

# An Analysis of the Relationship between Marketing Mix Factors Related to Purchasing Decisions via LAZADA Online Application of Thai People In The Region Bangkok

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**Abstract**—The objectives of this research study were To study the decision to buy products via LAZADA online application of Thai people in the area Bangkok The sample selected for this study was a population of 400 Bangkok residents by simple random sampling. The tools for collecting data and using statistics for data analysis were percentage, mean, hypothesis t-test, Correlation and Multiple Regression Analysis. that the majority of respondents were gender Female between 21-30 years old, single, graduated with a bachelor's degree monthly income 15,001-25,001 baht or more, working as a private company employee In addition, hypothesis testing revealed that gender, age, status, income, occupation were different influencing the decision to purchase products via the online application LAZADA different and there were marketing mix factors affecting the service. have a relationship with the decision to buy products via the LAZADA online application.

**Keywords**— marketing mix, purchasing decisions, online applications.

## I. INTRODUCTION

Evolution of the "retail industry" from grocery to department stores. But today the trading style has changed without the need for storefront The path of Thai retailers is therefore heading online. ( Mahamud, & Arthiranyakun, 2019). The retail industry in Thailand has continually evolved From the past where traditional retailers such as grocery stores, to modern retailers like department stores. supermarket Both types of retailing are point-of-sale businesses in the near future The channel model may shift retail without a physical storefront or having multiple channels to meet consumer needs. In which online retailers have a high growth trend steadily averaging more than a year. while point-of-sale retailing has averaged only (Wu,2012)

traditional retail store or a small grocery store that supplies products to sell Usually the business is run by family members and located near the community This may be sold through

dealers who sell products directly to consumers and shops within the community usually confined to that city or region Retailers like this have the advantage of being in a close relationship with people in the community. have the opportunity to reach consumers in the area Able to explain details or recommend products well Shops of this type include: groceries, grocery stores, flea markets, and hawkers modern retail store Usually refers to a retail store in the form of a department store. discount store supermarket ( Reardon, Henson, & Gulati,2010)

Convenience store or a specialty store which uses the system to manage the store, sell products and manage operations, along with the use of staff to sell and serve customers instead of the traditional retail business owner. Retailers of this type are often large capitalist entrepreneurs with a large network of branches. and is a big buyer therefore has bargaining power over manufacturers or distributors As a result modern retailers are able to set prices that are lower than traditional ones. including expanding branches to reach a wider customer base It gives consumers the access and convenience of purchasing multiple products at the same time from a single store. The types of modern retailers are usually categorized by area size. target customer group and different product types online retailer.

Refers to a store that operates online shopping. which online retailers in Thailand can share trading channels Although online retailers have continued high growth direction. and may have a market share of modern retailers in the future. However, businesses should consider sales channels based on product characteristics and consumer demand. The right choice for a business might be selling through direct sales channels. traditional retail store modern retail store online retailer or multiple channels The study was then interested in studying the marketing mix factors affecting the decision to buy products via the online application LAZADA of Thai people. Online LAZADA can be used to improve the service. to be in line with the needs of Thai consumers( Reza, 2016).

## II. STUDY OBJECTIVES

To study the factors of marketing mix in using LAZADA

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online application service of Thai people

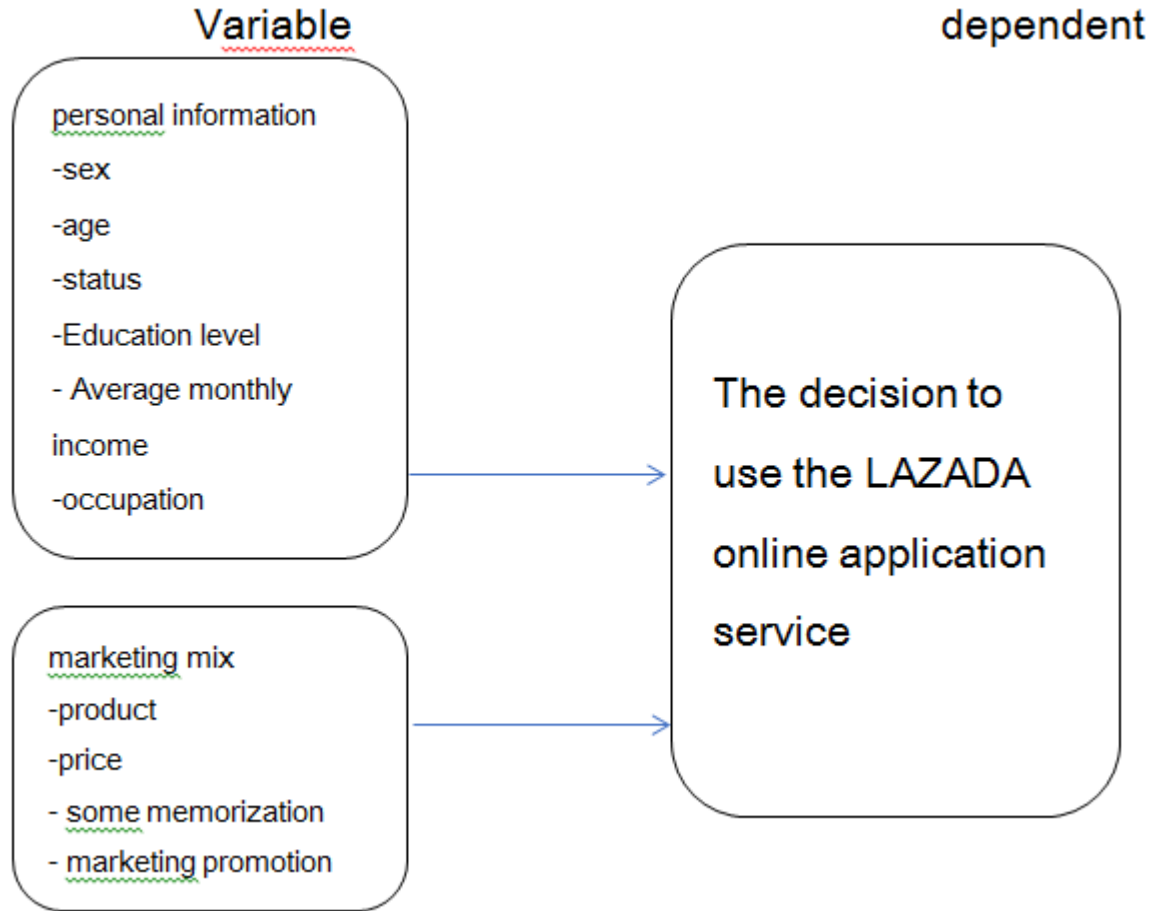
To study the decision to use the LAZADA online application to buy products of Thai people.

