Factors Affecting the Decision to Buy Products Online Through Applications in Bangkok and its Vicinity

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Abstract—The objectives of this study were to 1) study the marketing mix factors in purchasing online products via application, 2) study the decision to purchase products online via application, and 3) compare the decision to purchase products online via application. Applications classified by personal data 4) Study the relationship between marketing mix factors and the decision to buy products online through the application 5) Study the marketing mix factors that influence purchasing decision products online through applications A sample of 400 people was selected by using a questionnaire as a tool for the study. The collected data were processed using percentage statistics and mean t-test. ANOVA analysis was performed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results of the study revealed that most of them were female, aged 26-30 years old, who were employed/company employees. Studying below a bachelor's degree The average income per month is less than 20,001 baht. The overall marketing mix is at the highest level. Personal information about income, age, occupation, and different levels of education affects the decision to shop online through the application. different Marketing mix factors are related to the decision to buy online products through applications. The level of relationship is very same direction. product side, price side, distribution side Influencing the decision to buy products online through applications. Statistically significant at the .05 level.

Suggestions: Online store operators should pay attention to the variety of product offerings. Choose quality products have a clear brand Products are ready for shipping. in order to be able to provide services to customers that meet their needs Emphasize on setting selling prices that are suitable for product quality. set the price as standard There is a price tag attached. so that customers can clearly see There is delivery on time. There are also a variety of payment channels. to facilitate customer orders Advertising through various channels public relations There are some interesting extras. And there is a discount when there is a minimum order amount as specified.

Keywords— products, application, Bangkok.

I. INTRODUCTION

Smart phone present to play a very important role in daily life as if it were the fifth factor Moreover, today's digital world, online media or various websites very influential in marketing and advertising which people in this era can access very well corresponds to a smartphone When smartphones have access to various media, smartphones play a very important role in life. It also came to change the way of life. It's easier to communicate. more comfortable Able to come to help and solve problems Can live life more easily This is why people nowadays turn to choose and consume more products and services online. which various online businesses There is an adaptation by relying on technology. And choose to use these technologies to drive online business. Or a form of selling products as an e-commerce marketplace. (E-Marketplace) is a business model that focuses on buying and selling parts. It is another business that is very popular. In addition to the development within the organization to match the technology. with various types of online media There is also the development of a website to sell products and provide information to consumers. Both in terms of pictures, sound, video clips, clear product prices Streamline the process and method of ordering and paying to be more convenient and easy as purchasing products through general stores. (Brynjolfsson, Hu, & Smith, 2003)

Digital Thailand" means a country that can innovate and utilize digital technology to its full potential in developing infrastructure, innovation, data, human capital and other resources. to drive economic and social development of the country to stability wealth and sustainability

Digital Economy and Society" refers to an economy and society that uses digital technology as an important mechanism to drive production process reform. business operations, trade, services, education, public health as well as the administration of state affairs and other socio-economic activities that affect economic development Improving the quality of life of people in society and more employment (Srinuan, Srinuan, & Bohlin, 2012) provides marketing information of Mobile Application as well as interesting numbers as follows:

The average person will have about 41 applications loaded onto the device. Currently, there are about 1.5 million applications in both IOS and Android markets, more than 60% of the applications. The Apple App Store has never been downloaded. In a day, people check their phones about 150 times.

It can be seen that Mobile Application plays a very important role in human life. It affects the business of selling consumer products, making trading more convenient. Sellers are increasingly interested in selling products online. and has continuously developed methods for presenting products, both

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in terms of forms, methods, safety, to build confidence in service users in order to attract consumers to be interested in their own products and make purchase decisions.

From the aforementioned information, the researcher is interested in studying the marketing mix factors that affect the decision to purchase products via applications in Bangkok and its vicinity. To use the results from the study as a guideline to improve the presentation of products through the application to increase sales further. (Knight, Stuckey, Prapavessis, & Petrella, 2015)

II. OBJECTIVE

To study the marketing mix factors for buying products online through applications.

To study the decision to buy products online through applications.

To compare online shopping decisions through pplications classified by personal information

Study Hypothesis

Different types of personal information make online shopping decisions through different applications.

Marketing mix factors influence the decision to buy online products through applications.

