

Marketing Mix Factors Affecting Consumers' Decision to Install CCTV in Chonburi Province

Onuma Piyawanarat and Dr. Vatchara Yeesuntes¹

¹ Graduate school of business administration kasembundit University, Bangkok

Abstract: This study had four major purposes: 1) to determine marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi Province, 2) the process of decision making of consumers in Chonburi Province, 3) compare the process of decision making of consumers in Chonburi Province classified by personal data, and 4) to find the relationship between marketing mix factors and decision process of consumers in Chonburi Province. A questionnaire was distributed to 385 samples and analyzed data in statistic application of percentage, mean, t-test, f-test, one-way Anova, correlation, and multiple regression analysis. Findings from the study showed that most of respondents were male, aged between 41-50 years old, self-employed, earned income between 30,000-40,000 baht. The average overall picture of the opinions of consumer on marketing mix factors were very important. The different of personal patterns were not affected the process of decision making. The marketing mix factors correlated with the process of decision making of consumers in Chonburi Province were at the high level in the same direction with a statistically significant 0.5 level. The marketing mix factors, such as products, services, prices, marketing promotion, personnel, physical appearance, presentation, and the process of operation influenced the process of decision making of consumers in Chonburi Province with a statistically significant 0.5 level. Suggestions from the study results were that entrepreneurs should offer CCTV cameras with high quality standard, variety of products that meet consumers requirement, create confidence in the products by testing products with the consumers, to present values of products and services that can be obtained, compatible of services and appropriate prices with the competitions, prices of products can be cheaper than the competitors, expand distribution places and services for consumers convenient including transportation and delivery of products to consumers, assign services personnel at the stations, recruit personnel with the best knowledge of the products in order to receive consumers confident, repetitively consumers, training personnel to develop better skills in providing CCTV cameras installation services, solve problems for customers quickly and accurately, provide welfare benefit for personnel in order to persuade motivation in services performance, and provide a customer's service system for accuracy and quickly to influence customers.

Keywords: decision process, marketing mix factors, construction business

1. Introduction

The NIDA Poll, the National Institute of Development Administration (NIDA), revealed the results of a public survey on "current crime in Thai society" conducted during 23 - 24 August 2017 by asking questions from people all over the country.

Distributed in all regions A total of 1,250 educational and vocational units, for example About the current crime in Thai society. The survey uses sampling. With probability from the main sample database roster (Master Sample) of "Nida Poll" With stratified random sampling method, stratified by region Then in each region Sampling using simple random sampling method

Data were collected through telephone interviews. The confidence value is set at 95.0 percent and the standard error (Standard Error: SE) not more than 1.4 from the survey when asked about the public opinion about the severity of the crime of Thai society that appears. Is news in various media, such as murder, controversy

Rape or sexual abuse, robbery, or insurgency in the three border provinces found that the majority of 52.32% said that it is very violent because of the current social conditions. Economic downturn People are becoming more stressed. Intense mood Deteriorated mental state, lack of morals, no consciousness Caused by imitation behavior There are frequent occurrences. And the person who caused the decline in age There are also more violent and ruthless methods, in part due to the upbringing of the parents' family.

Weak laws are not decisive. Thai society is weak. And some indicate that there are more foreign laborers entering Thailand and lacking control, followed by 41.52 percent indicating that they are quite violent because Thai society today has changed. The law of the country is weak, not absolute, so people are not afraid of the law. Dare to cause more incidents Basic family lacking care. Or lack of attention The mental state of the deteriorated person. More impatient, lack of control

It also states that it is due to social, economic, educational, social inequality, drugs, and women's dress code. There is almost daily crime. In the past, there were not many crimes like today And today's media is easily accessible Therefore, imitating behavior is 4.32%, indicating that the violence is relatively less because officials are more strict Compared to the old statistics

Considered to be reduced, events like this have long been But today, more news is presented through the media, so it seems violent. If compared to foreign countries, Thailand still has less than 0.64 percent of violence, indicating no violence at all because the current situation is normal and 1.20 percent unspecified / uncertain (Nida Poll Survey Center, 23-24 Aug 2017)

Regarding the opinions of the people on the causes or factors that cause the crime of Thai society, it is found that most of the people 48.80% said that due to the changing social conditions, economy, society, culture, life, and technology, followed by the percentage 44.32 states that it is due to the weakness of the judicial process And law enforcement The offender is not afraid. Therefore got the courage and courage to commit wrongdoing, 42.72% stated that it was caused by the minds of people who are often unconscious 34.80% said that they were caused by different family rearing practices, 33.04% stated that they were caused by imitation behavior from the media or those around them, 22.32% stated that they were caused by Inequality in Thai society, 0.96 percent stated that caused by drug use and 0.32 percent unspecified / uncertain (Nida survey , 2017)