*A. Scope of study*

Content, using the 4P marketing mix factor theory,(Constantinides,2006) consisting of product, price,

place, and promotion, and demographic decision-making theory. The population used in the study was Thai people who purchased products via the LAZADA application in Bangkok. 400 samples were selected.

*B. Conceptual Framework*



A study of marketing mix factors affecting purchasing decisions via LAZADA online application of Thai people in the area Bangkok, the data from the study can be used as a guideline to improve online sales. The methodology for the study was established as follows:

*C. Study results*

Study subject Marketing mix factors ( Zhu,& Gao 2019) affecting the decision to buy products via LAZADA ( Huang, & Lu, 2020)online application of Thai people in the area

Bangkok The sample studied was the population living in Bangkok. ( Klankaew,& Panjakajornsak,2017) 400 sets of questionnaires were used as a data collection tool and 400 sets were returned, representing a percentage.

An analysis of the relationship between marketing mix factors related to purchasing decisions via LAZADA online application of Thai people in the region Bangkok as a whole

Marketing mix	Relationship with overall purchase decision		
	r	Sig	Level
product	.587**	.000	medium same direction
Price	.559**	.000	medium same direction
Chanel of Distribution	.517**	.000	medium same direction
Promotion	.561**	.000	medium same direction
Total	.768**		medium same direction

\*\* Statistically significant at the .01 (2-tailed) level

Marketing mix factors are related to the decision to buy products via LAZADA online application of Thai people in the area. Bangkok as a whole, the overall average has a high level of correlation in the same direction ( $r = .768$ ). Consider the relationship from the  $r$  relationship coefficient in descending order as follows: Marketing mix factors in terms of distribution channels with the decision to buy products via the LAZADA online application of Thai people in the area Bangkok Overall, the same direction moderate correlation ( $r = .517$ ). Marketing mix factor in terms of price with the decision to buy products via the LAZADA online application of Thai people in the area Bangkok Overall, the level of correlation was moderate in the same direction ( $r = .559$ ). Marketing mix factors in marketing promotion with the decision to buy products via the LAZADA online application of Thai people in the area Bangkok Overall, the same direction moderate correlation ( $r = .561$ ). Marketing mix factors in terms of products with the decision to buy products via the LAZADA online application of Thai people in the area Bangkok Overall, the same direction moderate correlation ( $r = .587$ ).

### III. DISCUSSION OF RESULTS AND SUGGESTIONS

Study subject Marketing mix factors affecting the decision to buy products via LAZADA online application of Thai people in the area Bangkok. The objective of this study was to study the factors of marketing mix in making purchasing decisions via LAZADA online application of Thai people in the area. Bangkok To compare the decision to buy products via the LAZADA online application of Thai people in the area Bangkok according to personal information and to study the relationship Marketing mix factors and decision to buy products via LAZADA online application of Thai people in the area Bangkok 400 sets of questionnaires were used as data collection tools and statistical data were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis. Data analysis can be summarized as follows:

#### A. Recommendations from the study

From this study, we know the factors of marketing mix, and the process of making a purchase decision via the LAZADA online application of Thai people in the area Bangkok. The researcher has suggestions for entrepreneurs to improve their online business development in accordance with the needs of

consumers as follows:

1. On the product side, entrepreneurs should focus on the brand of LAZADA online applications being known and more famous.
2. In terms of price, entrepreneurs should pay attention to the LAZADA online application. There are various and secure payment methods.
3. In terms of distribution channels, entrepreneurs should focus on LAZADA online applications. There is a delivery service that covers all areas.
4. Marketing promotion Operators should pay attention to the online application LAZADA has organized promotional activities. Regular sales, such as giving discounts on various festivals.

### IV. SUGGESTIONS FOR THE NEXT STUDY

There should be more study on the issue of technology in selling products or services in the social world that have been developed to the next level, such as doing business in a virtual world (Metaverse), in order to meet the needs of consumers more in the era of the Covid-19 epidemic.

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