Scope of study

In terms of content, the study of factors affecting the decision to buy products online through applications was based on the theory of the marketing mix consisting of products, prices, distribution. Marketing promotion and decision theory consisted of the aspect of need perception. information search alternative assessment purchase decision and aspects of evaluation after purchaseThe population and the study sample is a person who used to buy products online through the application, amount 400 income

Leturerture Review

Mobile Application consists of Mobile and Application. Mobile is a portable communication device. and works similar to a computer acts in communication Exchange of information. Application refers to software used to help the user (User). The Application must have something called. User Interface (UI) to serve as a medium for various applications. (Holla, & Katti, 2012)

Mobile Application is application development. To be used on mobile communication devices or smartphones in particular. to meet the needs of consumers while also encouraging smartphone users to be more user-friendly There are many operating systems that have been developed for consumers to use. The part that is widely used and is very popular is iOS and Android systems, therefore causing the development of applications on smartphones a lot, such as online shopping systems, online food ordering systems, advance booking systems, Online chatting programs, maps, including various games and many more to increase communication channels with customers. Mobile Application is suitable for businesses and organizations. to reach the new

generation Including expanding services via mobile phones that are convenient, comfortable, can be used anywhere, anytime. (Charland, & Leroux, 2011)

Nowadays, we can see that communication and technology are becoming more and more into our daily lives. make it accessible to the general public information and knowledge easily especially the entry of smartphones Wherever you are, you can search for various information. desired within minutes Whether searching for consumer products, various services, tourist attractions or even a restaurant This makes service providers, whether they are small, medium or large businesses, all interested in developing a mobile application to meet the needs of consumers. For being another way to access media, advertising, public relations including contacts between their own customer groups (Wood, & Smith, 2004)

Decision theory

- Decision Making Refers to the process of choosing to do something out of the available options. Which consumers always have to make decisions in various choices of products and services. where he will choose goods or services according to the information and limitations of the situation Decision making is an important process and within the minds of consumers

- Buying Decision Process is a sequence of steps in consumer decision making, with a sequence of 5 steps as follows (Kotler, 2018(

Need arousal or problem recognition

When consumers become aware of a problem or are motivated to create a need Consumer demand stimuli can be intrinsic, or marketers can create marketing stimuli to drive consumer demand. Marketers need to know how to use a demand stimulator, sometimes the need is aroused and lasts for a long time. For example, a marketer might encourage consumers to buy new clothes by designing or offering new fashions. For those who like to dress according to fashion. or the need to repeatedly advertise the product together with a discount, exchange, free giveaway to stimulate the needs of consumers who want to save (Isen, Daubman, & Nowicki, 1987)

Research Methodology

A Study of Factors Affecting Online Shopping Decisions via Applications in Bangkok and its Vicinity The objective was to study the marketing mix factors for online purchases. Decision to buy products online through applications Compare the decision to use online applications to buy products in Bangkok and its vicinity. classified by personal data The relationship between marketing mix factors and online shopping decision via application Marketing mix factors influencing online shopping decisions through applications In order to use the results of the study as a guideline for improving services in line with consumer decision-making, the following study methods have been established.

Population and sample used in the study

Study population It is a sample group of people who choose to use online applications

to buy products, amounting to 400 people, formula n = P(1-P)(z)2/(e)2.

n = sample size

P = percentage value to be randomized from the entire population.

e = sampling error percentage value

z = the level of confidence set by the researcher. Which are commonly used include

n =).5()1-.50()1.96(^{2}/).05(^{2} n   = (.5)(.5)(3.8416)/.0025

n = .9604/.0025

n = 384.16

In the calculation, there will be a sample of 3 8 4 . 1 6 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 people.

III. RESULTS OF RESEARCH

study of Factors affecting the decision to buy online products via applications in Bangkok and its vicinity A total of 4 0 0 questionnaires were used as a data collection tool and 4 0 0 of them were returned, representing 1 0 0 % . The study results were divided into 3 parts as follows:An analysis of the relationship between marketing mix factors and online shopping decisions through applications

Marketing mix factor	Relationship with online shopping decisions through applications			
	r	Sig	Related	Level
Product	.781	.000	very same direction	4
Price	.861	.000	very same direction	2
distribution channels	.877	.000	very same direction	1
Marketing Promotion	.823	.000	very same direction	3
average overview	.835		very same direction	

** Statistically significant at the level of 01 (2-tailed(

Marketing mix factors correlate with online shopping decisions through applications. The average overall picture has a high degree of correlation in the same direction (r) = .835.
Consider the relationship from the correlation coefficient r in descending order in the following order:

1. Marketing mix factors in terms of distribution channels and decision to buy products online through applications The degree of correlation in the same direction (r) = .877

2. Marketing mix factors in terms of price and decision to buy products online through applications The degree of correlation in the same direction (r) = .861

3. Marketing mix factors in marketing promotion and online shopping decisions through applications The degree of correlation in the same direction (r) = .823

4. Marketing mix factors in terms of products and online shopping decisions through applications The degree of correlation in the same direction (r) = .781

The results of data analysis using statistics to compare the marketing mix factors that influence the decision to buy online products through the application. The analysis results of the comparative data can be summarized as follows. Marketing mix factors influencing online shopping decisions through applications

Marketing mix	B	Std. Error	Beta	t	Sig.	Marketing mix
)Constant(	.065	.095		.678	.002	
Product	.376	.045	.312	8.364	.000*	yes
Price	.226	.034	.171	6.546	.000*	yes
Distribution	.102	.032	.082	3.176	.002*	yes
Marketing Promotion	.044	.038	.031	1.157	.248	no

** Statistically significant at the .05 level (2-tailed)

The results of the analysis of marketing mix factors that influence the decision to buy online products through applications It was found that the product aspect, the price aspect, the distribution aspect Influencing the decision to buy products online through applications. Statistically significant at the .05 level.

