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**Factors Marketing Mix Affecting Choice of Online Purchasing  
Behavior on the Consumer in Navanakorn Industrial Estate**



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by

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### **Abstract**

The objective of this "Factor marketing mix affecting choice of online purchasing behavior on the consumer In Navanakorn Industrial Estate, the objective of this study was to study the personal factors affecting the behavior of online shopping decisions. To study the factors of marketing mix that affects the behavior of online shopping decisions. To study the relationship between marketing mix factors affecting consumer decision making behavior online in Navanakorn Industrial Estate. The research showed that 1) Consumers in Nava Nakorn Industrial Estate had different personal factors affecting their decision-making behavior on online purchases classified by age, education level and frequency of online purchases per month, 2) Marketing mix factor Product, price, place, Marketing promotion, personnel and physical characteristics affect the behavior of making online shopping decisions significantly, 3) Marketing mix factors. Product aspect, price aspect, distribution channel Marketing promotion, personnel, process and physical characteristics correlate to consumers' purchasing decisions online in the Nava Nakorn Industrial Estate.

**Keywords:** Online Products, Marketing Mix, Decision Making

## 1. Introduction

Today, we have been coming to Globalization that is the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. People can communicate with each other more conveniently and quickly. Certainly, people's convenience derives from these technologies' advancement. As technologies have more roles in human life such as education, entertainment, various businesses, etc. the current trading system is different from ever. Especially, the Internet has become more and more involved in people life. People use the Internet to exchange information and communicate through various devices whether it is a computer, notebooks and smart phone. Technology and internet are increasingly integrated result in online purchases has been very popular. Online product or service presentation can send information to people around the world within a short time. This is the convenient way for consumer decision. (Belch & Belch, 1998)

Furthermore, the online purchases volume tends to increase every year. Asia in 2010, the growth rate of online product sales increased 27.5%. It is expected that in 2012 it will be worth 8,205 million US dollars and it will be worth approximately US dollars 10 billion by 2013. (Internet Retailer, 2556)

As a result of the expansion of such online business, at present, there is still a popular business model which is mobile commerce (M – commerce), a transaction based on the concept of e-commerce. Applications (Application) is a type of application that was created for use on mobile phones. Currently, there are applications for online trading products that act as intermediaries between operators and consumers. With an ordering system for products and services Including financial transactions These applications focus on a modern user interface that is easy to use. Quick access And have a secure payment system From the survey, it was found that In the years 2008--2014 The vast majority of people shop online, up from 53% to 74%, and 9 out of 10 of people aged 25-35. It has been shown that online shopping through cordless phones or applications has penetrated more and more people's lifestyles today. ("10 AppShopping Online", 2015) Due to the current purchasing behavior of consumers shifting to online shopping, which is more convenient in technology. As a guide for entrepreneurs to know consumer behavior as a guideline for using social media marketing to modify strategic plans for businesses or using online networks to increase sales channels to be responsive Consumers can efficiently and in accordance with the current situation where technology is evolving

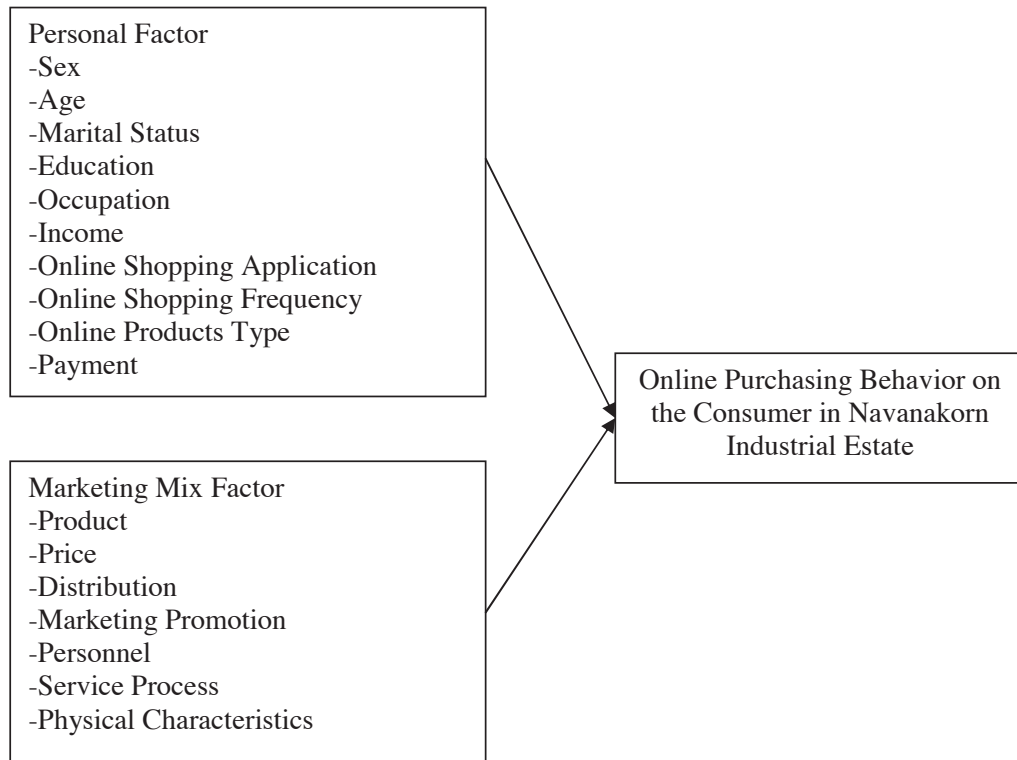
From the introduction mentioned above, the researcher is interested in studying the relationship between Marketing Mix factor that affect the decision to purchase online products in Nava Nakorn industrial estate. To study about consumer behavior, admission and using of technology to be the guide building strategies for businesses to respond consumer demands effectively.

