

Marketing Mix Factors affecting the Purchasing Decision of Synthetic Rubber

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Abstract— Study subject Marketing mix factors affecting the purchase decision of synthetic rubber Objectives were to study 1) the marketing mix factors in the purchase of synthetic rubber 2) the purchase decision of synthetic rubber 3) to compare the purchase decision of synthetic rubber. Classified by information of establishments 4) Relationship between marketing mix and synthetic rubber purchasing decision 5) Marketing mix factor affecting synthetic rubber purchasing decision Select a sample number of 80 establishments. by using a questionnaire as a study tool The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis. Recommendations from the study Products. synthetic rubber business operator Should focus on quality synthetic rubber products to build trust and credibility of the business. Give customers confidence in the quality of the product and come back to buy again in the future.

Keywords— Marketing, factors affecting, synthetic rubber.

I. INTRODUCTION

Synthetic rubber is a product synthesized to mimic natural rubber. which are classified as elastomers or synthetic elastic material (artificial elastomer) with a special property is It is more deformable under stress than other materials and can be restored to its original shape without permanent deformation. Synthetic rubber can be synthesized by polymerization. (polymerization) (Yikmis, & Steinbüchel, 2012) by-product of petroleum refining is called 'monomer'. Each synthetic rubber is mixed with one or more monomers in different proportions. To develop synthetic rubbers with different physical, mechanical and chemical properties as required. For example, synthetic polycyprene (IR) rubber is a rubber synthesized from a single monomer. is isoprene (Feng, Zhang, & Zhao, 2008) As for styrene butadiene rubber and butyl rubber. It is a rubber that is synthesized from two monomers, styrene and butadiene, and isobutylene and isoprene, respectively. etc. (Shishuang, Ying, Anna, & Xiao, 2004) But for natural rubber (Natural Rubber: NR) is a product of the rubber tree. (Ismail, Shaari, & Othman, 2011) By cutting the stems and taking a milky white liquid called latex or raw latex (latex), fresh latex or raw latex. Contains a polymer of isoprene through the production process for long-term storage and a fresh concentrated latex. (

Nawamawat, Sakdapipanich, Ho, Ma, Song, & Vancso, 2011) The resulting fresh latex will be transformed into two types: in the form of concentrated latex. which is a raw material for the production of various rubber products such as rubber gloves, medical devices Electronic components and balloons, etc., and in another form, in the form of dry rubber, such as smoked sheet rubber. Dry rubber sheet, block rubber and crepe rubber, etc. (Yip, & Cacioli, 2002) Although natural rubber has many good properties such as tensile strength Resistant to degradation when exposed to moderate heat, light and ozone. (Simma, Rempel & Prasassarakich, 2009) including good resistance to fatigue But if compared to synthetic rubber and found that Natural rubber also has inferior overall properties. Because synthetic rubber is resistant to abrasion and abrasion (abrasion resistance) (Laplante, Aitcin, & Vezina, 1991)

The higher synthetic rubber wears out more slowly than natural rubber. There are also many synthetic rubbers that can remain flexible even at low temperatures. Resistant to oil and grease It is also highly flame resistant which is suitable for insulating applications in electronic devices. In addition, Natural rubber is also the rubber obtained from the rubber tree. which is a tropical plant that has restrictions on planting The amount of rubber obtained is often insufficient to meet the industrial demand. Therefore, synthetic rubber is more popular nowadays. (Blackley, 2012) There are also many types to choose from, suitable for a variety of applications. Since its use in the tire industry Used to produce as a medical device or used to make molded parts Sports equipment such as golf balls, basketballs or balls and belts in machines, etc. From the above information It made the researchers see that synthetic rubber plays an increasingly important role in today's manufacturers' applications. (Somsa-ard, & Mahamud, 2016). Therefore, he is interested in studying the factors of marketing mix that affect the purchasing decision of synthetic rubber. To use the information obtained from the study to plan the company's marketing in accordance with the needs of synthetic rubber users. including as a decision-making guide for synthetic rubber business operators to gain confidence in their investment.

