

FACTORS AFFECTING THE PURCHASING BEHAVIOR OF LAPTOPS IN BANGKOK

Wang Song Aoyan*
Dr.Sayamol Nongbunnak**

ABSTRACT

The development of science and technology not only makes society more and more progressive, but more importantly, technology can bring people a more convenient life. With the increase in per capita income and the development of urbanization, people's living standards continue to improve, and portable notebook computers with more convenience are more and more popular in daily life, office study. The demand for laptops has skyrocketed. In Bangkok, the notebook computer industry has also developed rapidly in recent years.

This study needs to study the impact of demographic factors, service marketing mix 7ps and word-of-mouth communication on the purchase behavior of laptop customers.

The study found that demographic factors, service marketing mix 7Ps and word-of-mouth communication have an impact on the purchasing behavior of laptop customers in Bangkok.

The study found that these findings can provide better recommendations for the marketing strategies of laptop merchants and help the laptop industry develop better in Bangkok

Keywords: Bangkok Customers, Laptops, Customer Buying Behavior.

* A Student of MBA (International Program), College of Innovative Business & Accountancy, Dhurakij Pundit University, Bangkok, Thailand.

**A Research Supervisor

Background

The current development trend of portable computers is that the size is getting smaller and smaller, the weight is getting lighter, and the functions are getting more and more powerful. Although the body of laptop computers is getting lighter and lighter, they have no doubt about their applicability. In daily operations and basic business, entertainment, and computing operations, laptop computers are fully capable. Today's notebook computers are differentiating according to their usages. Netbooks tend to be used for daily office and audio-visual; business notebooks tend to be stable and low power consumption for longer battery life; home notebooks have good performance and high cost performance; game books It is specifically used to cater to a few people out of the game. At present, there are many brands of notebook computers in the global market, and the top rankings are HP, Lenovo, Dell, Apple, Acer, Sony, Asus, HUAWEI and so on (Brand ranking from JD.com).

The following is a brief introduction to the history of laptops. From 1979 to 1984, the notebook computer industry began to take shape. From 1985 to 1989, the true meaning of notebook computers began to emerge. In 1985, the first notebook computer T1100 produced by Toshiba Corporation of Japan was officially launched. In 1987, Compaq released portable3. From 1990 to 1994, notebook computers began to enter the development trajectory. From 1995 to 1999, the notebook retail market began to mature gradually. From 2000 to 2005, the qualitative leap in notebook computer performance was even smaller. Since 2006, the development of notebook computers has been complicated for several years.

Researchers are interested in the factors that affect the buying behavior of laptop customers in the Bangkok area. In order to develop laptop services, the researchers decided to find a hypothesis that the findings of this study will help the laptop industry's services to better understand customers, and the research can be used to improve or develop laptop services. Service marketing strategies can better cover customers. For those interested in the electronics industry, this research will help make decisions, invest in their businesses and develop appropriate marketing plans. Therefore, this study proposed three hypotheses as follows:

H1: Demographic profile has an effect on laptop purchasing behavior of customers in Bangkok.

H2: Service marketing mix (7P's) has an effect on laptop purchasing behavior of customers in Bangkok.

H3: Brand word-of-mouth communication has an effect on laptop purchasing behavior of customers in Bangkok.

Investigating constructs

This study explored the purchase behavior of laptops by customers in Bangkok. The proposed demographic service marketing mix 7P's and word-of-mouth communication factors were used to test the relationship between the purchase behavior of laptops by customers in Bangkok. The key terms in this study are described as follows:

- **Notebook computer** – Is a portable computer.
- **Demographic profile** – Demographic segmentation is divide the market on variables such as age, race, religion, gender, nationality, occupation, family size, family life cycle, ethnicity, income, social class and education.
- **Service marketing mix 7P's** – product, place, price, promotion, people, processes, physical evidence.
- **Word-of-mouth communication** – online channel and offline channel.

