

7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand

Narathip Naewkhamdee¹, Somchai Jaisuekul², Thanitha Soithong³, Charinee Phonvut⁴, Preyaporn Teerapornlertrat⁵, Thanabadee Asawawongwijit⁶

¹⁻⁶Faculty of Business Administration, Bangkok Thonburi University

Abstract: This research is quantitative in nature. The overall objective is to study and compare 7 P's marketing mix that affects the decision to buy a second-hand notebook in the eastern region of Thailand. A structured survey questionnaire was used as a research instrument with Alpha of 0.932. The data were collected from a sample of 400 computer notebook buyers and analyzed using descriptive statistics including frequency, percentage, mean and standard deviation and inferential statistics including t-test and one-way ANOVA using LSD method.

Research findings revealed that 7 P's marketing mix that affected the decision to buy a second-hand computer notebook highly. All of the 7 P's including product, price, place, process, promotion, people and physical evidence were rated moderately. As for test of hypotheses, it was shown that 7 P's marketing mix affecting the decision to buy a second-hand computer notebook in the eastern region differently when the personal factor including gender, age, occupation, education level and monthly income were different at significance level of 0.01 and 0.05 respectively.

Keywords: Marketing Strategy, Purchase Decision Making, Second-Hand Computer Notebook

1. INTRODUCTION

Computer notebooks play a great role in human lives because they facilitate a great deal every day, for example, using notebooks in different organizations for financial purposes, records and registrations in the library and educational works. Notebooks can also provide some entertainment pleasure such as watching movies, listening to music, playing games and modern way of chatting, while prices of notebooks have become more affordable due to aggressive competition among manufacturers. There has also been an evolution of functionality to make it more effective and multi-tasking and some peripherals are newly offered (Aphiuthai, 2015). At the same time, entrepreneurs are trying to understand consumers more and thus can organize the right sale promotion activities which will cause positive effects on the entrepreneurs and consumers in relation to product choice of selection.

Today, the economic crisis makes it more necessary for most business sectors to obtain more capital. Consumers have turned to shop online or order products directly from factories because the logistics and distribution have become more convenient. The consumers do not need to walk to the stores any longer. This makes retailing businesses more aggressive and therefore most brands have started to look for more channels of distribution for their consumers to choose their products. Consumers also find more entertainment

activities and have different lifestyles which make lifestyle marketing a popular strategy (Kitivechpokawat, 2013).

Accordingly, there is a need to study 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand so that entrepreneurs can use the research findings to design their strategic marketing plans and compete in the market appropriately.

2. Objectives of the Research

- (1) To study level of importance of 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand.
- (2) To compare 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand and personal factor.

3. Hypothesis of the Study

Different personal factor including gender, age, level of education, occupation and income influences different opinion towards 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand.

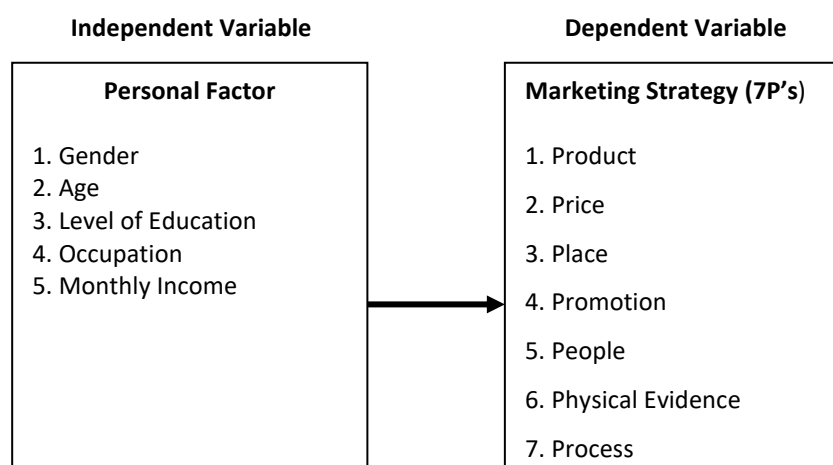
4. Literature Review

As for concepts and theories about 7 P's marketing mix, academics have provided definitions as follows.

