Marketing Mix Factors Influencing the Purchase Decision of Big Bike Motorcycle in Phra Nakhon Si Ayutthaya

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Abstract – The sales of the Covid-19 epidemic situation directly affected motorcycles. The researcher studied the marketing mix factors influencing the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province. The objectives were 1) to study the factors of the marketing mix (7P's). 2) To study the decision to buy a big bike motorcycle. 3) To study the factors of the marketing mix that influence the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province. This research was a quantitative study. The sample was a population of 390 people interested in big bike motorcycle in Phra Nakhon Si Ayutthaya Province. The research tool was a questionnaire. We collected data using simple random sampling. The statistics used to analyze the data are frequency, percentage, mean, standard deviation, and multiple regression analysis. The results showed that the overall marketing mix was high (X̄ =4.21, S.D.=0.61), the opinions on product factors were high (X̄ = 4.32, S.D. =0.48), and the respondents' opinions were high (X̄ =3.89, S.D.=0.76). The results of the study on the purchase decision because of the reasonable price, the opinions of the respondents were high (X̄=4.10, S.D.=0.87). The market mix factor of the respondents' 7P's (independent variable) could predict the dependent variable at 15.70%. An Adjusted R square (R²) of 0.586 showed that the marketing mix of 7P's significantly influenced the decision to buy a big bike motorcycle of consumers in Ayutthaya at the 0.05 level. The entrepreneurs could apply the results to their marketing strategy planning and create a competitive advantage in the same business. The research results have indicated as follows: 1. The decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province was high (X̄=3.89, S.D.=0.76). The most important factor was the purchase decision as the reasonable price was high (X̄=4.10, S.D.=0.87). 2. Marketing mix factor (7P's) of respondents, we could combine independent variables to forecast dependent variables at 15.70 percent.

Keywords - Marketing Mix, Decision Making

I. Introduction

A motorcycle is a vehicle that has the flexibility to travel in traffic-congested countries. Since the motorbike doesn't consume much fuel, it saves fuel. In addition, the cost of maintenance and repair parts is not very high and is a vehicle that can travel to various places quickly and easy parking.

As the epidemic of Covid-19 has severely affected the economy, people need to be more aware of their spending on goods, especially luxury goods. The situation directly affected motorcycles and thus influence overall motorcycle sales. Kasikorn Research Center forecasts that
in 2020, we estimated sales at 1,300,000 to 1,350,000 units, hitting a 19-year low in the domestic motorcycle market. With a shrinkage rate of over 21-24 percent, we estimated that motorcycles under 125 cc were the most affected. Sales were likely to fall from 966,000 to 1,003,000 vehicles, a 25-28 percent drop from last year. This is because the major buyers have lower purchasing power and financial institutions were more cautious in their lending [1].

Based on the above information, it is appropriate to study the influence of service quality that affects consumers’ decision to buy the big bike motorcycle in Phra Nakhon Si Ayutthaya Province as a useful guideline for business operators of big bike motorcycle. We then use the results as a guideline for improving and optimizing the marketing planning of the big bike to cope with competition from competitors in current and future situations and to meet consumer demand.

II. Research Objectives
1) To study the factors of the marketing mix (7P's)
2) To study the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province
3) To study the factors of the marketing mix that influence the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province.

III. Literature Review
In this study, the researcher aimed to study the marketing mix factors influencing the decision to purchase a big bike motorcycle in Phra Nakhon Si Ayutthaya Province: the marketing mix was the study of factors that influence the decision to purchase a big bike motorcycle. In this study, the concept of Kotler, P. (1997) [2] was applied by dividing the marketing mix into 7 areas and called the "7P's Marketing Mix," which comprised: 1. product, 2. price, 3. place, 4. promotion, 5. people, 6. process, and 7. physical evidence. Marketing mix variables (7P's) influenced purchasing behavior. Consistent with research by Rahayuet al (2015), states that there was a significant effect of the marketing mix in which there was a 7P element on consumer decisions in taking action to consume a service. 4P's marketing mix lacks comprehensive customer interaction factors, so we need to add people, process, and physical evidence to get a marketing mix suitable for service marketing [3][4]. We adapted the marketing mix to better serve the needs of consumers. The traditional 4P's marketing mix includes product, price, place, and promotion. In 1981, Jerome McCarthy added three factors: people, process, and physical evidence to make the business more flexible in providing services [5].
The purchase decision was the dependent variable for this study. We made the purchase decision only when there was a choice between the two brands. Individuals made choices according to their preferences in the sense that "Which one gives the best advantage or which one has the least disadvantage?" Consumers typically required comparative information or timing to decide [6][7]. Purchase decisions in different situations may produce different results. To buy or not buy products, sometimes consumers may buy according to their habits, but sometimes consumers make careful decisions. Therefore, purchase decisions can affect consumers' purchase decisions [8][9][10]. Consistent with the research of R. Visuthiwat, the results of the hypothesis testing revealed that marketing mix factors such as products, price, place, promotion, people, process, and physical evidence related to the decision making to buy cutting tools imported from abroad with a coefficient(r) 0.175- 0.673 with statistical significance at the 0.05 level [11].

