

THE INFLUENCE OF MARKETING MIX AFFECTING THE SUCCESS OF GEN-Y ENTREPRENEURS' ON-LINE BUSINESS IN BANGKOK AND ITS VICINITY.

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ABSTRACT

This research has the following objectives: 1) To study the success of on-line businesses classified by personal factors of Gen-Y entrepreneurs. 2) To search for the influence of marketing mix affecting the success of Gen-Y entrepreneurs' on-line businesses in Bangkok and its vicinity. The samples used in this research are 400 Gen-Y entrepreneurs in Bangkok and its vicinity, utilizing Snow ball sampling. Statistical packages are used in analyzing descriptive statistics for Frequency, Percentage, Average, Standard Deviation and Inferential Statistics, Independent Samples t-test, One-way ANOVA, Multiple regression analysis, Multicollinearity, and Pearson product moment correlation coefficient.

The research resulted found that:

1) The success of on-line is different according to levels of education, monthly earnings, at a statistically significant level, while gender, age, and business type are not different.

2) The influence of marketing mix affecting the success of Gen-Y entrepreneurs' on-line businesses in Bangkok and its vicinity, is found to consist of Consumer's Need ($X_1 = 0.02$), Cost of Appreciation ($X_2 = 0.08$), Convenience to Buy ($X_3 = 0.15$), and Communication ($X_4 = 0.41$), of which Prediction Power indicator is 35 percent and can be written in formula form as follows: $Y = 1.44 + 0.02 X_1 + 0.08 X_2 + 0.15 X_3 + 0.41 X_4$ **

Keywords: Marketing Mix, Success of On-line Businesses, Gen-Y Entrepreneurs

INTRODUCTION

Thai society nowadays is changing in many aspects. The outstanding factor for change is technology which is the most outstanding. It is undeniable that technology has been developed so much making the present world more convenient to live. The advent of internet service plays a prime role in today's living. It is the era of using internet to create things. Technology is developed and topped up things to alleviate human roles and increase human potentials to think and win over limits; for the principle reasons of convenience.

From a survey on behaviors of Thai people, it was found that they spent an average of 9 hours and 38 minutes per day per person; the main reason behind such a high number was the purchase of goods on-line. A survey also found that Thai people used Facebook the highest at a number of 51 million or 75 percent of the population; and these users were mostly in the age of 18 – 34 years old (Digital in, 2018). Within the past few years, purchasing goods on-line by internet has become one of the business models with high preference of a lot of entrepreneurs since it was convenient and fast channel to buy and sell

through on-line media. Not only that it was easy, but it also was less risky than investing in other businesses because this method did not only cost less than traditional form of business such as setting up outlets in department stores or in market fairs, but on-line business also opened up widely by the ability to market the whole 24 hours a day. The products included distributors' products which caused high business earnings and fast growing. The marketing territory could be expanded indefinitely. On-line products have been business activities which were competitive all the time.

This Gen-Y is considered a group of people who grows up with computers in the era of wide spread internet use or those who were born between B.E. 2523-2543. From a survey, Gen-Y is a group of people who uses internet per day at the highest rate; during working days or studying days, they spend an average 7.12 hours/day and as high as 7.36 hours/day on holidays (Electronics Transaction Development, 2017). The number coincides with the result of the survey on Thai people's behaviors in using internet since people in this era are highly dexterous in using technology, preferring to use IT tools such as mobile phones in daily activities for many things for convenience living. Besides, in today's condition and environment, the continuous development of 4G internet connection systems plays a part in supporting a large volume of buyers to turn to on-line order services for convenience of use. This makes on-line entrepreneurs to learn how to develop themselves all the time. Traders have to study and find new channels such as presenting of products, advertisement of products, including promotion of products. These are marketing strategies that on-line traders should keep on studying to use in marketing all the time. Moreover, on-line traders must follow consumers' needs, the management of price appropriateness, the convenience of access to services, including the management of communication; to pave ways of success for the business. The research, *The Influence of Marketing Mix Affecting the Success of Gen-Y Entrepreneurs' On-line Business in Bangkok and Its Vicinity*, has an objective in surveying and finding direction for interested party and on-line business entrepreneurs to use as a case study and set directions for their future businesses.

OBJECTIVE

- 1) To study the success of on-line businesses classified by personal factors of Gen-Y entrepreneurs.
- 2) To search for the influence of marketing mix affecting the success of Gen-Y entrepreneurs' on-line businesses in Bangkok and its vicinity.

Research Hypotheses:

Hypothesis 1, On-line business successes are different when classified by personal factors of Gen-Y entrepreneurs.

Hypothesis 2, The influence of marketing mix affects Gen-Y entrepreneurs' on-line business successes in Bangkok and its vicinity.