Methodology

Methods The study is a survey research design that uses questionnaires to collect data from respondents. The study uses quota sampling and collects data through online questionnaires. The interviewee was a person living in Bangkok. As compared with other sampling techniques, researchers based on their understanding of the overall structure to sample in a convenient way after grouping, so this study uses quota sampling. Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence and 5% sampling error. However, since the study period of the independent research course is only 4 months, the study collected data from 384 samples, thus allowing researchers to collect 180 samples. Use descriptive statistics to analyze data and describe variables in terms of mean, frequency standard deviation, and percentage. Chi-Square is used to define the relationship between demographic characteristics and the laptop purchase behavior of Bangkok customers, the relationship between the service marketing mix (7Ps) and the laptop purchase behavior of Bangkok customers, and word-of-mouth communication and The relationship between the purchase behavior of laptop computers in Bangkok.

Results and Discussion

This study collected data on laptop customers living in Bangkok. Questionnaires were distributed to 470 respondents through online channels, and a total of 409 behaviors were received, all of which were used for data analysis. The response rate was 87.02%.

In summary, the interviewees in this study are laptop customers living in Bangkok. Most of the interviewees are Female (51.6%), followed by Male (48.4%),

mostly 45 years old or more (26.9%), followed by 25-34 years old (26.2%) 35-44 years old (25.4%) 15-25 years old (21.5%). They work for a Private employee (25.18%), followed by a Student (23.96%) a Government (16.87%) a Business owner (15.65%) a Freelance (15.16%) and a Others (3.18%). Marital status: Most people are Separated (22.5%), followed by Single (20.3%), Widower (19.8%), Married (19.3%), Divorced (18.1%). Monthly income: mostly 10,001-20,000 Baht (22.49%), followed by 30,001-40,000 Baht (22.25%), Lower than 10,000 Baht (19.07%), More than 40,001 Baht (18.58%) 20,001-30,000 Baht (17.6%)

Most interviewees agreed that service marketing mix strategies (such as price, promotion, process, and physical evidence) will affect the purchase behavior of laptops by customers in Bangkok. However, the products, locations, and personnel in the service marketing mix strategy did not affect the purchase behavior of laptops by customers in Bangkok.

Most interviewees agreed that word-of-mouth communication such as online and offline channels will affect the purchase behavior of laptops by customers in Bangkok.

This led to the development of the research conceptual framework and the following hypotheses:

H1*: Customers with different demand characteristics have different purchase behaviors for laptops.

H2*: Service marketing mix (7P) has an impact on customers buying laptops.

H3*: Brand word of mouth has a significant impact on customers buying laptops.

Note:* Partial support at significant level of 0.05.

Table 1 Result of Hypothesis 1: Relationship between Demographic Profile and purchasing behavior

Demographic Profile	purchasing behavior				
	focus of purchasing	of frequency of purchasing	channel for purchase	amount of spending	of reason for purchase
Gender	0.000*	0.000*	0.000*	0.000*	0.000*
Age	0.000*	0.000*	0.000*	0.000*	0.000*
Education	0.000*	0.000*	0.000*	0.000*	0.000*
Monthly income	0.000*	0.000*	0.000*	0.000*	0.000*
Marital Status	-	-	-	-	-

Table 1 shows that demographic characteristics are significantly related to the laptop purchase behavior of Bangkok customers (P <0.05)

Table 2 Result of Hypothesis 1: Relationship between Service Marketing Mix (7Ps) and purchasing behavior

Service Marketing Mix (7Ps)	purchasing behavior focus of purchasing	frequency of purchasing	channel for purchase	amount spending	reason for purchase
Product	-	-	-	-	-
Price	-	0.032	-	0.012	-
Place	-	-	-	-	-
Promotion	0.012	-	-	0.004	0.021
People	-	-	-	-	-
Process	0.015	-	-	-	-
physical evidence	0.023	0.010	-	-	-

The table 2 showed that the Price, promotion, process and physical evidence found having significant relationship with purchasing behavior ,and product, place and people found having no significant relationship with purchasing behavior.($P < 0.05$)