### 1.1 Research Objective

- 1) To study personal factors affecting the behavior of online purchasing decision.
- 2) To study the Marketing Mix factors affecting the behavior of online purchasing decision.
- 3) To study the relationship between Marketing Mix factors affecting consumer behavior of online purchasing decision in Nava Nakorn Industrial Estate.

## 1.2 Conceptual Framework

- 1) Concepts and theories about personal factors.
- 2) Concepts and theories of marketing mix.
- 3) Concepts and Theories on Decision Behavior for Online Shopping of Consumers in Navanakorn Industrial Estate.



**Figure 1** Conceptual Framework

## 2. Research Methodology

The study of the process by using the evaluation research methodology to study the marketing mix factors affecting the consumer's online purchasing decision behavior. In the Nava Nakorn Industrial Estate Conducted research using validated methods and data by The research process is stated as follows.

## 2.1 Population and Sample

The population of this study included The population of Nava Nakorn Industrial Estate 79,312 people

The sample of this study included 400 The population of Nava Nakorn Industrial Estate computed by using the Taro Yamane's formula (Yamane, 1973, cited in Silpjaru, 2014: 45) and selected by using the Simple Random Sampling.

## 2.2 Descriptive Statistics

used for the data analysis included frequency, percentage, mean, and standard deviation, and inferential statistics used for the hypothesis testing included t-test for independent sample, One-Way ANOVA, and Pearson's Correlation.

## 3. Conclusion and Discussion

### 3.1 Conclusion

Most of the respondents were female. Representing (69.50%) aged between 18-30 years, representing (60.80%) Status is single, representing (70.80%) Bachelor's degree. Representing (67.30%) occupation of private company employees Representing (61.00%) average monthly income. 15,001-25,000 baht or (41.00%) use the Shopee application to order products online. Accounted for (46.00%)

Marketing mix factors Relationship with online shopping decisions Statistically significant at level 0.05 had a Sig. (2-tailed) of 0.000. The physical characteristics were the highest ( $r = 0.831$ ), the Sig. (2-tailed) was 0.000, followed by the distribution channel. The highest correlation ( $r = 0.818$ ) has a Sig. (2-tailed) equal to 0.000 in marketing promotion. The highest correlation ( $r = 0.804$ ) has a Sig. (2-tailed) of 0.000; personnel has the highest relationship ( $r = 0.761$ ) with a Sig. (2-tailed) of 0.000; price has the highest correlation ( $r = 0.733$ ) with a Sig. (2-tailed) of 0.000 on the product side The lowest correlation ( $r = 0.695$ ) has a Sig. (2-tailed) of 0.000, respectively.

An overview of the marketing mix that influences online shopping decisions, it is found that the multiple correlation coefficient is a value that represents the degree of correlation of a group of all independent variables in the equation with the dependent variable. Overall parameters of marketing mix. Correlated with online shopping decision was 0.614 and correlated at 37.7%. Analysis of the variance in marketing mix influencing online shopping decision was found. The statistical value in the testing of marketing mix factors in the equation. Is it possible to jointly predict (forecast) the online shopping decision to be statistically significant or not by using the F-test statistics which is determined by the test results based on the Sig. Value by the test hypothesis. As follows: F-test is determined from the test results based on the Sig. The hypothesis of the F-test is Sig. = 0.000, which is less than the significance level of 0.05.

### 3.2 Discussion

The research results were found that Personal factors, including age, education level, occupation influence consumers' online shopping decisions. In the Nava Nakorn Industrial Estate, consumers are different. Similar to Witchareeya Ruangpho (2010) research, the study of marketing factors influencing the decision to use the Siam Paragon shopping center. The study found that Consumers with gender, age, status, education level Different occupation and monthly income influenced different decision to use Siam Paragon shopping center. The results of this study were consistent with age, education level. Different online shopping frequency influences consumers' online shopping decisions. In addition, it is consistent with the research of Jutharat Sairojphan (2015) to study factors affecting consumers' decision to use supermarket services in Bangkok. The study found that Study differences affect consumer behavior.