Therefore, purchase decisions affected the selection of products that met their needs or are suitable according to the criteria for individual consideration.
Figure 2. Concept model The Consumer Buying Process
Source: www.google.com

Conceptual framework

<table>
<thead>
<tr>
<th>Marketing mix factors</th>
<th>Decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya</th>
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</thead>
<tbody>
<tr>
<td>1. Products</td>
<td></td>
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<td>2. Price</td>
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<td>3. Distribution channels</td>
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<td>4. Promotion</td>
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<td>5. People</td>
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<td>6. Process</td>
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<td>7. Physical evidence</td>
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</table>

Figure 3. Marketing mix factors influencing the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province

IV. Research Methods

Therefore, purchase decisions affected the selection of products that met their needs or were suitable according to the criteria for individual consideration.

This was quantitative research on the market mix factors that influence the decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province. The population used in this study was a group of people interested in buying a big bike motorcycle. The study used non-probability sampling and convenience sampling methods by calculating from W.G. Cochran's unknown sample size formula with a 95% confidence level and a 5% error level [12][13]. We collected data from a sample of 390 people; we conducted the questionnaire confidence test using 30 questionnaires, and we tested the collected data using statistical methods. Cronbach's alpha coefficient was 0.70 - 0.81 [14]. Therefore, it concluded that the questionnaire was valid and
The statistics used in the study comprised descriptive statistics, which were used in the descriptions comprising frequency, percentage, mean, standard deviation, and inferential statistics (Multiple Regression Analysis).

V. Research Results

The demographic characteristics of the sample were 76.40% male and 23.60% female, aged 31-40 years (49.2% percent), undergraduate degree or equivalent (65.90 percent), occupation as employees of private companies or work for a wage (49.20 percent), and average income 10,000–30,000 baht (62.30 percent).

The marketing mix factor, overall, the respondents' opinions were at a high level (X̄=4.21, S.D.=0.61). When considering each aspect, we found the product factor had the highest level of opinion (X̄=4.32, S.D.=0.48); followed by the price the respondents' opinions were at a high level (X̄=4.28, S.D.=0.49); thirdly, process, the respondents' opinions were at a high level (X̄=4.25, S.D.=0.67); fourthly, people, the respondents' opinions were at a high level (X̄=4.24, S.D.=0.70); sixthly, physical evidence, the respondents' opinions were at a high level (X̄=4.17, S.D.=0.58) and finally, distribution channels, the respondents' opinions were at a high level (X̄=4.03, S.D.=0.71), respectively.

The decision to buy a big bike motorcycle in Ayutthaya, the respondents' opinions were at a high level (X̄=3.89, S.D.=0.76). Looking at each aspect, the purchase decision because of the reasonable price, the respondents' opinions were at the highest level (X̄= 4.10, S.D.=0.87); followed by purchase decisions because of the shape and quality of the product, the respondents' opinions were at a high level (X̄=4.09, S.D.=0.76); thirdly, the purchase decision because of family, friends or acquaintances, the respondents' opinions were at a high level (X̄=4.05, S.D.=0.75); fourthly, purchase decisions because of brand reputation, the respondents' opinions were at a high level (X̄=4.01, S.D.=0.68); fifthly, the purchase decisions because of the promotion, the respondents' opinions were at a high level (X̄=3.94, S.D.=0.73); sixthly, the purchase decisions because of personnel services, the respondents' opinions were at a high level (X̄=3.66, S.D.=0.78) and lastly, the purchase decision because of the convenience of travel to service centers, the respondents' opinions were at a high level (X̄= 3.42, S.D.=0.79), respectively.

