

Marketing Mix factors Affecting Online Purchase Decisions on Social Media

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ABSTRACT

Abstract—This research aimed to study marketing mix factors affecting online purchase decisions on social media. This research uses a quantitative research approach. The target population is consumers who are interested in shopping on social media and live in Bangkok. A total of 385 samples were conducted using a multistage sampling method. The questionnaire was used as a tool for data collection. The statistics used for data analysis were percentage, mean, standard deviation, and Multiple regression analysis. The analysis of the influence of marketing mix factors on the decision to use food delivery service was found that the aspect of consumer needs, cost of the consumer, convenience to purchase, and communication influenced on the decision to use food delivery service. The highest multiple regression coefficient was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication, respectively. All variables could be predicted together with statistically significant at 0.05 and could explain the variance in service satisfaction at 61.62 percent.

Keywords—Marketing Mix, Purchase decisions, Social Media

INTRODUCTION

The present role of the internet and social media has made lifestyles changed in a more comfortable way. Consumers have access to information easy and fast including the decision to buy products via the Internet, which it is becoming very popular today and is likely to continue to grow. As results many businesses need to adapt to the changing shopping behavior of consumers amid, intense competition and wide consumer choice. Moreover, the most basic human needs including the number of communications via social networks has increased rapidly due to the development of technology. At the same time, the growth of businesses that do marketing through mobile phones online has resulted in entering a variety of online social networks to meet the distribution of groups of consumers who will benefit from social (Office of the National Economic and Social Development Board, 2020).

Electronic Transactions Development Agency, the Ministry of Digital Economy and Society revealed the results of a survey of internet users in Thailand in 2020, found that Thai people use the Internet by a leap of more than 150 percent. Resulting in Thailand currently have 47.5 million internet users, or about 70 percent of the total population using the Internet on average 10 hours 22 minutes a day, an increase of 17 minutes from 2019. The group with the most Internet use is Gen Y (19-38 years old). Most of them, more than 91.2 percent, use the Internet with social media (Facebook, Line, Instagram), and also found that 98.5 percent of Thais prefer to use LINE to communicate, followed by Facebook Messenger, FaceTime and WhatsApp, respectively networking (Electronic Transaction Development Agency, 2021). The results of the survey indicated that Internet users are increasing rapidly resulting in doing business on the Internet can continue to grow.

According to a survey of Thai online shopping, it was found that in 2019, Thai consumers spent 16 percent more online, worth 376,753 million baht. The most popular online activity is to order food online increased from 2018 by 15.1 percent. The channels that shoppers choose to buy the most products are e-Marketplace, which is Shopee at 75.6 percent, followed by Lazada at 65.5 percent, and Social Media such as Facebook Fanpage at 47.5 percent and Line 38.9 percent (Electronic Transaction Development Agency, 2020). It is anticipated that the trend in online shopping for Thais will increase which shows that the convenience of shopping is an important factor. This has resulted in the growth of Thai consumers' online purchases of goods and services continually increasing.

Therefore, purchasing goods and services through social media in Thailand is very popular, especially during the COVID-19 outbreak. The rate of users accessing the Internet via telephone is based on a ratio of 70 percent of the Thai population and the element that makes Thai people choose to use the application is the review on social

media applications. Application development is a response to consumers in maintaining a new way of life in the era of online media that covers lifestyles and operations to be more efficient. There are many factors that are important to the purchasing decision today. The marketing mix is one of the consumer's aids that influences the purchase decision, whether it is consumer demand, consumer cost, convenience to purchase and communication and public relations for consumers to know as well in order to make the money lost to be worthwhile and the most beneficial.

Due to the increasing popularity of online purchase on social media, this affects the creation of opportunities for online stores, especially in marketing, in accordance with consumer demand. Therefore, the researcher is interested in studying the new marketing mix factors (4C's) that affect online purchase decisions on social media. The purpose of this research was to study the factors of new marketing mix (4C's) that affect affecting online purchase decisions on social media in Bangkok. The results of the study can be used as a guideline for the adjustment of online business to increase the opportunity to generate sales and operate business in accordance with the style and lifestyle of today's consumers.

