

The Decision to Buy an iPhone Mobile Phone, Bangkok

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Abstract—This research to studying of the consumer behavior in buying mobile phones. To study the marketing mix factors that affect the decision to buy an iPhone mobile phone. And to study the decision to buy an iPhone mobile phone. Population and sample used to study 398 mobile phone brands in Bangkok. This research is quantitative research. The instrument used to collect data was the questionnaire. Statistical analysis consisted of percentage, mean, t-test, ANOVA, and Regression. The research found that The respondents were 398, mostly female, 21-40 years old. Bachelor's Degree in Business Administration Monthly income more than 20,000 baht Factors affecting the decision to buy mobile phones iPhone. The product has a variety of functions. Price is reasonable to use. Sales There are many and many branches. Marketing promotion advertising through the media.

Keywords— marketing experience, mobile decision making.

I. INTRODUCTION

Nowadays technology development is progressing. Mobile phones are a necessary commodity in their lives. Man, which makes life more convenient. In order to communicate, there is a need for speed and variety to meet the changing lifestyles. Apple Computer Inc. is currently called Apple Inc. Nowadays, consumers prefer to order a mobile phone brand. iPhone, through the main three major vendors, in each booking may have to wait for a month or 2-3 months, but the peak.

Bookings continue to receive much attention from consumers. The same applies when abroad. There will still be insufficient quantity. And the survey found that those who use Apple products. More likely to try other Apple products, the strength of the brand. Apple has made Apple products so successful and popular worldwide. According to data, 77% of people who bought an iPhone mobile phone already own an iPhone. (Philip ElmerDeWitt, 2010)

Apple's loyalty to the brand is very high. As well as the promotion to attract the consumer, such as monthly installments. The promotion is used in conjunction with the mobile phone iPhone without payment once. Consumers also download the program to use. There are both paid and free money. The number of downloads to the iPhone is over 500 million times. After the App Store was by the number of

programs are more than 15,000.(Manager online,2552)

Therefore, the study participants are interested in studying the behavior of buying mobile phones, iPhone and marketing mix factors that affect the decision to buy mobile phones. This is a guideline to develop and improve marketing in line with the needs of consumers.

Purpose of study

1. To study consumer behavior in making decision to buy an iPhone mobile phone.
2. To study the marketing mix factors that affect the decision to buy an iPhone mobile phone.
3. To study the decision to buy an iPhone mobile phone.

II. RESEARCH SCOPE

1) The content of the marketing mix consists of product price. Distribution channels Marketing Promotion and consumer behavior consists of: 1. Who is in the target market? 2. What is the consumer buying? 3. Why do consumers buy? 4. Who is involved in the purchase decision? 5. When do consumers buy? 6. Where do consumers shop? 7. How do consumers buy?

2) Population and sample used in the study. There are 398 people who use the iPhone in Bangkok. Time boundary From November 2560 to February 2018.

III. HYPOTHESIS

1 different personal factors affect the decision to buy different iPhone mobile phones.

2 Marketing mix factors influence the decision to buy an iPhone mobile phone.

IV. STATISTICS USED IN DATA ANALYSIS

Descriptive statistics use percentage, mean, to describe the demographic data of respondents and variables. Inferential Statistics are used for hypothesis testing. The statistics used consisted of T-TEST / ANOVA differences analysis and REGRESSION relationship analysis..

V. RESEARCH RESULTS

The respondents were 398, mostly female, 21-40 years old. Bachelor's Degree in Business Administration Monthly income more than 20,000 baht.The decision to buy an iPhone mobile phone. Find the reason for buying a phone for

communication. The media is the Internet. Buy a phone when the old machine is damaged. And go shopping with friends
 Factors affecting the decision to buy an iPhone mobile phone. The product has a variety of functions. Price is reasonable to use. Sales There are many distributors and many branches. Marketing promotion Advertising through the media.

VI. TEST RESULTS HYPOTHESIS

A. Hypothesis 1

Different personal factors affect the decision to buy different iPhone mobile phones. The ANOVA test found that different age and occupational factors have different effects on different mobile phone brands. For personal factors, gender, education And the difference in average monthly income affects the decision to buy an iPhone mobile phone is not different.