Fledwick (1996) describes that 7 P's marketing mix is a valuable tool for learning about customer perceptions and needs. While (Kotler, 1997) describes that marketing mix is a variable or marketing tool that a company can control which is always used in conjunction with other tools to help satisfying the need of target customer. Originally, marketing mix consisted of four P's which are product, price, place and promotion and later there more variables have been added which are people, physical evidence and process in order to stay in line with modern marketing especially for service businesses (Lovelock, 2011). Indeed, (Krichkumchon, 2008., Wilson, 2012) elaborate that 7 P's marketing mix are factor that helps promote purchases and services.

It is important to understand how important consumer behavior is. Solomon (1996) describes that consumer behavior is different processes where a person or group of people involve in buying, using or consuming products, services, thoughts or experiences in order to fulfil their need and desire and become satisfied. Consumer behavior involves selection, purchase, usage and disposal of products and services in order to satisfy the consumer's need and desire.

5. Conceptual Framework



6. Objective of the Research

Different personal factor including gender, age, level of education, occupation and income influences different opinion towards 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand.

7. Research Methodology

This research was quantitative in nature and used survey method as the main research method. The population was unknown (Cochran, 1977) and non-probability sample was determined of which a convenience sample of 400 respondents were employed. A structured survey questionnaire was used as the main research instrument which consisted of two parts: Part 1 contained questions about personal information including gender, age, level of education, occupation and monthly income using check list format and Part 2 contained questions about 7 P's marketing mix including product, price, place, promotion, people, physical evidence and process using five-point Likert Scale. The rating scale consisted of 4.51-5.00 = Very High, 3.51-4.50 = High, 2.51-3.50 = Moderate, 1.51-2.50 = Poor and 1.00-1.50 = Least (Sri Sa-at, 2010). The research instrument was tried out with 30 respondents to do the reliability test and earned an Alpha value of 0.932 (Thaweerat, 2007). As for statistical analyses, descriptive statistics comprised frequency, percentage and mean and standard deviation (Std.), while inferential statistics included t-test, One-way ANOVA using LSD (Lest Significant Difference) at significance level of 0.05.

8. Research Findings

It was discovered that the majority of respondents: were female (77.75%); aged 36-45 years (40.25%), 45 years or over (38%) and 21-35 years (21.75%); worked as an employee of a private firm (46.25%), school/higher education students (35.75%) and government/semi-government official (11%) and business owner (7%); had a monthly income of 20,001-30,001 Baht (40.25%), 30,001-40,000 Baht (20.50%), 10,001-20,000 (16.25%), 40,001-50,000 Baht (12.25%); had a bachelor degree (87.75%), master degree (10.50%) and association diploma/vocational education (1.75%).

Table 1 Mean, Standard Deviation (Std.) & Marketing Mix (7P's) affecting the decision to buy a second-hand computer notebook in overall

Marketing Mix (7P's)	Mean	Std.	level
Product	4.05	0.395	High
Price	4.43	0.177	High
Place	3.91	0.256	High
Promotion	3.41	0.261	Moderate
People	3.12	0.232	Moderate
Physical Evidence	3.24	0.195	Moderate
Process	4.16	0.267	High
Total	3.76	0.217	High

Table 1 shows that mean, standard deviation and marketing mix (7P's) affected the decision to buy a second-hand notebook highly and all the components of marketing mix (product, price, place, process, promotion, people and physical evidence) were rated moderately.

Table 2 Comparison of Marketing Mix (7P's) affecting second-hand notebook in the eastern region and Personal Factor

Marketing mix strategies (7P's) that influence purchasing decisions	Sex	Age	Occupation	Education	income
Product	3.156**	4.659**	50.694**	0.936	5.829**
Price	8.469**	4.659**	12.909**	0.976	8.099**
Place	11.942**	17.106**	13.564**	1.756	9.907**
Promotion	6.680**	0.480	9.437**	5.298**	16.367**
People	0.214	61.943**	10.030**	9.620**	29.719**
Physical Evidence	0.385	24.451**	27.195**	1.219	13.634**
Process	5.713**	15.311**	33.064**	1.003	7.379**

P<0.05*, P<0.01**

Table 2 shows that a comparison of marketing mix (7P's) affecting the decision to buy a second-hand notebook in the eastern region and personal factor including gender, age, occupation, level of education and monthly income were significant at 0.01 and 0.05 respectively.