Service Marketing Mix (7Ps) (product) and purchasing behavior

No significant relationship was found between this product and the purchase behavior of laptops by customers in Bangkok ($P > 0.05$)

Service Marketing Mix (7Ps) (price) and purchasing behavior

It is found that the price has a significant relationship with the purchase behavior of laptop computers in Bangkok customers ($P < 0.05$). Respondents who agree to the price (reducing the price of the laptop will increase my willingness to buy) buy a laptop when there is a higher demand (41.13%), and those who agree to the price (price guarantee mechanism) buy a laptop at a price of 40,001 baht (46.05%)

Service Marketing Mix (7Ps) (place) and purchasing behavior

The place was not found to be partly significantly related to the purchase behavior of laptops by customers in Bangkok ($P > 0.05$)

Service Marketing Mix (7Ps) (promotion) and purchasing behavior

It was found that there was a significant correlation between sales promotion and the purchase behavior of laptops by customers in Bangkok ($P < 0.05$). Respondents who agreed to the promotion (including gifts) paid 40,001 baht (40.79%) for the laptop. Respondents who agree to the promotion (gift accessories) buy a laptop when there is a high demand (34.75%). Respondents who agree to a promotion (group discount) buy a laptop when they have a higher demand (37.59%)

Service Marketing Mix (7Ps) (people) and purchasing behavior

There is no significant relationship between people and the purchase behavior of Bangkok customers' laptops ($P > 0.05$)

Service Marketing Mix (7Ps) (process) and purchasing behavior

It was found that the process was partially significantly related to the purchase behavior of laptops by customers in Bangkok ($P < 0.05$). The consent process (purchase in installments) focuses on thin and light notebooks 56.09%

Service Marketing Mix (7Ps) (physical evidence) and purchasing behavior

It was found that there was a significant correlation between physical evidence and purchasing behavior ($P < 0.05$). Agree with physical evidence (When there is a higher demand) laptops (39.72%). Respondents who agree with the physical evidence (Number of brands) buy laptops at a price of 20,001-25,000 Baht (46.27%).

Table 3 Result of Hypothesis 1: Relationship between Word-of-mouth communication and purchasing behavior

Word-of-mouth communication	purchasing behavior focus of purchasing	frequency of purchasing	channel for purchase	amount spending	of reason for purchase
Online channel	-	0.007	0.003	0.015	-
Offline channel	-	-	-	-	0.032

The table 3 showed that the Word-of-mouth communication found having significant relationship with purchasing behavior. ($P < 0.05$)

Word-of-mouth communication (online channel) and purchasing behavior

It is found that online channels are partially correlated with purchasing behavior ($P < 0.05$). Respondents who agree to the online channel (Ask friends for advice on the site) purchase laptops through online purchase. Respondents who agree to online channels (Assessment) When there is a higher demand to buy laptops.

Word-of-mouth communication (offline channel) and purchasing behavior

It is found that offline channels have a significant correlation with purchase behavior ($P < 0.05$). Respondents who agree to offline channels (Brand awareness) purchase because of Office, study.

Implication of the study

1. From this study, most respondents chose laptops. When buying a laptop, this configuration choice, price range and purpose of purchase. These standards can help laptop vendors gain a competitive market advantage.

2. Users consider the importance of laptop configuration. In terms of purchase intentions, customers always choose flip-type notebook computers with advanced design features.

3. Most customers tend to purchase products through laptop dealers, learn about configuration functions from service personnel or search for product information from the Internet to choose a laptop. Word of mouth communication is another important promotion tool. Customers like to seek advice from friends or relatives and are also easily influenced by friends. Therefore, laptop dealers should consider training professional sales staff to better communicate with potential customers and existing customers.

4. Compared with other promotional combination tools, it is found that public relations (such as news reports in magazines) have the least impact on customers' purchasing behavior. The results show that customers do not seem to regard public relations as an important factor in choosing a laptop. Therefore, when considering tools for marketing communications activities, laptops should not focus on free media, such as news reports in magazines

Limitation and Recommendation for future study

The research process still faces the following limitations, mainly:

1. Future studies may repeat this study and extend the sampling frame to other areas in different cities, such as Chiang Mai. A larger sample size may help increase the explanatory power of the findings.

