

Purchasing Decision Car Electrical Energy Produced from The People's Republic of China

Krisna Sakartonsup¹ and Tosaporn Mahamud²

^{1,2}School of Business Administration, Kasambundit University, Bangkok, Thailand

Abstract: Study of Deciding to buy an electric car Produced from the People's Republic of China have a purpose To study the marketing mix factors in purchasing electric cars. Produced from the People's Republic of China Deciding to buy an electric car Produced from the People's Republic of China Compare the decision to buy electric cars produced in the People's Republic of China. Classified according to personal data and marketing mix factors that affect the decision to purchase electric cars. Produced from the People's Republic of China Using 400 sets of questionnaires as a tool for collecting data and using statistics for analysis. Data are percentages, averages, hypothesis testing using t-tests, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results of the study found that the majority of respondents were male, under 31 years of age, and marital family status. Graduated with a bachelor's degree Company employee position and have an average monthly income 20,001-30,000-baht Overview of marketing mix factors in deciding to purchase electric cars. Produced from the People's Republic of China The overall picture is at a very important level. Overview of the decision to buy an electric car Produced from the People's Republic of China The overall picture is at a high level of agreement. Hypothesis testing results Personal information such as age, family status Educational level Occupation and average monthly income Different factors have different effects on the decision to purchase electric cars produced in the People's Republic of China, with statistical significance at the .05 level. and marketing mix factors, price and marketing promotion. It affects the decision to buy an electric car. Produced from the People's Republic of China

Suggestions from the study: Manufacturers should give importance to modern technology systems. Design the exterior and interior of the vehicle. To be beautiful and modern Good and durable drive motor performance Arrange accessories to facilitate driving. There is a proper warranty on the drive motor and battery. Distributor of electric cars. Produced from the People's Republic of China. Set prices, maintenance fees, and vehicle inspections. Prices for spare parts are appropriate to the performance and image of the product. There is a service center. Reliable after-sales service to increase after-sales satisfaction for service users. Covers all areas Organize interesting promotional activities to create incentives for consumers to make purchasing decisions.

Keywords: Marketing Mix Factors, Decision Making, Electric Cars

1. Introduction

China is currently the world's largest producer of electric vehicles. There are more than 200 electric vehicle companies. In 2021, China produced more than 2.5 million electric vehicles, accounting for 51 percent of the world's market share. (Zhou, et al 2013). In addition, many private companies in China. Starting to expand the business of exporting electric cars and setting up more and more production plants abroad. The ORA Good Cat electric car brand has become very popular after the launch of this electric car model. The highlight is efficiency at a worthwhile price. (Ayetor, et al 2024) Ready to be the second car in the house, uses electric energy, is environmentally friendly and reduces the burden of gas costs. In terms of performance, this model has a maximum running distance of 400-500 kilometers per charge of electric power, depending on the model of the car. Top speed is 152 kilometers per hour. The cabin accommodates 5 people. (Li, 2021)

Distribution prices start at 989,000 - 1,199,000 baht. MG ZS EV electric car brand, SUV electric car for family use with a price in the early 1 million baht, good value with new capabilities. At a level that cars of the same price do not have. In terms of performance, this model has a maximum running distance of 403 kilometers per charge.

Electrical energy 1 time, depending on the model of the car Top speed is 175 kilometers per hour. The cabin accommodates 5 seats. Distribution price starts at 949,000-1,023,000 baht (Chinda,2023)

Electric car BYD Dolphin, a famous car brand from China. Subcompact size suitable for the new generation. Outstanding with internet connection features. In terms of performance, this model has a maximum running distance of 401-405 kilometers per charge of electric power once. Depending on the car model, the maximum speed is 160 kilometers per hour. The cabin accommodates 4-5 seats. Distribution prices start at 689,000-799,000 baht Neta V electric car. This brand of electric car may not be familiar to Thai people. But in terms of performance, it is definitely not inferior to others. Outstanding in the design of the car and an attractive starting price In terms of performance, this model has a maximum running distance of 320-380 kilometers per charge of electric power, depending on the model of the car. maximum speed (Wang, et al 2023)

It's 110 kilometers per hour. The cabin accommodates 5 seats. The selling price starts at 500,000 baht. The BYD e6 electric car is another car model from BYD that is interesting. The car structure has become larger. Strong and agile Wider cabin suitable for family use. In terms of performance, this model has a maximum running distance of 300-320 kilometers per charge of electric power, depending on the model of the car. The maximum speed is 200 kilometers per hour. The cabin accommodates 5 seats. Distribution price starts at 1,890,000 baht. Purpose of study. To study the marketing mix factors for purchasing electric cars produced from People's Republic of China to study the decision to purchase electric cars produced in the People's Republic of China.