II. STUDY OBJECTIVES

To study the factors of marketing mix in the purchase of synthetic rubber

To study the decision to purchase synthetic rubber.

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A. Hypothesis

Different establishment data affect different synthetic rubber purchasing decisions.

Marketing mix factors are related to purchasing decision of synthetic rubber.

Marketing mix factors influence the purchase decision of synthetic rubber.

B. Scope of study

Content aspect: Study of marketing mix factors affecting purchasing decision of synthetic rubber. Based on the concept of marketing mix theory of Phillip Kotler, which consists of Product, price, distribution channel (Place), promotion and Phillip Kotler's decision-making theory, consisting of the perception of Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post Purchase Behavior (Kotler,& Keller, 2003)

Population and samples used in the study The population used in the study was Establishments that use synthetic rubber as raw materials for product production A total of 80 samples were selected to study the factors of marketing mix affecting the purchasing decision of synthetic rubber. The student has studied documents, concepts, theories and related research. to

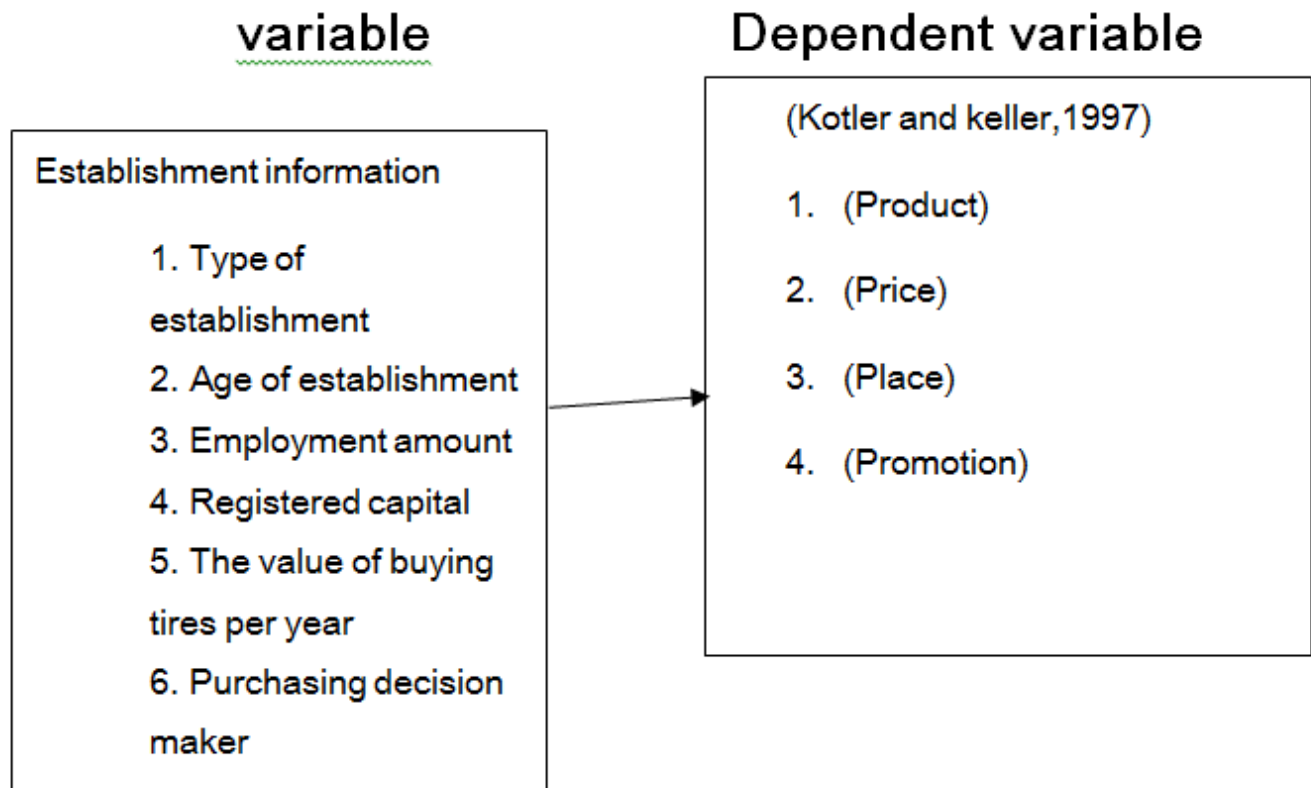
be used to formulate the conceptual framework and guidelines for the study as follows: (Singh, 2012).

