

Marketing Mix Factors Affecting Consumer Buying Decision of Sanitary Ware in Bangkok Metropolitan

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I.INTRODUCTION

There are many factors influencing consumer behavior and consumer purchase decision including cultural, subculture, social, personal factors, etc. A purchase decision is the result of many factors. An individual consumer is influenced by cultural and social environment. By identifying and understanding the factors that influence the customers, marketers have the opportunity to develop a more effective strategy to increase their sales. To make good marketing strategy, it is very important to examine consumer behavior and then make proper marketing-mix decisions. This paper is about how marketing mix factors affect consumer purchase decision of Sanitary Ware in Bangkok Metropolitan.

II.COMPANY PROFILE

Nowadays, sanitary ware businesses in Thailand have become extremely competitive as many sanitary ware companies try to find the best strategy to manage their business in order to response the needs of consumers. There are many national and international companies in Thai market offering sanitary products. These companies constantly look for innovative processes and methods to gain competitive advantage in the market.

DP Ceramics is thirty years old company who offers sanitary wares, ceramic tiles, home decoration products along with bathroom, kitchen, indoor and outdoor design services for their customers. The company believes the concept of “One Stop Shop, One Stop Service”. It helps the customers to save their time and money in selecting the right style and design for their products. DP Ceramics has divided their services into four areas, namely Design Consult, Perfect Info, Create Easy and Total Install. In the areas of Design Consult, customers are advised about how they can choose their sanitary wares within their budget. Perfect Info offers the technical, maintenance and other necessary information about the sanitary ware products. Create Easy area of the company offers virtual 3D designing technology experience for their customers so that they can save their time and money as they can also calculate the numbers of titles to be used by them. Total Install area of DP Ceramics provides complete installation for their customers in professional ways.

III.OBJECTIVES OF THE STUDY

1. To study marketing mix factors affecting consumer purchase decision of sanitary ware products in Bangkok Metropolitan.
2. To determine the effect of demographic factors on purchase

Statement of the Research Problem

This research investigates the marketing mix factors affecting consumer purchase decision of sanitary ware products in Bangkok Metropolitan and find out the effect of demographic factors on marketing mix.

Research Questions

1. How Marketing mix factors affecting consumer purchase decision of sanitary ware in Bangkok Metropolitan?
2. How demographic factors affect the purchase decision?

Research Hypothesis

H₀: Marketing mix factors do not affect consumer purchase decision process.

H₁: Marketing mix factors affect consumer purchase decision process.

H₀: Difference of demographic factors does not affect purchase decision.

H₂: Difference of demographic factors affects purchase decision.

Research Design

This research was designed as a descriptive research methodology to describe the relationship between marketing mix factors and consumer purchase decision process. The information of this research included the primary data that was collected by an online survey. Besides, the secondary data was gathered from many sources such as related independent studies, journals, etc.

Target Population and Sampling Procedure

The target population of this research was focused on person who lived in Bangkok Metropolitan area. Convenience sampling method is used in this research.

IV.SAMPLE SIZE

The small number of target population was selected as the target sample by convenience sampling method. A questionnaire was prepared having different parts like personal information about the customers, consumers buying decision process, marketing mix factors, etc. Total 200 questionnaires were distributed and 103 respondents were answered. The questionnaire was designed to be rating scale from 1 to 5 adapted from the Likert scale.

After gathering 103 questionnaires, editing, coding, and statistical approach was used to analyze the data.



Editing procedures were conducted to make the data ready for coding and transferring to data storage. After the data have been collected, the returned questionnaires were encoded and interpreted by SPSS to ensure accuracy and minimise costs.

V.DATA ANALYSIS

The objectives of this study were to study marketing mix factors affecting consumer purchase decision of sanitary ware in Bangkok Metropolitan. The methodology applied in this study was derived from the primary and secondary data.

The resource of the survey in terms of consumer's personal demographic demonstrated that most of respondents were of the female gender at 59.2%. The ages of samples were mainly in the interval of 25-30 years old at 53.4%. Furthermore, the occupation of sample was private company at 43.7% while the largest proportion of monthly incomes was in the range of 15,001-30,000 Baht at 43.7%. The numbers in sample household were mostly in the range of 3-4 persons at 55.3%.

