

# Marketing Factors Affecting the Decision to Buy OPPO Mobile Phones in Bangkok

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**Abstract**—This research aims to study the personal factors of consumers affecting the decision to purchase a branded mobile phone. OPPO to study the marketing mix factors that affect the decision to buy the OPPO mobile phone and to study the decision to buy a mobile phone brand. OPPO of consumers in Bangkok The content of the study on the conceptual content and theory of marketing mix in the population and the sample used in this Study of mobile phone users in Bangkok The sample size is 405 and the duration of study is from November 2016 to February 2017. This research is quantitative research. The instrument used to collect data was a questionnaire. Descriptive statistics are used to analyze the data. Percentage mean (Mean)

Describe the demographic data of respondents and variables. Inferential Statistics are used for hypothesis testing. Statistics used consisted of T-TEST / ANOVA differences analysis. Regression and analysis The research found that Most respondents were Thai female, aged from 19 to 29, with the highest level of education. Have a career as a company employee. Average monthly income is higher than 20,000 baht. Life is between 6-12 months and 13-24 months, and phone calls are more than 15,000 baht. Market mix factors that influence the decision to buy a mobile phone include: Brand issue Influence the decision to buy a mobile phone. Influence Buying Cell Phones Distribution Issues with sources of distribution throughout the country. Influence Buying Cell Phones And marketing. Promo Issues Influence Buying Cell Phones Significantly.

**Keywords**— marketing Factors Affecting.

## I. INTRODUCTION

The development of China's mobile phone industry is growing very fast. Consumers have many choices. From year to year, China's mobile phone users reach 400 million People's mobile phones in China become the largest market in the world OPPO mobile phones are one brand that Chinese people buy OPPO. Is the world's leading provider of electronics and technology, offering the latest and greatest mobile electronics in more than 20 countries, including the United States, China, Australia and several European countries. Southeast Asia, South Asia, Middle East and Africa. OPPO is dedicated to creating the ultimate mobile experience for consumers through OPPO. It can control the design, development, production, marketing and sales of products throughout the supply chain. From the factory to the

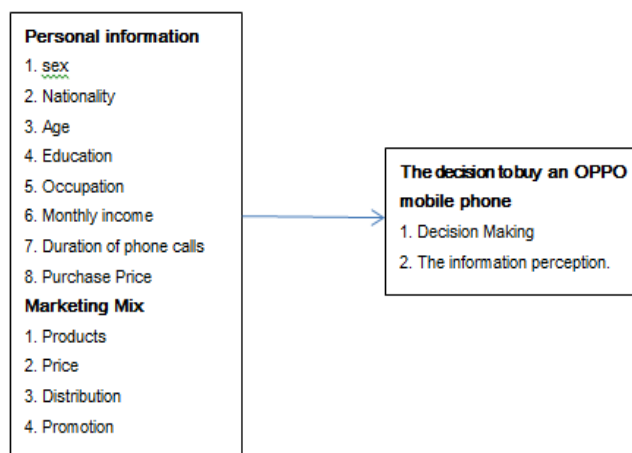
customer, only the highest quality components are used. This ensures that OPPO can design the complete product. OPPO companies operate under the highest quality standards. From rigorous design patrols to scientific scrutiny (Tosaporn mahamud 2016)

## II. RESEARCH OBJECTIVES

To study the personal factors of consumers affecting the decision to purchase the OPPO mobile phone.

To study the marketing mix factors that affect the decision to buy a mobile phone brand. OPPO and to study the decision to buy OPPO mobile phones in Bangkok.

The scope of content research, the concept and the theory of marketing mix include product, price, place, promotion and consumer decision-making process. The data was collected from the mobile users in Bangkok Metropolis. the 405 samples were selected for the study period between November 2016 and February 2016.



## III. RESEARCH MYTHOLOGY

The research method used quantitative research and questionnaire as a tool to gather data for 405 people in Bangkok. 1. Data collected from Studying from various sources including textbooks, papers and other research findings. associated 2. Information obtained from Response of the target group. And get yourself back. Complete the check. To ensure that the questionnaire is complete and can be analyzed for further information.

#### IV. DATA ANALYSIS

The data obtained from the questionnaire were analyzed by computer program by means of percentage and mean and the results were presented for analysis by the variables.

#### V. RESEARCH RESULT

Summary of personal data there were 405 respondents. Most of them were female from 19 to 29 years old. Average monthly income is over 20,000 baht and life is between 6-12 months and 13-24 months and phone calls cost more than 15,000 baht.

Summary of marketing mix factors affecting OPPO mobile phone purchase decision in Bangkok Metropolitan The results of the study are as follows:

##### A. Products

The study found that. The overall mean of significance is low. Sort by Phone Brand Product Function And the design look of the product, respectively.

##### B. The price

The study found that. The overall mean of the market mix factors on the price selection was moderate. OPPO's customers focus on three medium level shopping options. These include the ability to pay by credit card. Prices are reasonable with the quality of the goods and can be negotiated accordingly.

##### C. Distribution

The study found that. The overall mean of the marketing mix factors for the purchase. Distribution OPPO's customers focus on three medium level shopping options, including convenience stores. Available in all over the country and the design of the store / order placement.

##### D. Marketing promotion

The study found that. The overall mean of the marketing mix factors for the purchase. Marketing promotion Low level OPPO's customers focus on two low-end shopping options, including attractive promotion and viewing or sequestration.

