

From the study, it was found that the marketing mix Product Influence the decision to buy goods and services online statistically significant at the 0.05 level

**6. Discussion of results, recommendations obtained from the study**

In this study, the marketing mix factors were identified. and decision to buy goods and services online to be used as a guideline for online store operators to improve developed to meet the needs of consumers as much as possible From this study, the study authors have the following useful recommendations:

1. **Product (Product)** Online store operators should focus on the matter. The product must have something to offer for sale. It may be a tangible product, service, idea (Idea) to meet the needs of the product, plus the satisfaction and other benefits that consumers receive from the purchase of the product must be improved on the product or service produced. come up in accordance with the needs of the target group By emphasizing on creating satisfaction for consumers and satisfying consumer needs is the key concerning products. that covers product selection Increase or decrease the type of product Product Characteristics In terms of quality, performance, color, size, shape, sales support, warranty, etc., the products produced for sale meet the needs of customers.

2. **In terms of price**, online store operators should focus on Setting a reasonable price for the product to be offered for sale before setting the price of the product. Businesses must aim to set prices in order to make a profit. or to expand market holdings (Market Share) or for other goals In addition, a pricing strategy must be used to gain acceptance from the target market and compete image Psychological effects may be used to enhance pricing. Product pricing may include a credit policy or a cash discount policy, trade discount, or quantity discount. The price is the customer's cost. Consumers compare the value of the product and the price of that product. If the value is higher than the price therefore decide to buy

3. **Distribution channels** Online store operators should focus on the matter. There are various types of online sales channels, and Takra Online is introducing an e-store format that can be easily used by new entrepreneurs. With a simple process, plus these store formats are also free. Fanpage Facebook is the first online sales channel that business startups should use to run their business because it's a way to promote their business quickly and easily. Easy access for customers It also has tools to help advertise stores as well. Instagram is one of the channels that Thai people like because they can see product details through pictures. Must admit that Thai people don't like to read a lot of details. But focusing on the pictures, so the important thing to make customers decide to buy our products is the image of the product. It must be able to tell the product details clearly and beautifully. Line Shop, a sales channel that can be activated easily, just by using Line. A normal ID can now open an online store of Line Shop, which is an ideal channel for stores that want customers to easily ask for product details, chat with the store immediately. There are clearly categorized types of products, stores, and can join promotions via Line Shop as well.

4. **Marketing promotion** Online store operators should focus on the matter. Advertising media through various channels with interesting freebies Marketing in the online world Different elements of e-commerce marketing is important That entrepreneurs who have a storefront in this cyberspace must understand very well.

in order to organize appropriate marketing activities and the most efficient And understanding the marketing methods can be used to use that information for more understanding. This allows online businesses to reach the right group of users. Using electronics as a commercial tool can help sellers save money Both in terms of products, sales staff and service all the time. With an Internet network of more than 600 million users worldwide, trading volumes are constantly increasing. The seller must study the subject of the product. public relations channels as well as clearly define the target group To optimize the use of this type of media

## 7. Suggestions for the next study

There should be more studies on the issue of consumer attitudes or preferences towards purchasing goods and services online in order to know more about the needs of consumers.

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