2. Literature Review

In terms of content, the study of The decision to purchase an electric vehicle produced in the People's Republic of China Based on the marketing mix theory of it can be divided into four groups, known as the "4Ps", which include product, price, distribution channel, marketing promotion, and marketing theory. Philip Kotler's decision (1997) which includes problem recognition Searching for information Evaluation of purchasing decisions and post-purchase behavior (Kotler,2012)

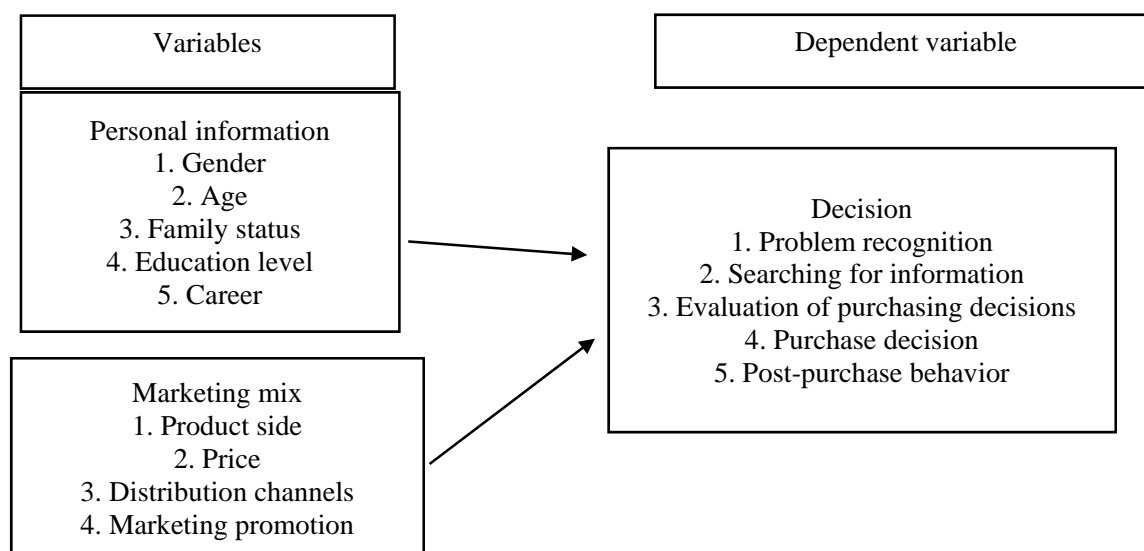
Marketing Mix Theory

(Armstrong & Kotler 2009) stated that Marketing Mix refers to variables or marketing tools that can be controlled. Companies often adopt combinations to respond. Satisfaction and needs of target customers. Traditionally, the marketing mix has only 4 variables (4Ps). Including product (Product), price (Price), place or channel. Product distribution (Place) marketing promotion (Promotion) has the following details: Product refers to things that the company offers for sale in order to generate interest. By consuming or using services, it can make customers satisfied (Product/Service Differentiation) or competitive differences (Competitive Differentiation) in order to provide products and/or services. The businesses have distinctively different components. (Properties) of the product (Product Component) such as basic benefits, quality, appearance brand packaging, etc. Product Positioning is a design Products to show where the product is in the market. There will be differences (Differentiation) and value (Value) in the minds of target customers. Product Development (Product Development) in order to make the product new. By constantly improving and improving (New and Improved) This must be Taking into account the company's ability to better respond to customer needs over time, strategy regarding product mix (Product Mix) and product line (Product Line). Price (Price) refers to the amount of money that must be paid to receive the product. product and/or Business services Or it could be the total value the customer perceives. In order to receive benefits from using the product, goods and/or services that are worth the amount paid (Armstrong & Kotler, 2009). It may also mean the value of the product in terms of of money which customers use to Compare between the price (Price) that must be paid and the value (Value) that customers will receive in return from that product which if the value is higher than the price Customers will make purchasing decisions (Buying Decision). (Kotler, Et al 2015)

Businesses should consider various factors while determining pricing strategies as follows: Distribution channels (Place/Channel Distribution) refers to the distribution channel for products and/or services. Including methods to bring those products and/or services to consumers to keep up with demand. which has criteria that must be considered Who is the target group? and should distribute products and/or services to consumers Through which channel will be the most appropriate?