9. Discussion

The study of 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand was conducted to develop marketing strategy to satisfy consumer need at highest level. To make the decision depends on each individual consumer and also depends on the economic necessity of the consumer and 7 P's marketing mix that can stimulate the market which is in line with (Kusumawati, Oswari, Utomo and Kumar, 2014., Astuti, Lutfian, Silalahi and Wijaya, 2015).

10. Suggestion

This research provides entrepreneurs with information that helps satisfy the consumer need which will increase competitiveness in such an aggressive market competition.

11. References

- 1 Boonchom Sri Sa-at. (2010). Preliminary research. 8th edition, Bangkok: Suwiriyan.
- 2 Chuchai Smithitkrai. (2010). Consumer behavior. Bangkok, Chulalongkorn University Press.
- 3 Cochran, W.G. (1977). Sampling Techniques. 3 d ed. New York: John Wiley and Sons Inc.
- 4 Feldwick, P. (1996). Do we really need brand equity. The Journal of Brand Management, Vol.4. (1). doi.org/10.1057/bm.1996.23
- 5 Kannai Aphiuthai. (2015). Consumer behavior. Bangkok: Focus on media Fiat Leasing.
- 6 Kotler, P. (1997). Marketing management: analysis, planning, implementation, and Control, 9th ed., London: Prentice Hall International.
- 7 Krichkumchon, N. (2008). The Decision to Stay of Foreign Tourists in Patong Municipality, Kathu, Phuket. Retrieved 10th of August 2012 from <http://www.gotoknow.org/blogs/books/view/nonthaporn>
- 8 Lovelock, C., Wirtz, J. & Chew, P. (2011). 2nd Edition. Essentials of Services Marketing. Singapore: Prentice Hall.
- 9 Nonthaporn Krichkumchon. (2008). Krichkumchon, N. 2008. The Decision to Stay of Foreign Tourists in Patong Municipality, Kathu, Phuket. Retrieved 10th of August 2012 from <http://www.gotoknow.org/blogs/books/view/nonthaporn>.
- 10 Peerapong Kitivechpokawat. (2013). Exploratory Research on the Transformation Development Stages of Local Franchise Business in Thailand. Business Administration Journal Rajamangala Thanyaburi, Volume 8, Issue 1, July 2013

- 11 Puangrat Thaweerat. (2007). Research Methods in Behavioral Sciences and Social Sciences. 7th printing. Bangkok: Bureau of Educational and Psychological Testing Srinakharinwirot University. Prasarnmit.
- 12 Reni Diah Kusumawati, Teddy Oswari, Rooswhan Budi Utomo and Vikas Kumar (2014). The Influence of 7P's of Marketing Mix on Buying Intention of Music Product in Indonesia. Procedia Engineering. Elsevier. Vol.97. 2014. DOI.org/10.1016/j.proeng.2014.12.328
- 13 Retno Astuti, Rizky Lutfian Ramadhan Silalahi and Galuh Dian Paramita Wijaya. (2015). Marketing Strategy Based on Marketing Mix Influence on Purchasing Decisions of Malang Apples Consumers at Giant Olympic Garden Mall (MOG), Malang City, East Java Province, Indonesia. Science Direct. DOI:10.1016/j.aaspro.2015.01.015
- 14 Solomon, M. R. (1996). Consumer Behavior (3rd ed). Englewood Cliff, NJ.: Prentice- Hall.
- 15 Wilson, J. A. J. (2012), "Looking at Islamic marketing, branding and Muslim consumer behavior beyond the 7P's", Journal of Islamic Marketing, Vol. 3. doi: 10.1108/17590831211259718.

INFO

Corresponding Author: Narathip Naewkhamdee, Faculty of Business Administration, Bangkok Thonburi University.

How to cite this article: Narathip Naewkhamdee 7P's marketing mix strategy that affects the decision to buy a second-hand computer notebook in the eastern region of Thailand, Asian. Jour. Social. Scie. Mgmt. Tech.2022; 4(1): 244-248.