Research Framework:

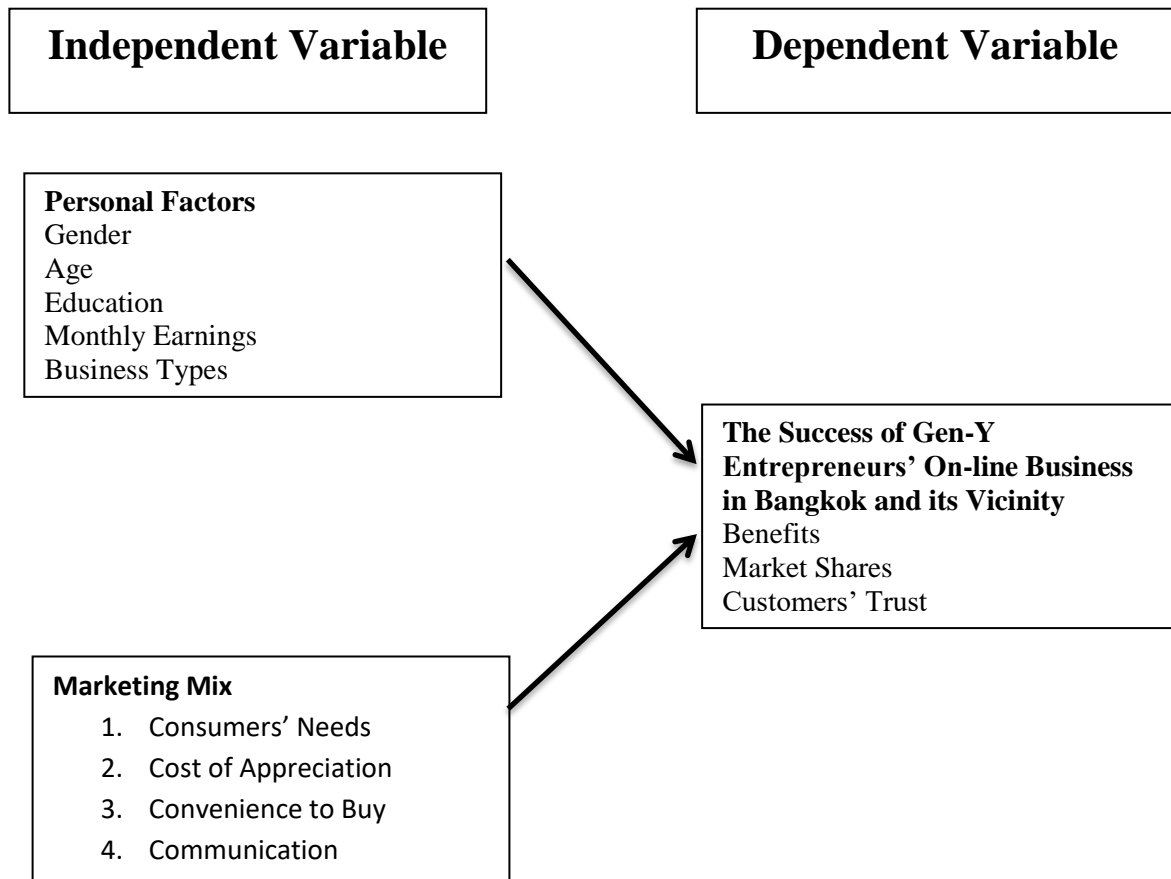


Exhibit 1 Research Framework

METHODOLOGY

The researcher utilized statistical packages to analyze: Descriptive Statistics for Frequency, Percentage, Average, Standard Deviation and Inferential Statistics, Independent Samples t-test, One-way ANOVA, Multiple regression analysis, Multicollinearity, and Pearson product moment correlation coefficient.

The population included a group of Gen-Y entrepreneurs in Bangkok and its vicinity, which was unable to specify the certain number, using a formula by Cochran (1953) to collect data of 400 samples through Snow ball sampling method.

RESULTS

Part 1 The results found that questionnaire respondents were mostly Female, or a number of 315 persons (or 78.80 percent); with an age between 20-25 years old, or a number of 264 persons (or 66.00 percent); mostly having an education of Bachelor level, or at a number of 244 persons (or 61.00 percent); a monthly earnings between 15,000-25,000 baht (or 37.50 percent); and distribute a type of healthy products at a number of 148 products (or 37.00 percent).

Part 2 The Success of On-line Business Classified by Personal Factors of Gen-Y Entrepreneurs

Table 1 The Success of On-line Business Classified by Personal Factors of Gen-Y Entrepreneurs

Success of On-line Business	Personal Factors (t/F)				
	Gender	Age	Levels of Education	Earnings	Business Types
Benefits	0.22	0.99	0.68	2.70*	0.92
Market shares	0.34	2.17	2.93	2.91*	2.16
Customers' Trust	0.69	0.86	3.38*	3.24*	2.60*
Overall	0.48	0.97	3.48*	3.41**	2.16

*Sig <0.05 **sig <0.01

The research results found that the success of on-line business was different in accordance to levels of education, monthly earnings, at statistically significant level, while gender, age, business types, it was not found to be different. When considering aspects, it was found that, the success in benefits was different according to earnings at a statically significant level. The success in market shares was different according to earnings at a statistically significant level. The success in customers' trust was different according to levels of education, earnings, and business types at a statistically significant level.