(1) Distribute products directly to consumers (Direct) (2) Distribute products through wholesalers (Wholesaler) (3) Distribute products through retailers (Retailer) (4) Distribute products through Wholesaler and Retailer (5) Selling products through agents (Dealer) Marketing promotion (Promotion) refers to marketing communication tools to create motivation (Motivation), ideas (Thinking) Feelings, needs, and satisfaction in products and/or services. This will be used to motivate target customers to There is a need or to remind people of the product. It is expected that the promotion Marketing influences feelings, beliefs, and behavior in purchasing products and/or services (Etzel, Walker, & Stanton, 2007)

3. Conceptual Framework



Research Methodology

Study of Deciding to buy an electric car Produced from the People's Republic of China The objective is to study the marketing mix for purchasing electric cars produced in the People's Republic of China and the decision to purchase electric cars. Produced from the People's Republic of China Classified according to personal information Marketing mix factors that affect the decision to purchase electric cars produced in the People's Republic of China. The information obtained from the study can be used as a guideline for improving the services of purchasing electric vehicles. Produced from the People's Republic of China To respond to consumer decisions The methods for the study are specified as follows.

Data Sources used in the Study

This study has two types of data sources: Primary Data is data obtained from questionnaires to collect information from general consumers in Bangkok. A sample of 400 people was selected as respondents. Secondary Data (Secondary Data) is information obtained from textbooks. Study report and various related documents and internet

$$\begin{aligned} \text{Substitute } n &= (.50)(1-.50)(1.962)/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculation, a sample size of 385 cases will be obtained. But this is to prevent mistakes that may occur. In answering the questionnaire, The information is incomplete. The study therefore used a sample of 400 cases.

4. Study Results

Study of The decision to purchase an electric vehicle produced in the People's Republic of China Study population are general consumers in Bangkok By using a questionnaire A total of 400 sets were used as data collection tools and 400 sets were returned, accounting for 100 percent of the questionnaires. Marketing mix factors That affects the decision to buy electric cars produced in the People's Republic of China.

Marketing mix factors That affects the decision to buy electric cars produced in the People's Republic of China.	B	Std. Error	Beta	t	Sig.	Test
(Constant)	1	2.037	0.15	12.926	0.000	
Product	3	0.089	0.043	1.6892	0.092	no
Price	5	0.173	0.059	4.0320	0.000	yes
Chanal Distribution	9	0.054	0.041	1.3314	0.184	no
Promotion	4	0.286	0.042	6.1340	0.000	Yes

* Statistically significant at the .01 level (2-tailed)

Marketing mix factors that affect the decision to buy a car Electrical power produced from the People's Republic of China. It was found that the marketing mix factors, price and marketing promotion It affects the decision to buy an energy vehicle Electricity produced from the People's Republic of China Statistically significant at the 0.05 level.

Summary of Results

Study of Deciding to buy an electric car Produced from the People's Republic of China have a purpose To study the marketing mix factors in purchasing electric cars. Produced from the People's Republic of China Deciding to buy an electric car Produced from the People's Republic of China. Compare the decision to buy electric cars produced in the People's Republic of China. Classified by personal data and marketing mix factor. That affects the decision to buy an electric car. Produced from the People's Republic of China Using 400 sets of questionnaires as a tool for collecting data and using statistics for analysis. Data is percentage, average, hypothesis testing using t-test, (One-way ANOVA), Correlation and Multiple Regression Analysis. From the results of data analysis can be summarized as follows.

Discussion of Results

Study of The decision to purchase an electric vehicle produced in the People's Republic of China The researcher has the following issues to discuss: The researcher has suggestions obtained from the study. For those interested in buying an electric car Produced from the People's Republic of China as follows:

1. Manufacturers should give importance to modern technology systems. Design the exterior and interior of the vehicle. To be beautiful and modern Good and durable drive motor performance Arrange accessories to facilitate driving. There is a proper warranty on the drive motor and battery.

2. Distributor of electric cars Produced from the People's Republic of China There should be a service center. Reliable after-sales service to increase after-sales satisfaction for service users.

3. Distributor of electric cars Manufactured from the People's Republic of China, the price, maintenance fees and inspection of the vehicle should be determined. The price of spare parts is appropriate to the performance and image of the product.

4. Distributors should provide a place to distribute electric cars that is convenient for traveling and display a variety of car models. There is a reliable service center or distributor. Covers all areas

5 Distributors should There is a service to test drive. Car warranties and after-sales services have promotional activities such as special price discounts or special conditions for loan payments. There is advertising through various media such as television, radio, social media.

Suggestions for Next Study

1. In the next research There should be further study of other variables that may affect decision making. Buy an electric car In order to use the information obtained to study the factors affecting the decision to purchase electric cars. Produced from the People's Republic of China

2. In doing research next time Other factors that are expected to affect the decision to purchase an electric car should be studied. Produced from the People's Republic of China

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