LITERATURE REVIEWS

Marketing mix factors

Marketing mix refers to marketing tools that help in planning strategies or directions in marketing operations as well. It is used as a consumer's point of view to reflect the initiative to bring products or services to the market. This enables the organization to be successful in creating the highest satisfaction of consumers, building brand loyal consumers and achieving their goals by operating profit (Kotler & Keller, 2016; Bauboniene & Guleviciute, 2015). Lauterborn (1990) defined the marketing mix from a consumer perspective as an element used in modern marketing to create a competitive advantage that has shifted from the perspective of product-oriented manufacturers and distributors to a consumer-oriented perspective. Marketing mix from a consumer perspective include as follows: 1) *Consumer needs* mean the actual needs of consumers from products or services of the company and able to meet the needs of consumers on the spot can help solve problems for consumers and create benefits and value for consumers completely. 2) *Cost of the consumer* are not solely the value of money spent on purchases, but also include time, travel expenses which causes the cost of customers to be different. In setting the price for the sale of goods, consideration should be given to the consumer's cost or the price that the consumer will have the power to buy the product. 3) *Convenience to purchase* refers to the search or access and purchase of goods or services that are close to the consumer. It is also convenient and fast to meet needs of consumers in a timely manner, such as fast shipping Multiple payment channels, products can be purchased easily, etc. 4) *Communication* means two-way communication from the messenger to the receiver and the receiver can send it back to the sender, for example, to listen to the opinions of consumers after purchasing or using the product, strengthening relationships between companies and consumers, sending accurate and clear information to consumers, etc. Communication is also a process that promotes a good image and credibility of the organization.

Purchase decision behavior

Solomon (2015) describes the consumer purchasing decision process as the representation of the outcome of a consumer's purchasing decision that affects the choice of a product or service. which consists of 5 steps. 1) *Problem Recognition* refers to the first stage of the consumer purchasing process based on internal impulses such as hunger, immediate demand for goods or services, and external impulses such as reading reviews, viewing advertisements, which inspire purchasing decisions. 2) *Information Searching* means consumers search for information or details of products or services that the consumer needs in order to make a purchase decision. 3) *Evaluation of Alternatives* means the consumer compares similar or interchangeable goods or services. to look for advantages and disadvantages in choosing to buy for the best value and satisfaction of consumers. 4) *Purchase Decision* means the step after the evaluation of alternatives. Consumers actually make purchasing decisions with purchase intent and have a reason to buy. 5) *Post-purchase behavior* means both the company and the consumer check their satisfaction after the consumer has eaten or used the product. It can measure their tendency towards the next purchase decision, if in this purchase decision to meet the needs of consumers completely.

Related Works

Related research was used to define the conceptual framework and research hypothesis. The research of Kassapa & Sirimongklon (2021) study on the influence of marketing mix (4c's) on customer's buying decision making via social media (Facebook) in Khon Kaen province found that the 4C's marketing mix in terms of demand

of consumers, cost of consumers, convenience to purchase and communication affected purchasing decisions through social media (Facebook). The study of Inrit (2021) about marketing mix 4c's and word of mouth that affecting the decision to purchase drugstore cosmetic through social media (TWITTER), the result showed that factors affecting the decision to purchase drugstore cosmetic through on Social media (Twitter) are word of mouth communication and marketing mix 4C's in term of needs of consumers, cost of consumers, communication and convenience to buy at the significant level as 0.05. The study of Klaysung (2020) on shopping behavior of Shopee application users in Bangkok, the results found that the product marketing mix and integrated marketing communications has a significance positive impact on customer purchasing behavior. Moreover, Rochanasatra (2019) studied the marketing mix 4c's and social factors in reference group affecting female consumer's advocacy toward baby care products in BANGKOK, the result found that different demographics as age, education, job and number of children can affect the marketing mix 4C's differently and also found that the marketing mix 4C's in customer cost to satisfy, communication and social factors in reference group as primary group has affected female consumer's advocacy toward baby care products.

METHODS

The target population used in this research were consumers who had shopped through social media platform which cannot know the exact population. Therefore, the number of samples is calculated from cases where the population size is unknown. It was also known that the number of social media users accounted for approximately 60 percent of the population in Bangkok by using the W. G. Cochran formula (1953) at 95 percent confidence level. The sample size consisted of 400 consumer personnel and sampling with using a multi-stage sampling method.

Tools used in this research was a questionnaire created by the researcher. By creating questions in accordance with the characteristics to be measured, divided into 3 parts, consisting of Part 1: Demographic information such as gender, age, status, education level, occupation, and average monthly income. Part 2, information on the acceptance of marketing innovations through social media. Part 3, information on the satisfaction of purchasing through social media platform. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires. After collecting the data, 400 sets of questionnaires were returned, representing 100 percent. The questionnaires were analyzed and processed with a statistical package to find various statistical values such as frequency, percentage, mean, standard deviation and multiple regression analysis.

Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

Descriptive results

The results of the research can be concluded that the sample group is consumers who have shopped through social media and live in Bangkok, total of 400 samples. Most of them are female, age between 21-30 years old, marital status, educational level at the bachelor's level, worked as employees of private companies, monthly personal income between 15,001-30,000 baht.

The characteristic of variables used in this research were marketing mix factors and online purchase decisions on social media. The results found that most of the consumers have opinions on the marketing mix overall at a high level. The aspect that consumers paid the most attention was the aspect of convenience to purchase, followed by cost of the consumer, consumer needs, and communication, respectively, were at a high level in all aspects.