Part 3 A study of influence of marketing mix affecting success of Gen-Y Entrepreneurs' on-line business in Bangkok and its vicinity. Before the analysis using multiple regression analysis, the researcher had tested Multicollinearity Analysis between independent variables, with the following results:

Table 2 The Results of Multicollinearity Analysis

	Consumers' Need	Cost of Appreciation	Convenience to Buy	Communication
Consumers' Need	1.00	0.43	0.45	0.50
Cost of Appreciation		1.00	0.63	0.54
Convenience to Buy			1.00	0.58
Communication				1.00

The analysis results found that there was no relationship between any pair of independent variables at a level over 80 percent. Therefore, such variables were analyzed by Multiple regression analysis as displayed in Table 3 below.

Table 3 The Influence of Marketing Mix Affecting Success of Gen-Y Entrepreneurs' On-line Business in Bangkok and Its Vicinity

Variables	B	SE	Beta	t	sig
Consumers' Need	0.015	0.084	0.005	0.055	0.956
Cost of Appreciation	0.084	0.080	0.092	1.058	0.291
Convenience to Buy	0.147	0.075	0.160	1.974	0.043*
Communication	0.411	0.195	0.373	2.102	0.036*
Constant	1.441	0.188		7.649	0.000

R = .589 R Square = .347 Adjusted R Square = .341 Standard Error = .332

The influence of marketing mix affecting success of Gen-Y entrepreneurs' on-line business in Bangkok and its vicinity was found to be consisted of Consumer's Need ($X_1 = 0.02$), Cost of Appreciation ($X_2 = 0.08$), Convenience to Buy ($X_3 = 0.15$), and Communication ($X_4 = 0.41$) with prediction power of 35 percent and can be written in formula as follows: $Y = 1.44 + 0.02 X_1 + 0.08 X_2 + 0.15 X_3 + 0.41 X_4$ **

DISCUSSIONS

The success of on-line business is different according to the levels of education, and monthly earnings, at a statistically significant level, while genders, age, business types, are not different. Such results coincide with the research results (Kitiyanan, et al., 2018) who found that a study result on decision making of buying products and services through commercial electronics, of students of the Faculty of Business Administration, Rajbhat University, Karnchanaburi, classified by departments, yearly levels, and monthly earnings, it was found that overall and aspect results were not different.

The influence of marketing mix affecting the success of Gen-Y entrepreneurs' on-line businesses in Bangkok and its vicinity consisted of the building of convenience to buy and the management in communication; which would coincide with the research (Boonchuey and Chantuik (2019) who found that most consumers emphasized technology and convenience in accessing the products, second to that was the stimulating for communication.

Suggestions:

1) The research results found that the success of on-line business were different according to levels of education, and monthly earnings, revealing that entrepreneurs with higher monthly earnings took better advantage in competition. Therefore, the pooling of capital for business or the searching for capital resources for business could be advantageous when beginning to do on-line business. However, such factors led to some risks and uncertainty in longer period of business. The researcher suggests that new entrepreneurs should be interested in studying, which is another factor which would result to the success of on-line business; the better study nowadays may not be limited to the classrooms. Entrepreneurs may get additional studies from outside the classrooms and the on-line world.

2) The influence of marketing mix affecting the success of Gen-Y entrepreneurs' on-line businesses in Bangkok and its vicinity consisted of the building of convenience to buy and the management in communication. Therefore, the development of on-line business at

present should try to emphasize to better marketing mix. In present communication era, the advantage of consumers' need and the cost of appreciation may not affect equally with the good management of communication. Nevertheless, in consideration of the analysis of correlation values, it was found that the mentioned relations were rather high; which meant that entrepreneurs need to still emphasize the 4 aspects of the marketing mix, with special emphasis on direct communication to customers.

CONTRIBUTIONS AND FUTURE WORK

1) Such research gathered data only from Gen-Y entrepreneurs in Bangkok and its vicinity. Interested party may do a comparative study with entrepreneurs in other age groups or expand study territory out through around the country; which should reveal different results.

2) The research utilized only quantitative research. In development of the study, integration of methodologies such as in depth interviews of entrepreneurs would be able to gather more in depth data.

3) The sampling of such research was the sampling without considering the statistical opportunity. Therefore, the resulted samples may not represent well the population. However, interested party who deems to further similar study may design newer sampling methodology by gathering data by using statistical opportunity methodology instead.

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