C. Theory of Marketing Mix

Many scholars have given the meaning of the word. “Marketing Mix” for a business is as follows: Marketing Mix of that product Basically, there are 4 characters: product, price, distribution channel. and promoting marketing (Kotler, 1997). However, the marketing mix of the service market differs from the general product marketing mix, that is, it has to focus on employees or individuals. service process and physical characteristics, which all 3 marketing mix Therefore, the marketing mix of services consists of 4Ps (Payne, 1993), which are: 1 Product (Product;P1) 2 Price (Price;P2) 3 Distribution Channel (Place;P3) 4 marketing promotion (Promotion;P4).

D. Conceptual framework

From the above study The study was based on 4P's marketing mix factor theory and the decision to use the service in summary and coordinated as a conceptual framework to study the marketing mix factors affecting the decision to purchase synthetic rubber as follows:



III. METHODOLOGY

The study of marketing mix factors affecting the purchasing decision of synthetic rubber The objective of this research was to study the marketing mix and the purchasing decision of synthetic rubber. Comparison of synthetic rubber purchasing

decisions by company information Find the relationship between marketing mix and synthetic rubber purchasing decision. and to study the factors of marketing mix that influence the purchase decision of synthetic rubber to use the results of the study as a guideline for improving synthetic rubber sales in accordance with the needs of synthetic rubber buyers Therefore, the methodology for the study was

established as follows:

A. Population and sample used in the study

Population used in the study It is an establishment or person in the industry that uses synthetic rubber as a raw material for production. A total of 80 samples were selected. This study used a simple population-based computational model using Taro Yamane's formula (Ymane, Taro, 1967: 56) at a 95% confidence level. as follows

$$n = (100)/(1+100(0.052))$$

$$n = (100)/(1+0.25)$$

$$n = 100/1.25$$

$$n = 80$$

In the Calculations, 80 Samples were Obtained.

IV. RESULTS OF THE STUDY

Study subject Marketing mix factors affecting the purchase decision of synthetic rubber The study sample was Establishments or people in the industry that use synthetic rubber as raw materials for production 80 sets of questionnaires were used as a data collection tool and 80 sets or 100% returned were obtained. Analysis of marketing mix factors influencing the purchase decision of synthetic rubber was used.

Marketing Mix	Std.		Beta	t	Sig.	Test
	B	Error				
(Constant)	2.306	.276		8.346	.000*	yes
Product	.111	.038	.166	2.938	.004*	yes
Price	.124	.041	.191	3.027	.003*	yes
Chanel of Distribution	-.001	.029	.052	-.025	.980	no
Promotion	.283	.029	.064	4.444	.000*	yes

statistically significant at the 0.05 (2-tailed) level.

The analysis of marketing mix factors influencing the purchase decision of synthetic rubber revealed that the marketing mix factors affecting the decision making mostly consisted of product aspect, price aspect, and marketing promotion aspect. affect the decision to buy synthetic rubber with statistical significance at the 0.05 level and the marketing mix factors that did not affect decision-making consisted of distribution channels;

V.SUMMARY, DISCUSSION, AND SUGGESTIONS

The study of marketing mix factors affecting the purchasing decision of synthetic rubber The objective of this research was to study the factors of marketing mix in purchasing synthetic rubber. Study the decision to buy synthetic rubber. Comparison of synthetic rubber purchasing decision classified by establishment data To study the relationship between marketing mix factors and purchasing decision of synthetic rubber. and to study the factors of marketing mix that influence the purchase decision of synthetic rubber 80 sets of questionnaires were used as data collection tools and statistics were used for data analysis, i.e. percentage, mean, hypothesis testing. The results of the data analysis can be summarized as follows:

A. Information on the degree of importance of marketing mix factors influencing synthetic rubber purchasing decisions.

From the study of information on the importance of marketing mix factors affecting the purchasing decision of synthetic rubber, it was found that marketing promotion, price, distribution channel and products Overall, the marketing mix is at a very important level. The details are as follows.