Hypothesis testing results

The results of analysis by using multiple regression analysis to test the hypothesis was shown in Table 1.

Table 1
Regression of marketing mix factors (4Cs) affecting online purchase decisions on social media

Hypothesis	β	t	Sig.	Result
<i>Hypothesis 1:</i> Consumer needs affecting online purchase decisions on social media	0.248	3.864	.000**	Accept
<i>Hypothesis 2:</i> Cost of the consumer affecting online purchase decisions on social media	0.221	2.522	.015*	Accept
<i>Hypothesis 3:</i> Convenience to purchase affecting online purchase decisions on social media	0.315	4.561	.000**	Accept
<i>Hypothesis 4:</i> Communication affecting online purchase decisions on social media	0.206	2.129	.035*	Accept

** Significant level at .01, * Significant level at .05

Table 1 shown the analysis of the influence of marketing mix factors affecting online purchase decisions on social media was found that the aspect of consumer needs, cost of the consumer, convenience to purchase and communication influenced online purchase decisions on social media which all results were consistent with the research hypothesis. When considering the weight of the effect of the independent variable determined by the multiple regression coefficients in the form of a standard score, was found that the predictor with the highest multiple regression coefficient was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication, respectively. All variables could be predicted together with statistically significant at $F=66.584$, $S.E.=.701$ and could explain the variance in service satisfaction at 61.62 percent.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The characteristic of variables used in this research were marketing mix factors and online purchase decisions on social media. The results found that most of the consumers have opinions on the marketing mix overall at a high level. The aspect that consumers paid the most attention was the aspect of convenience to purchase, followed by cost of the consumer, consumer needs, and communication, respectively, were at a high level in all aspects. It has been shown that social interaction is a key motivator for building relationships. Which social media tools are a space for people to exchange ideas including creating information content between brands and consumer groups on social media spaces. Additionally, social media interactions can create a form of social media to reach consumers by creating ideas, reactions and discussions about the product and the brand.

The analysis of the influence of marketing mix factors affect online purchase decisions on social media was found that the aspect of consumer needs, cost of the consumer, convenience to purchase and communication influenced online purchase decisions on social media which all results were consistent with the research hypothesis. This was also consistent with the research results of Kassapa & Sirimongklon (2021) found that the 4C's marketing mix in terms of demand of consumers, cost of consumers, convenience to purchase and communication affected purchasing decisions through social media (Facebook). Including the research of Inrit (2021) about marketing mix 4c's and word of mouth that affecting the decision to purchase drugstore cosmetic through social media (Twitter), the result showed that factors affecting the decision to purchase drugstore cosmetic through on Social media (Twitter) are word of mouth communication and marketing mix 4C's in term of needs of consumers, cost of consumers, communication and convenience to buy at the significant level as 0.05. While the result was not in the line with Rochanasatra (2019), the result found that the marketing mix 4C's in customer cost to satisfy, and communication affecting female consumer's advocacy toward baby care products in Bangkok. When considering the weight of the effect of the independent variable determined by the multiple regression coefficients in the form of a standard score, was found that the predictor with the highest multiple regression coefficient was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication, respectively. This may be due to purchasing through social media was convenience to purchase that facilitated customers, save time and the cost of traveling to buy at the store, as well as the application has an

easy-to-understand and service process are accurate, reliable and effective. Including the search or access and purchase of goods or services that are close to the consumer which is also convenient and fast to meet needs of consumers in a timely manner.

Recommendations and future work

The study found that the marketing mix in terms of convenience of purchase had the greatest effect on online purchase decisions on social media. Therefore, the store on social media should focus on the continuous development of application usage characteristics that make consumers feel easy to use, not complicated, more quickly, such as payment systems, search system, and system for using promotions or discounts, etc. Including they should development and improvement of the transportation system in terms of time, emphasis on timely delivery between consumers and the rider and between the rider and the restaurant to be more efficient.

The study found that the marketing mix in terms of communication has the least affected online purchase decisions on social media. Therefore, store on social media should focus on delivering information to consumers completely and various channels to create important and popular media. Because nowadays most users get news from their families, friends and acquaintances. This may cause misinformation and confusion in using the application. In addition, stores on social media should focus on marketing activities to increase interaction between service providers, and to provide consumers with more information and to get to know the brand better.

Suggestions for further research, there should be study other variables that may affect the purchase decision such as behavioral factors, satisfaction and loyalty factor in order to develop applications according to customer needs. In addition, this research study the sample group in Bangkok. Therefore, the scope of study in the next research should be broader and more comprehensive, such as expanding the area to the provinces to get opinions and the decision to use food delivery service which may be different in each area.

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