In the present day there are many dangers, both in terms of body and property. Some people think that we should do to prevent and solve. In the event that an unexpected event occurs And that is why there are surveillance cameras occurring The installation of CCTV will allow us to investigate. And can be used as evidence in various litigation, but many people still think that installing CCTV is not necessary But when there is an event, there is no evidence that can be used as evidence in the reference. And always think later about why we didn't install CCTV before the disaster occurred. The reason for starting to be interested in installing CCTV cameras is

1. Very cheap. Now, 8-10 years ago, the general public may not see the necessity of using CCTV. Therefore, it is used only by business groups. office building Hotels and various government offices But even if consumers want to get a CCTV camera to use it, it requires quite a lot of investment, like buying a mobile phone in the early days with the price of a hundred thousand. CCTV price is also the same in 2007, even though it has decreased a lot. Is still expensive, wrong with the present time Therefore it is the period that the general public should install the camera the most. Because it's very cheap now

2. Can be used as evidence in litigation, which is already necessary for building owners, stores, banks and retail stores like 7-Eleven etc. That must install CCTV Including creating peace of mind with employees And the owner of the accommodation Because the police and the court have accepted the use of information on CCTV to prove the facts in court. Whether audio-visual information the police got from the case of protesters Destruction of premises Or bickering Snatch And traffic violation Can be used as evidence in the arrest of offenders

3. Use to check the behavior of suspects. Using CCTV today with modern technology and new innovations. Makes it possible to check the work in many ways, such as using it in a sensitive spot to protect If there is an

unexpected event, can notify Security officers or police officers come to help with the incident or immediately arrest the criminal.

4. Can be viewed via mobile phones Currently, CCTV can be set up to view online via various devices in many devices, increasing the convenience for users through the monitor screen. Tablets, laptops, and mobile phones By setting in the mobile phone for watching CCTV For the safety of your child and will be able to check how the nanny treated your child Or is the theft of property in the house? (ที่มา: NIDA POLL, 26 ต.ค. 2560)

As mentioned above, the study is therefore interested to study the marketing mix factors that affect the decision to install CCTV cameras of consumers in Chonburi province. To use the results from the study as a guideline to improve and develop the services of the consumer CCTV installation business.

2. Research propose

1. To study the marketing mix factors for consumer CCTV installation decision in Chonburi province to study the process of consumer CCTV installation decision in Chonburi province

2. To compare the decision process of CCTV installation of consumers in Chonburi province Classified by personal data to find the relationship between marketing mix factors and the decision process of installing CCTV cameras of consumers in Chonburi province.

3. Scope of study

Regarding the content, the study of marketing mix factors affecting consumers' decision to install CCTV cameras in Chon Buri Province Relying on concepts and theories about marketing mix factors consisting of Product side, price, sales channel Marketing promotion, service process, personnel, external physical characteristics And the decision making process consists of the process of problem recognition Steps for finding information Alternative evaluation process Purchase decision process Behavior after purchase Theory about

Population used in the study is Consumer groups that have already installed and used CCTV

The duration of the study is between November 2018 and February 2019.

4. Research Methodology

Primary information Data) Data obtained from questionnaires for collecting questionnaires of 385 people. The respondents were randomly selected in the Secondary Data (Secondary Data) data obtained from textbooks. Study reports, relevant documents And internet

The population used in the study is the purchasing department, maintenance department, and engineering department who have the power to make decision on the services of the construction business. Select a sample of 323 people.

The sample in this study Use of random questionnaire distribution The number is uncertain, so the study uses the formulation of samples from the calculation formula of W.G. Cochran.

$$\text{Formula } n = \frac{P(1-P)Z^2}{e^2}$$

(d)

n = Sample size

P = Percentage Random from the entire population

e = Percentage Dislocation From sampling

z = Confidence level specified by the researcher. Commonly used are

In the calculation, 385 samples were obtained.

5. Educational resources include

Educational resources include

Primary data is data obtained from data collection. By distributing the questionnaires The respondents were randomly selected using Secondary Data as data from textbooks. Study reports, documents associated And internet

The instruments used in this study were the questionnaire as a tool for data collection. There are 3 parts as follows

Part 1 Personal data is general information of the respondents in the inquiry.