2. Another way of future research is to conduct comparative research to compare the factors that affect the purchasing behavior of customers in different electronic product industries (such as mobile phones).

3. Other suggestions for future research are that brands influence customer buying behavior.

BIBLIOGRAPHY

- Badmintonthai.com. (2004-2010). "Badminton court." from <http://www.badmintonthai.com>.
- Blackwell, D., R. (2006). Consumer Behavior, THOMSON SOUTH-WESTERN.
- Boone, E., L. (1992). Contemporary Marketing, The Dryden Press. Boone, K. (2006). Principles of Marketing, Thomson Higher Education.
- Brown, W., S. (1991). Service Quality. multidisciplinary and multinational perspectives, Lexington Books.
- Bunnag, K. (2003). The research on the behavior of Bangkok consumers who undergo Lasik. Business Administration, Dhurakij Pundit University. Master.
- bwfbadminton. (2010). "page.aspx?id=14887." from <http://www.bwfbadminton.org/page.aspx?id=14887>.
- Etzel, J., M. (2001). Marketing, McGraw-Hill Higher Education.
- Fill, C. (1995). Marketing Communications, Frameworks, Theories and applications, Prentice Hall.
- Hanna, N. (2001). Consumer Behavior, An Applied Approach, Prentice Hall.
- Hawkins, B., Coney (2001). Consumer Behavior: Building Marketing Strategy, McGrawHill, Inc.
- Hoffman, D., K. (2006). Service Marketing, Concepts, Strategies and Cases, THOMSON SOUTH-WESTERN.
- Intharathoot, A. (2005). Customer's Behavior of Garage Service in Bangkok Metropolis. Business Administration, Dhurakij Pundit University. Master.
- Kongpanunpol, A. (2010). Factors Affecting Purchasing Behavior of Parents on Selecting the English Language Institutes for Their Children in Bangkok Metropolitan Area. Dhurakit Pundit University. Master.
- Kotler, P. (2006). Marketing Management, Prentice Hall.
- Kotler, P. (2008). Principles of Marketing Prantice Hall.
- Lovelock, C. (2001). Service Marketing, Prentice Hall. Malhotra, N., K. (2007). Marketing Research: An Applied Orientation, Pearson Education.
- Mason, E., R. (1995). Marketing, GLENCOE. Mowen, C., J. (1995). Consumer Behavior, Prentice
- Hall. Peter, P., J. (1999). Consumer Behavior and Marketing Strategy, Irwin McGraw-Hill.
- Pickton, D.,& Broderick, A. (2005). Integrated Marketing Communications, Prentice Hall.
- Poldongnok, P. (2009). Marketing Mix Factors Affecting Service Usage Behavior of Major Karaoke's Customers in Bangkok Metropolitan Area. Business Administration, Srinakharinwiroj University. Master.
- Puranapura, P. (2002). Factors Affecting the Customer's Decision to Purchase Mobile Phone System in Bangkok. Business Administration, Dhurakij Pundit University. Master.

- Schiffman, L., G., & Kanuk, L. (1997). *Consumer Behavior*, Prentice-Hall. 105
- Schoell, F., W. (1995). *Marketing*, Prentice Hall.
- Sirirat, S. (2005). *Marketing Research Standard Version*, Bangkok: Thammasarn.
- Sriyabhya, N. (2008). *Marketing Mix of Service Business Influences Consumer Behavior in Using Car Care Services within Bangkok*. Business Administration, Dhurakij Pundit University. Master.
- Tabadinick, B.G., & Fidell, L.S. (2001). *Using multivariate statistic*. Sydney. Allyn and Bacon.
- Teerakul, A. (1999). *The influence of marketing communication factors toward consumer behavior in Bangkok Metropolis*. Marketing Communication, UTCC. Master.