B. Hypothesis 2

The marketing mix influences the decision to buy an iPhone mobile phone. The results of the tests using the regression statistic found that the marketing mix factors influenced the decision to buy mobile phones. Wide range of functions Suitable for use. There are many distributors / dealers. Advertising through the media. After-sales service and product acquisition are related to the decision to buy an iPhone mobile phone..

VII. DISCUSSIONS

1. Personal factors Age differences. Affecting the decision to buy a different iPhone mobile phone. According to research by Varinda Boonpitak (BE.2554), the factors influencing the decision to buy iPhone four of consumers in Rangsit area showed that different age influenced the decision. Buy a different iPhone 4s phone. Different career Affecting the decision to buy a different iPhone mobile phone. Comply with the research.

2. Marketing Mix Factor The issue of mobile phone brands has influenced the decision to buy mobile phones in the iPhone. Comply with the research. Miss Waleirat Tumkum and Phakphon Wipon (BE.2551) Research on Buying Behavior and Mixing Factors Marketing influences consumers' decision to buy iPods in Bangkok. The brand issues of products in relation to mobile phone purchase decisions. Very high Productivity in various functional areas has influenced the decision to buy mobile phones in the iPhone. According to research by Phatra Kul-u-Aun (BE.2557), the research on consumer propitiation in Chiang Mai province on the purchase of accessories for iPhone mobile phones revealed that product diversity issues in product areas. Relationship to Mobile Phone Buying Decision Very high

3. The price of mobile phone deals with quality is influenced by the decision to buy a mobile phone brand

iPhone. According to research by Phatra Kul-u-Aun (BE.2557), consumer behavior research in Muang Chiang Mai province, the purchase of accessories for iPhone mobile phones, found that the price level was appropriate for the product quality. Relationship with mobile phone purchase decision. Is in the middle level

4. The distribution of the issue has many / many branches have influenced the decision to buy mobile phones in the iPhone. According to research by Phatra Kul-o-Aun (BE.2557), consumer behavior research in Muang Chiang Mai province, the purchase of accessories for mobile phones, said that there are many branches. In terms of distribution channels, it is related to the decision to buy a mobile phone. Very high In terms of location, the unit facilitates travel, influencing the decision to buy a mobile phone brand iPhone. Comply with the research. Miss Waleirat Tikkam Miss Supavinee Tungniran (BE.2553) Research on behavior and factors affecting the decision to buy Blackberry and iPhone mobile phone of Silpakorn University students found that the location is convenient for people. Purchasing on the channel is related to the decision to buy a mobile phone. Very high

5. Marketing promotion in the field of media advertising has influenced the decision to buy mobile phones in the iPhone. Comply with the research. Miss Wiley Ratanakumphan and Wiley (BE.2551) Research on Buying Behavior and Mixing Factors Marketing influences consumers' decision to buy iPods in Bangkok. The issue is that buying a brand is a motivation for buying decisions. Buy Mobile Phones Very high

6. The promotion of marketing after the sale of the service has influenced the decision to buy a mobile phone brand iPhone. Comply with the research. Miss Waleirat Tumkam Emblems Duangkanchana (BE.2553) Research on Factors Affecting Buying Decision The customer's mobile phone at Chokchaiphon Shop, Amphoe Phai, Phra Nakhon Si Ayutthaya Province, said that the issue of after-sales guarantee and distribution channels related to mobile phone purchase decision. Very high The promotion of marketing on the issue of product insurance has influenced the decision to buy mobile phones brand iPhone. Comply with the research. Ms. Waleerat Kittiamprecha (BE.2553), researcher on the importance of marketing factors in mobile consumer decision making in Ayutthaya province, said that the issue is guaranteed after the sale of goods and services. In terms of distribution channels, the relationship to mobile phone purchase decision. Very high.

VIII. SUGGESTIONS FROM THE STUDY

The distributor should select the phone, mobile phone, iPhone. Quality and Convenient easy to use. Dealers should select an iPhone mobile phone. With application The price is reasonable. Distributors should improve. The property is beautifully decorated and added to the facilities. Distributors should train the knowledge of the product to employees to

have expertise. To provide services to customers.

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