Regarding gender, age, occupation, income, the nominal scale is a measure of the data in order to divide the information into groups according to the specified qualifications, with multiple answers to choose from, but respondents can choose to answer only one question. The data measured at this level uses simple statistics to calculate. Percentage. In the data section, part 1 consisting of 4 questions in total, having the characteristics of a checklist.

The second part is a questionnaire. Opinions about service marketing mix factors in the form of question-value-points Divide the importance score into 5 levels according to the Likert questionnaire. The questionnaire was created as a Rating Scale question.

Section 3 is a questionnaire Comments about the decision process of installing CCTV cameras, which is a question-based questionnaire Divide the importance score into 5 levels according to the Likert questionnaire. The questionnaire was created as a Rating Scale question.

6. Statistics used in data analysis

Descriptive Statistics The statistics used are Percentage, Mean, and Standard Deviation to describe demographic data of respondents and various variables.

Inferential Statistics are used for hypothesis testing. Statistics such as t-test, ANOVA analysis using F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.

Analysis of the relationship between marketing mix factors and the decision process of installing CCTV cameras of consumers in Chonburi Province Where the correlation coefficient is between $-1 < r < 1$ (Wanicbuncha , 2003: 351)

Find the relationship between marketing mix factors and the CCTV installation decision process of consumers in Chonburi province by using multiple regression analysis (Multiple Regression Analysis) (Wanicbuncha , 2002)

7. ผลการศึกษา

A total of 385 respondents found that most of the respondents are male, aged 41-50 years, occupation, business owner / private business and earn 30,000-40,000 baht.

The marketing mix factors that influence the decision to install CCTV cameras of consumers in Chon Buri Province can be summarized as follows.

- In terms of products and services, it was found that the overall average of the importance of the marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi province was at a high level. The customer who install the CCTV camera attaches importance to the selection of CCTV installation at a high level. 4 items consist of the thought that installing CCTV will help maintain security. The quality and clarity of the CCTV. CCTV equipment, easy to use And the usage period of the CCTV, respectively

In terms of price, it was found that the average value of the importance of marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi Province was at a high level. The price of installing CCTV at a high level is 5 items which include the specified price. Value for money compared to the

quality of the product. CCTV prices are currently cheaper than before. Cheaper than other providers And installments are divided into installments, respectively

As for distribution channels, it is found that the overall average of the importance of marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi province is at a high level. The customer who install the CCTV attaches importance to the distribution channel for installing the CCTV at a high level. 5 items consisting of having a storefront, making it reliable. There are product displays in various locations. Channels for requesting camera installation services are difficult (storefront via online media There are salespeople to present) and have a seat to certify customers that use the service appropriately and sufficiently. Equal to having enough parking space for the number of customers who use the service respectively

In terms of marketing promotion, it was found that the overall average of the importance of marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi province was at a high level. CCTV installation customers attach importance to marketing promotion in installing CCTV at a high level, 5 items consisting of CCTV advertising through other media, discounts for booking at trade shows There is a joint promotion of various discounts. Of credit card There is a discount or free gift when the shop terms and conditions are met. And there are many payment methods, respectively

For the individual, it was found that the overall average of the importance of marketing mix factors affecting the decision to install CCTV cameras of consumers in Chonburi province was at a high level. The customer who install the CCTV camera attaches importance to the personal aspects of installing the CCTV camera at a high level. 5 items consisting of the reliability of the company owner give advice Can advise customers Employees are described in steps and easy to understand. The staff are knowledgeable about the products, technicians have skills and expertise in the field. And the staff are attentive in providing services respectively

As for the process, it was found that the overall average of the importance of the marketing mix factors affecting the decision to install the CCTV of the consumers in Chonburi Province was at a high level. Regarding the process of installing CCTV at a high level, 2 items consist of having modern tools and equipment used. There are 3 product samples for testing to use and at a moderate level, consisting of employees with personality, dress code, and orderliness that helps to enhance the image of the organization. The location is appropriate and clean. And the adequacy of CCTV when customers want to install immediately, respectively

Regarding the physical environment, it was found that the overall average of the importance of the marketing mix factors affecting the decision to install the CCTV of the consumers in Chonburi Province was at a high level. Important for the physical environment In installing CCTV at a high level, 5 items consisting of the materials used are agreed. There is a system to inspect every step of the work. Speed of operation The installation process is safe. And the opening and closing hours are convenient to contact respectively

The decision to install CCTV cameras for consumers in Chonburi Province, the results of the study can be summarized as follows