IV. SUMMARY, DISCUSSION, AND RECOMMENDATIONS

A Study of Factors Affecting Online Shopping Decision via Applications in Bangkok Metropolitan Region The objective is to study the marketing mix factors for online shopping. Decision to buy products online through applications Compare the decision to use online applications to buy products in Bangkok and its vicinity. classified by

personal data The relationship between marketing mix factors and online shopping decision via application Marketing mix factors influencing online shopping decisions through applications A questionnaire of 400 sets was used as a tool for data collection and statistical analysis was used for percentage, mean, hypothesis test, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis. From the data analysis results can be summarized as follows.

Personal Information

From the study of factors affecting the decision to buy products online through applications. It was found that most of the respondents were female, aged between 26-30 years old, employed/employees at companies. Educational level below bachelor's degree and the average monthly income is less than 20,001 baht

Data on marketing mix factors for online shopping through applications in Bangkok and its vicinity

From the study of the importance of marketing mix factors in online shopping through applications. It was found that the product aspect, price aspect, distribution channel aspect and marketing promotion Overall, the marketing mix is at its most important level. The details are as follows.

product side The results of the study showed that the mean was the highest overall level. and considering the level of importance At the highest level, 4 items consist of products purchased through online applications. Can choose to buy many types An online application that chooses to buy products with ready-to-ship products Products purchased through online applications meet their needs. Products purchased through the online application are of good quality, can be returned or exchanged immediately if they do not meet the stated quality, and 1 high level item is a product sold through the online application with a brand name. well-known brands, respectively

Regarding the price, the result of the study found that the average was included in the highest level. and considering the level of importance At the highest level, 4 items are included in online applications that clearly state the price of the product. Purchasing through an online application may receive a special discount, making it even more affordable. Buying with the online app is cheaper than in-store purchases. The price is within the budget that can purchase many types. Products purchased through online applications and 1 high-level item are products through online applications that will be delivered with a clear and fair price for buyers, respectively.

Distribution The results of the study showed that the mean was the highest overall level. and considering the level of importance Ranked in the highest level of 5 items, consisting of online applications that are popular for using services. Purchasing through the online application has delivery service covering all areas. There is delivery on time. You can order products anytime, anywhere you want to use. And online applications have various payment methods, respectively.

Marketing Promotion The results of the study showed that the mean was the highest overall level. and considering the level of importance Ranked at the highest level in 5 items

consisting of public relations Promote online applications to be widely known on social media. Online applications regularly organize promotional activities, such as giving discounts on various festivals. online application Profits are returned to consumers who regularly use the service continuously. For example, a discount when having a minimum purchase amount as specified by the online application. Online applications send news information. Always in touch with consumers There is a free delivery service when ordering products via online application. and is known on social media, respectively

V. DISCUSSION

From the study of marketing mix factors affecting the decision to buy products online
through applications in Bangkok and its vicinity. The study's issues to be discussed are as follows:

recommendations from the study

The researcher has suggestions for the benefit as follows.

In conducting this research, we know the marketing mix factors. and consumer decisions to be used as a guideline for online store operators to improve Develop marketing mix factors to best meet consumer needs as follows:

1. Product Online store operators should focus on offering a variety of products. Choose quality products have a clear brand Products are ready for shipping. in order to be able to provide services to customers that meet their needs

2. Price aspect: Online store operators should pay attention to setting selling prices that are suitable for product quality. set the price as standard There is a price tag attached. so that customers can clearly see

3. Distribution Online store operators should pay attention to on-time delivery. There are also a variety of payment channels. to facilitate customer orders

4. Marketing Promotion Online store operators should pay attention to advertising through various channels. public relations There are some interesting extras. And there is a discount when there is a minimum order amount as specified.

Recommendations for further studies

1. There should be more studies on the issue of attitudes or satisfaction of consumers towards the decision to buy products online via applications. In order to know the needs of consumers more.

2. There should be a study of other influencing factors such as marketing strategies, 4Cs in customer solution, cost of customer, customer convenience. (Convenience) and communicating with customers. (Communication) that correlates with the decision to buy products online through applications.

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