Product aspect Affect the behavior of online shopping decisions The results can be discussed as follows: Purchase decisions affect purchasing. When consumers will make a purchase Taking into account the benefits of using the product To make purchasing decisions that are responsive to the benefits of use. After receiving a product that meets your needs Consumers compare products before making a purchase in any light of the brand reputation. Product quality A clear display of product images The product is different from the general store. To use various aspects to determine product purchasing decisions, making purchasing decisions easier, which is in line with the concept of Marketing Mix Factors Affecting Decision To Buy Old Spare Parts A Case Study of Achirayont Company Limited of Supatra Pimsak Thitinan Varivanich and Ta Saranrom (2011)

The price aspect affects the behavior of making an online shopping decision. Usually, when making a decision to buy products each time, consumers always compare prices by comparing the price with the value obtained from that product and There are also price comparisons with other online stores. The results are consistent with the concept of Marketing Mix Factor Influencing Decision To Buy Sprouted Brown Rice Juice Of Consumers in Bangkok Area of Maha Suwannaphon Mahathanapiwat (2010). Price marketing mix factor correlated with consumers' purchasing decision of sprouted brown rice juice.

Distribution Affect buying decision behaviors affecting online shopping decision making behavior Recognize the need Caused by consumers in the daily life that can access a variety of merchants And if the store name is easy to remember There are various delivery services. Punctual delivery will stimulate demand for purchasing products. The results are consistent with the concept of Consumer Behavior Factors and Service Marketing Mix Factors Affecting Process of Buying Kitchenware Products in Muang District, Rayong Province of Warutprapaip (2013). The distribution marketing mix factor correlated with the purchasing decision of kitchenware products.

Marketing promotion Affect the behavior of online shopping decisions As the marketing promotion factor is essential that consumers want, whether it is informing the customers with news, new products directly, doing marketing promotion activities. The results are consistent with the concept of Consumer Behavior Factors and Service Marketing Mix Factors Affecting Process of Buying Kitchenware Products in Muang District, Rayong Temple of Warut Prapaipak (2013).

Personnel aspects affect the behavior of making online purchases because if the seller is hospitable And use good words and attitude Will be able to attract customers to turn back and buy again Including if the seller is able to answer questions and resolve immediate problems well This will make it easier for customers to trust in their purchases and affect their purchasing decisions.

Process This affects the behavior of online shopping because if shopping online can be done with a simple, uncomplicated shopping process. There are various payment methods. And can be products in the event that the product is not as specified Able to make consumers an impression with the service Shorten the period of purchasing activities.

Physical characteristics This affects the behavior of making an online purchase because if the product is categorized to make it easier to buy. And provide complete and up-to-date product information Able to make consumers an impression with the service Shorten the period of purchasing activities Consumers make individual purchase decisions, and they expect process satisfaction. The results are consistent with the concept of Consumer Behavior Factors and Service Marketing Mix Factors Affecting Process of Buying Kitchenware Products in Muang District, Rayong Province of Warutprapaip (2013)

This research has completed according to Asst. Prof. Dr. Somporn Punpocha give the good suggestion for the correction. The researcher has received the conceptual of the research completely. I have to thank and high respect, including all of instructors who gave the knowledge at University of the Thai Chamber of Commerce.

## **4. Suggestions**

### **4.1 Suggestions from the Findings**

From the study of A study of the marketing mix factors affecting consumers' behavior in making online shopping decisions. In the Nava Nakorn Industrial Estate Price and physical characteristics Affect the decision to buy online products of consumers in the Nava Nakorn Industrial Estate. Most so E-commerce entrepreneurs or those who operate their business via social media should pay more attention to pricing products that are cheaper and more suitable than competitors, as each website used to buy online products is able to compare prices to find products that are very attractive to customers. most Including the development of the website to have categories that are easy to buy and provide complete and up to date product information.

From the results of the study, it was found that factors influencing the behavior of online shopping decisions in industrial estates, therefore, e-commerce merchants or entrepreneurs via social media. Key words should be featured in social media marketing. In various channels such as Line, Facebook, Instagram and website Which is the fastest and most direct reach to consumers Including giving people who are famous in the online world Become a presenter to sell products and review the results of using that product. It is also a strategy for creating incentives for consumers. To create confidence in the product



From the results of the study, consumers are quite concerned about the transportation of goods, therefore e-commerce merchants or entrepreneurs via social media should pay more attention to the use of packaging to wrap their products as products may cause It can be damaged during transportation, so before delivering products to consumers, appropriate packaging should be used. And wrap the product completely To enable consumers to obtain complete and complete products It is a strategy to build trust and retain customers as well as to build confidence in the store.

#### **4.2 Suggestions for Further Study**

In continuing this research, a sample group should be studied more specifically, such as a study specific to the Gen Y consumer groups, etc. A detailed identification of the scope of the consumer group will be useful to the operator or business to better understand each customer group.

In continuing this research, it should study more specific product groups such as product category study Women's fashion clothing, etc. Specifying the product groups in detail will make it useful for entrepreneurs or businesses to be able to understand more customer groups.

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#### **4.3 Suggestions for Further Implementation**

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