Table 1 Multiple regression analysis of 7P's marketing mix factor variables

<table>
<thead>
<tr>
<th>Marketing Mix Factors</th>
<th>b</th>
<th>β</th>
<th>S.E</th>
<th>t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant (a)</td>
<td>-</td>
<td>1.525</td>
<td>0.04</td>
<td></td>
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<tr>
<td>1. Products</td>
<td>0.368</td>
<td>0.0507</td>
<td>323.000</td>
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<tr>
<td>2. Price</td>
<td>0.988</td>
<td>0.1506</td>
<td>568.000</td>
<td></td>
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<tr>
<td>3. Distribution</td>
<td>0.676</td>
<td>0.1414</td>
<td>803.000</td>
<td></td>
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<tr>
<td>4. Promotion</td>
<td>0.1360</td>
<td>0.0642</td>
<td>1400.033</td>
<td></td>
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<tr>
<td>5. People</td>
<td>-0.157</td>
<td>0.077</td>
<td>0.000</td>
<td></td>
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<tr>
<td></td>
<td>0.332</td>
<td>4.307</td>
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<tr>
<td>6. Physical evidence</td>
<td>0.6920.328</td>
<td>0.0877.9200.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Process</td>
<td>0.2200.108</td>
<td>0.0782.8180.005</td>
<td></td>
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<tr>
<td>R=.771</td>
<td>Adjusted R Square = 0.586</td>
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<td>SE.est. = 2.006</td>
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</table>

The marketing mix factor of the respondents' 7P's model was determined by using independent variables to predict the dependent variable at 15.70%. Adjusted R square (R²) is equal to 0.586. When considering each aspect, we found that the product, price, distribution channels, promotion, people, physical evidence. In terms of processes, the values were b = 0.368, 0.988, 0.676, 0.136, -0.332 and 0.692, respectively. This means that for every 1-unit increase, the factors are increased by 0.368, 0.988, 0.676, 0.136, -0.332, and 0.692 respectively. Thus, it was shown that the 7P's marketing mix factor had a significant influence on consumers' decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province at a significant level of 0.05.

**VI. Discussion**

After analyzing the factors of all 27 variables, 7 new factor groups were obtained. When taking these additional groups of factors into the analysis of multiple regression equations, we found that there were 4 factors influencing consumers' decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province. We sorted the regression coefficients in descending order of products, prices, promotions, people, and processes. However, physical evidence and distribution channels factors did not affect consumers' decision to buy a big bike motorcycle in Phra Nakhon Si Ayutthaya Province.

The test of hypothesis about demographic characteristics using Independent-Samples T-Test and One-Way ANOVA at a significance level of 0.05 found that different ages affected consumers' decision to buy big bike motorcycle in Phra Nakhon Si Ayutthaya Province because different ages caused different perceptions of information in each channel. In particular, each age group may have different product requirements.

**Conclusion**

1. The product factor affects the purchasing decision of consumers the most, which comprises a variety of types and styles of products because besides having a variety of styles, they must also be modern and colorful. If operators can make a product attractive and appealing to consumers, and ultimately, they will make a purchasing decision.

2. The price factor affects the purchasing decision of consumers. We should set a price that is suitable for the quality of the product to make consumers feel it is worth paying. The price of the product must be affordable when compared to other brands because the product styles of each brand are not very different. If a product is similar but at a higher price, it can lead to consumers changing their minds and buying a competitor's brand.

3. Physical evidence factors affect consumers' purchase decisions. The company should create an attraction for consumers to buy the company's products. The main physical characteristics are the zoning of the product, orderly and clean, and the product should arrange so that the consumer can easily see the appearance and find the product. We should mark their directions of various
departments for the convenience of new customers and help reduce the search time for products to be faster. The availability of security systems and facilities such as restaurants, restrooms, and on-site services are more attractive to consumers. Another important thing is that there must be enough parking space for the service.

4. Brand and product usage factors affect consumers' purchase decisions. We should produce products with durability, long service life, hassle-free maintenance, and brand focus, which builds a brand image of reputation and credibility because the brand will lead to product awareness to consumers.

5. Promotion and people factors affect consumers' purchase decisions. There should be an arrangement for consumers to take part in marketing promotion activities such as discounts, redemptions, giveaways, and give something extra. In addition, advertising to promote product information to be known continuously through various channels such as television, websites and social media also helps increase consumer awareness of the product. Organizing activities at the point of sale and having after-sales services that can deliver products that meet your needs are also options to drive purchase decisions. Employees also play an important role in purchasing decisions. Employees must have excellent knowledge of the product so that they can answer questions about the products of the users. Employees who provide information should use polite words, good interpersonal skills, service-minded and quick resolution of immediate problems, including not making users wait too long. The solution should impress the consumer. Entrepreneurs should focus on the training and transfer of knowledge and practices to all employees in the same direction and in line with the organization's strategy to create a corporate image.

6. Entrepreneurs must consider consumers with different occupations because different occupations affect different purchasing decisions. For big bike motorcycle, the focus should be on an occupational class because it is a group that makes purchasing decisions easier than other groups. If there is an attractive promotion for this occupational class, it will speed up purchasing decisions. Besides occupational considerations, the average monthly income of consumers is also important because different incomes affect different purchases. However, entrepreneurs should know the income levels of the target consumers to design products to meet the needs and purchasing power of that group.

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References