Regarding the awareness of the problems, it was found that The overall average of the importance level of information regarding the decision to install CCTV cameras is at a high level. The customer who install the CCTV camera gives importance to the information regarding the decision to install the CCTV camera at a high level, consisting of 4 items, interested in buying CCTV. Convenient for contacting complaints about problems Employees are constantly monitored for complaints. The staff brought the proposed problems. Always make improvements / corrections And at a moderate level, consisting of 1 consisting of regularly updated information

In search of information, it was found that the overall average of the importance level of the information regarding the decision to install CCTV cameras is high, the customers who install CCTV attach importance to information about the decision to install CCTV. In search of information at a high level, 3 items consisting of searching from the internet Get to know from billboards and publications Get advice from friends / relatives And at a moderate level, consisting of 1 being recommended by salespersons respectively

As for the alternative assessment, it was found that the overall average of the importance level of

information regarding the decision to install CCTV cameras was at a high level. CCTV installation customers pay attention to information about the decision to install CCTV at a high level, 5 items, consisting of service providers, can service to meet your needs. Able to provide technology information Effective in service The processing fee is cheaper than other service providers. And have the warranty for the products that are installed respectively

Regarding the decision to use the service, it was found that the overall average of the importance level of the information regarding the decision to install the CCTV was at a high level. Customers who install the CCTV pay close attention to the information regarding the decision to install the CCTV. At a high level. 5 items consisting of service readiness It is fast to install. Equal to the quality of the equipment Mechanic potential The only availability of tools and equipment And reliability of service providers respectively

Regarding the behavior after using the service, it was found that the overall average of the importance level of information regarding the decision to install CCTV cameras is at a high level. The customer who install the CCTV camera gives importance to the information regarding the decision to install the CCTV camera. In terms of behavior after using the service at a high level, there are 5 items which include suggesting and telling others. Satisfied with the products and services With product warranty There is a need to come back and buy again later. And construction repair services when problems occur respectively

8. Hypothesis test results

From the study of marketing mix factors which influence the decision to install CCTV cameras of consumers in Chonburi Province, can be summarized as follows

Differences in personal, gender, age, occupation, and income have an effect on the decision making process for installing CCTV cameras of consumers in Chonburi Province which are not significantly different at the .05 level which is in line with the research. Natcharee Bawornchaikulpat. (2015) studying the factors that influence the decision to buy closed circuit television cameras of consumers in Bangkok Found that the sample group is general customers who have gender Different age and income There will be different decisions to buy CCTV cameras. And the sample of the installation technicians with different gender, age, occupation, and income There will be no difference in the decision to buy CCTV cameras at the statistical significance level of 0.05.

9. Suggestions from studies

In this research, 7P marketing mix factors and consumer decision-making processes are known. To be used as a guideline for condominium owners to rent to improve The development of CCTV installation meets the needs of most consumers. From marketing mix factors as follows

1. The product side has a high level of effect on the decision making. Entrepreneurs should create confidence in the product so that consumers are aware of the use that Can really do Products are tested in a variety of products to meet the needs of consumers.

2. Price has a high level of influence on the decision making. Especially the value of the goods and services received Should find information of other competitors that have the same product or service To develop strategies within the company To reduce costs Makes it possible to set the price for the product cheaper When compared to competitors

3. The distribution channels have a high level of decision-making effect. The company should increase branches or service points. Regarded as increasing or expanding the customer base to be convenient to buy Including transportation / delivery of products to customers By having staff at the spot to serve customers

4. Marketing promotion Affect the decision at a high level, especially salespeople are important to the purchase decision. Therefore, the selection of personnel in this field Must have skills as well Or should practice to become proficient Will create credibility for repeat purchases from customers and word-of-mouth

5. In terms of personnel, the decision-making process is at a high level. Employees are considered

representatives of the company. Must have a good understanding of products and services. Solve problems for customers to be accurate, fast, and provide regular training. Have benefits for employees to support morale
Causing work incentives

6. Service process processes have the highest level of decision making effect. To develop this business excellence, the company should focus on working to be systematic, accurate, fast, and complete. Must not confuse customers Or too much system complexity

7. The physical characteristics affect the decision making at the high level. The business operator should pay attention to the quality of the camera to use with high quality, sharpness and the price of the camera to be worthwhile and suitable for the quality of the camera and Branding to create confidence and trust among consumers. By striving to improve the quality of the camera to a high standard when compared to the quality of images from other cameras To gain a competitive advantage and consumers to be confident and trust Will create loyalty and word of mouth Which is important to help increase the number of customers.

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