##### E. Hypotheses 1

Different personal factors affect different mobile phone buying decisions. The ANOVA test results showed that OPPO customers who had sex, career salary, machine purchase price Differences affect different purchases. For personal factors, nationality, age, education And lifetime different The effect on the purchase is not different.

##### F. Hypothesis 2

Marketing Mix Factors Influence Buying Cell Phones The results of the tests using the regression showed that the market mix factors influenced the decision to purchase mobile phones.

- Products Brand issue Influence Buying Cell Phones

- Price is negotiable. Influence Buying Cell Phones
- Distribution Issues with sources of distribution throughout the country. Influence Buying Cell Phones
- Marketing promotion The issue is an attractive promotion. Influence Buying Cell Phones Significantly

#### VI. DISCUSSIONS STUDY ON THE MOBILE MARKETING OPPO IN BANGKOK, THE SUBJECT MATTER WAS DISCUSSED

1. Different personal factors affect the selection of OPPO mobile phones in different Bangkok area. OPPO customers who have different sex, salary and occupation have different effects on purchasing. The study of marketing communications that affect consumer behavior in decision making. Korean Brand Electronics The consumers in the district. And Warin Chamrap. It is found that consumers with personal characteristics include gender, age, education level, occupation, average income per month different Affect the decision to buy electronic products. Korean brand of different consumers.

2. Marketing factors affecting OPPO mobile phone purchase decision in Bangkok include:

Brand Products Influence the decision to buy a mobile phone at a low level, with Mr. Ekarat Prasara (2554BC) study mobile customer behavior at Fortune Town. In Bangkok Factors Influencing Buying Behavior of Mobile Phones Brand issue Low level

Price is negotiable. Study on the factors affecting the purchase behavior of mobile phones from the telephone shops in MBK Shopping Center. Price marketing mix The issue can be negotiable. At the moderate level tosaporn mahamud (2016)

Distribution Issues with sources of distribution throughout the country. Influenced the decision to buy mobile phones at a moderate level. Ms. Sineepak Ketjnon (2554BC) studied consumer behavior and marketing factors affecting consumers' decision to buy smartphones in Bangkok. The sampling of Samsung smartphones and smartphone samplers are also important for marketing factors. The importance of distribution channels in the medium.

Promotional issues, such as price reductions or premiums, have influenced the decision to buy a mobile phone at a moderate level. (BC2557) Consumer Behavior Buy Cell Phone in Vientiane Marketing Promotion Factor Price reduction Lottery sweepstakes Have a giveaway to the customer. At the moderate level.

#### VII. SUGGESTION

Based on the study of the OPPO mobile phone market in Bangkok, the following suggestions were made for the following benefits.

*A. Suggestion for personal factors Finding that the professional sex salary. And the price difference. Affect the difference shopping.*

1. So in selling the OPPO mobile phone Distributors should pay attention to gender factors. As a woman Should introduce a cute. The screen is a doll image. Available in a variety of colors. If it is a guy, it's a simple black-gray classic screen.
2. A career as a civil servant. Use good quality. If it is a state enterprise. The brand of the country. If a company employee. The price is not very high. . Use the brand name. As a student Use fashion. If other occupations Used to play fast. Distributors should offer mobile phones to meet the needs of each professional customer.
3. Salary Salary is less than or equal to 10,000 baht. Mostly used inexpensive salary 10,001-15,000 baht. The use of live in a salary of 15,001-20,000 baht. Mostly used up to 20,000 baht. Used to be reputable, the supplier should present the mobile phone in accordance with the customer's requirements based on the level of revenue from the customer's observation
4. Purchase price is less than 5,000 baht. Buy to the elderly. Purchase price is 5,001-10,000 baht. Buy price is 10,001-15,000 baht. The price is higher than 20,000 baht. A reputable dealer brand should offer the mobile phone exactly what it is intended for.

*B. Market Mix Recommendations*

5. Products Manufacturer should be updated. The company is constantly evolving its product line, appearance, quality, application, size, weight, and function to match ever-changing technology. It should also make the product stand out. Maintaining technology leadership. And bring in new innovations. The product can continue to hold consumers continuously. The image of the brand to be reliable. And publicize its reputation to the general public.
6. The price of the distributor should be surveyed on the price of the phone in each brand in any price range. Prices and features vary greatly. To be a reasonable price to not very high. In addition, there should be public relations. The features of the product make it different in terms of price. Should have added a function. But the same price. Or lower the price. To attract consumers to shop.
7. Distribution channels Distributors should have a refurbished center. The service is always up-to-date. The orderly arrangement. Noticeable In addition, the service center should be expanded to cover the area. There should be a service center that is not only in the mall. It should be opened by the community or the business district as well. And should choose a convenient location to travel. To increase access channels. And more convenient for consumers.

8. Marketing promotion The distributor should have a promotion with the owners of networks such as True Move, dtac and AIS. By offering a discount promotion when using a 6 month or 1 year promotion, you should also have a product guarantee. If the problem persists within 3 months or if the warranty period is longer, replace it. To inspire consumers to make more purchasing decisions.

VIII.GENERAL SUGGESTIONS

In the next study. The opportunities and obstacles of the OPPO mobile phone market should be studied to develop the products to meet the needs of consumers.

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