Marketing promotion The results of the study were at a very important level. The details of importance are as follows: 2 items are at the most important level, consisting of stock reservation, forward contracts, and 2 items are at very important level, consisting of locking the trading price on that trading day and having product communication accordingly. Media.

In terms of price, the results of the study were at a very important level. The details of importance are as follows: at the most important level, 2 items are: Buyer accepts delivery of goods on board at the specified port and picks up cargo from freight forwarder at the designated port of destination (CIF). The seller places it on the ship in the specified port of export and picks up the goods from the freight forwarder. In the specified port of destination (CNF) and two very important items: the seller delivers the goods by placing the goods on the buyer's vessel at the specified port of departure (FOB) and the

seller delivering the goods on the carrier's vehicle at the specified port of destination (CNF). The buyer arranges for pickup at the specified location (FCA).

Distribution channel The results of the study were at a very important level. The details of importance are as follows: 2 items are the most important, consisting of Email (Email), Skype (Skype) are at the most important level, 3 items are: WhatsApp, WeChat.) Line (Line) and is at a medium priority level, 1 item, consisting of Viber (Viber)

Product side The results of the study were at a very important level. The details of importance are as follows: 2 items are in the most important level, consisting of styrene butadiene rubber (SBR), nitrous rubber (NBR), 3 items are in the most important level, consisting of butadiene rubber. Aene (BR), chloroprene rubber (CR), isobutylene isoprene rubber (IIR), and two items of medium importance were ethylene propylene di rubber. Eene (EPDM) and polyisoprene rubber (IR).

B. Marketing mix factors influence the purchase decision of synthetic rubber.

Marketing mix factors influence the purchase decision of synthetic rubber. The study found that The marketing mix factors that influence the decision making mostly consist of product aspect, price aspect and marketing promotion aspect. affect the decision to buy synthetic rubber with statistical significance at the 0.05 level and the marketing mix factors that did not affect decision making consisted of distribution channels;

C. Discussion of the results of the recommendations obtained from the study

From the study of marketing mix factors affecting the purchasing decision of synthetic rubber. The researcher had the following issues to discuss. The study author had the following useful recommendations: a study of marketing mix factors affecting the purchasing decision of synthetic rubber. The researcher has suggestions from the study for synthetic rubber traders to improve and develop services in accordance with the needs of buyers as follows: 1. Marketing promotion Synthetic rubber business operators Should focus more on marketing promotions such as promotions or advertisements. and after sales service such as warranty Claims of problematic products, etc.

2. In terms of price, synthetic rubber business operators Emphasis should be placed on pricing, delivery requirements. or delivery conditions (Incoterms) to suit the quality of service, clearly specify the price at a rate that is not different from the same business establishment including providing a variety of payment channels To facilitate and motivate customers to do business together

3. Distribution channels Synthetic rubber business operators Should focus on organizing distribution systems in multiple channels according to the channels that customers use, for example, using applications to contact customers in different countries. for the convenience of contacting customers and

providing accurate services

4. Product side Synthetic rubber business operators Should focus on quality synthetic rubber products to build trust and credibility of the business. Give customers confidence in the quality of the product and come back to buy again in the future.

VI. SUGGESTIONS FOR THE NEXT STUDY

Expectations and risks of purchasing synthetic rubber should be studied. In order to know the needs of customers for the benefit of the development of synthetic rubber trading business The extent of the population in the next study should be expanded. To study a broader population and to compare relationships and differences. Data should be collected by in-depth interviews from people with expertise in synthetic rubber business. To get information that is clearer and more accurate.

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