In the aspect of sanitary ware purchasing decision process, it found that most of respondents agree that the best sanitary ware should respond beyond their physiological needs at 39.8% and they also agree to purchase sanitary ware in the same set of style at 51.5% and 40.8% who agree to purchase sanitary ware in the same brand. There were 45.6% of respondents who agree with the statement which says their experiences with the sanitary ware brand affect their future purchasing. 48.5% of respondent also agree that brand reputation has an effect in their purchasing decision. Most of respondents (33%) agree that friend and family's opinion toward the brand affect their decision making on purchasing sanitary ware. But 37.9% of respondents neither agree nor disagree that expert's opinion toward the brand affect their decision making on purchasing sanitary ware. There were also 40 respondents (38.8%) who agree that other's opinion (rating, reviews) has an effect to their decision making on purchasing sanitary ware. 46.6% of respondent strongly agree that it is necessary to look for more information before making decision on purchasing sanitary ware. And 49.5% of respondents agree that they have to set budget for sanitary ware purchasing. 36.9% of respondent neither agree nor disagree that design is the most important factor to consider, but 47.6% of respondent agree that function is the most important factor to consider, and 38.8% of respondent neither agree nor disagree that brand reputation is the most important factor to consider. Number of respondents who agree to compare the price between brands before making decision has the same amount with respondents who agree to choose the brand at point of purchase at 46.6% or 48 respondents. Most of the respondents agree that seller's performance in store affect their consideration on purchasing sanitary ware at 47.6%. 51.5% of respondents agree that promotion has an effect to their decision making on purchasing sanitary ware. 54.4% of respondents agree that the store should be convenient to reach. The most of respondents at 29.1% disagree that they tend to review the product on social media and recommend to others. 45 respondents (43.7%) agree that they tend to repurchase product in the same brand if they satisfied. It indicated that most respondents tend to purchase sanitary ware at modern trade which were 79.6%, or at 82 respondents followed by 11 respondents, or at 10.7% who tend to purchase sanitary ware at expo/fair. In term of

the order of sanitary ware selecting processes, first thing which the most respondent tend to select were toilet and showering at 21.4% or at 22 respondents. The second thing was lavatory at the rate 22 respondents or at 21.4%. Third were also toilet and lavatory at the same rate which was 20 respondents or at 19.4%. Fourth were faucets at 23.3% or at 24 respondents. Fifth was lavatory which had the rate at 22 respondents or 21.4%. Sixth was shower door at 21 respondent or 20.4%. Seventh was flush valve at 22.3% or 23 respondents. Eighth was also flush valve at 24.3% or 25 respondents. Ninth were urinals at the rate of 34% or 35 respondents.

Summary of the Findings

After analysis of data, findings can be summarized as follows:

- After data analysis, it was found that marketing mix factors affect consumer purchase decision of sanitary ware in Bangkok Metropolitan and it is very much important.
- It was also found that the difference of demographic factors affect the purchase decision.

VI.RESEARCH HYPOTHESIS

H₀: Marketing mix factors do not affect consumer purchase decision process.

H₁: Marketing mix factors affect consumer purchase decision process.

The first hypothesis of the study has been accepted due to the level of importance of the marketing mix factors observed in analysis. It means that marketing mix factors affect consumer purchase decision process.

Table - 1
Summary of 1st Hypothesis Testing

	Independent Variables	Dependent Variables: Marketing Mix Factors			
	Customer’s Personal Demographics	Product	Price	Place	Promotion
Hypotheses 1st	Gender	Not Different	Not Different	Not Different	Not Different
	Age	Not Different	Not Different	Not Different	Not Different
	Occupation	Not Different	Not Different	Not Different	Not Different
	Monthly Income	Not Different	Not Different	Not Different	Not Different
	Numbers of Member in Household	Not Different	Not Different	Not Different	Not Different



- H₀: Difference of demographic factors does not affect the purchasing decision
- H₂: Difference of demographic factors affects the purchasing decision.

The second hypothesis of the study has been accepted because demographic factors affect the purchasing decision. The findings are shown in the following table:

Table - 2
Hypothesis Testing

Hypotheses 2nd	Marketing Mix Factors	Level of Important (Mean)
	Product	High (3.97)
	Price	High (3.75)
	Place	High (4.01)
	Promotion	High (3.93)
	Total	High (3.92)

The research question is how the difference of demographic factors affecting the purchasing decision? The finding shows that the differences of demographics factors affect the purchasing decision. In terms of gender, age, occupation, monthly income, and numbers of member in household, all these customer's personal demographics make differences on purchasing decision.

The other research question is how marketing mix factors affecting consumer purchase decision of sanitary ware in Bangkok Metropolitan? The finding shows that marketing mix factors did affect consumer purchase decision of sanitary ware in Bangkok Metropolitan due to the level of important of each marketing mix factors which are product, price, place, and promotion, and overall marketing mix were measure at high level of important.

VIII.CONCLUSION

Consumer behaviour is a study of how individuals make decision to spend their available resources. It is a challenging task to the marketers to understand the consumer due to the heterogeneity among people. Hence it is



utmost need to obtain the in-depth knowledge of the consumers buying behaviour. This knowledge can be used as an important tool by the marketers to predict the future buying behaviour of customers and accordingly prepare their marketing strategies in order to build long term relationship with customers. Regarding the level of importance on each marketing mix factor, the overall product, price, place and promotion factor, each factor is important and the difference of consumer's personal demographic also affects the purchase decision.

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