

THE INFLUENCE OF MARKETING MIX FACTORS ON CONSUMER PURCHASING DECISION: THE EVIDENCE FROM SOCIAL MEDIAS PLATFORM IN BEIJING

Hongen ZHAO¹ and Poompichai TARNDAMRONG¹

¹ Faculty of Business Administration, Thongsook College, Thailand;
18878898@qq.com (H. Z.); oilpunpun2522@gmail.com (P. T.)

ARTICLE HISTORY

Received: 29 September 2023 **Revised:** 11 October 2023 **Published:** 27 October 2023

ABSTRACT

This research aimed to 1) study the level of marketing mix factors and consumer purchasing decisions. 2) to analyze the personnel factors, influence the consumer purchasing decisions through social media. 3) To analyze the marketing mix factors, influence the consumer purchasing decisions through social media. The samples used in this research were 400 people who bought products through social media in Beijing which were Wechat and Douyin. The questionnaire was used to collect data. Data were analyzed by frequency, percentage, mean, standard deviation, and hypothesis testing using multiple regression analysis. The results found that marketing mix factors in overall was at high level. When considered to each aspect found that the highest average was promotion, followed by product and the least was place. The hypothesis test results found that personal factors influence consumer purchasing decisions through social media platforms and marketing mix factors influence consumer purchasing decisions through social media platform with statistically significantly at 0.05 with a forecast capacity of 81 percent.

Keywords: Marketing Mix, Purchasing Decisions, Social Medias Platform

CITATION INFORMATION: Zhao, H. & Tarndamrong, P. (2023). The Influence of Marketing Mix Factors on Consumer Purchasing Decision: The Evidence from Social Medias Platform in Beijing. *Procedia of Multidisciplinary Research*, 1(10), 63.

INTRODUCTION

In recent years, marketing through the use of the internet has gradually been accepted by the public. People are willing to accept this marketing method because it is easier to use than any other marketing method (such as point of purchase). Usually, marketing on social media platforms requires only one account. The number of users of social media sites far exceeds that of other types of sites. For instance, Facebook has 2.5 billion people of 2020 statistics provide an opportunity for a business to create a page and then from there they can be able to get followers who like their products and interact with them to make a sale. Facebook features make it easier for a company to develop their individual page with their website or phone number attached. This attribute makes it easy for clients to reach out and contact the organization directly for further engagements. So, Facebook is one of the social media websites that entrepreneurs can use to grow their businesses. Kaur, Dhir, Alkhalifa, and Tandon (2021) argued that the importance of social media platforms is that they enable companies to communicate whatever message they want to pass to their potential clients without restrictions, such information includes relocation notices and any promotional undertakings. Moreover, if the company wants to communicate on the change of prices for their products, they can also use these social media platforms due to their ability to reach out to many people. This article will evaluate some social media sites and analyze how social media platforms as marketing tools in China. This article aims to describe how social media is being used for marketing purposes in China and emphasized the impact created by these platforms in enhancing brand development (Shan, 2021).

Technology has come into the daily life of human beings. There are many ways for humans to communicate with each other. One of them is social media, which is one of the channels that humans use to communicate information with each other in every aspect, resulting in the emergence of a new business model, that is, commerce through social media, also known as social media. Electronic commerce business or e-Commerce, which is a business channel that allows entrepreneurs to reach customers more quickly by using the Internet as a medium which the electronic commerce business it has started gaining more interest in Thailand over the past few years. Due to the advancement of technology in communication causing people to have access to various products and services more on the internet Whether it's We Chat, Douyin, Xiaohongshu or other merchant websites. Therefore, today's entrepreneurs need to know how to use social media to benefit their business. By using it as a tool to generate more sales used correctly, it can become a channel that can grow your business. Nowadays, many entrepreneurs have begun to expand their business from having a storefront only offline to building an online storefront as well. While most new business owners only have a storefront online. Because this online channel does not require high investment like an offline storefront. And can also be open for sale 24 hours a day as well. The thing that helps e-Commerce businesses in Thailand to grow rapidly is the development of telecommunication. Internet speed improvement This makes communicating information between each other through the internet much more convenient and faster than in the past, along with devices used to access the internet, such as smartphones or computers, have a lower price enabling consumers to purchase can be easily owned as a result, consumers can access to the internet all the time. These things make the market of electronic commerce businesses in Thailand tend to expand continuously.

From the information mentioned above, the researcher conducted research on the topic "The influence of marketing mix factors on consumer purchasing decision: the evidence from social medias platform in Beijing" due to the view that e-Commerce business nowadays, with continuous growth and expansion, it should be a good opportunity for entrepreneurs to expand and develop their own businesses to be strong in order to compete in this growing market influential Entrepreneurs will have to study the factors that influence consumers' purchasing decisions to purchase through social media more.

LITERATURE REVIEWS

Market Mix Factor Theory (7Ps)

According to the concepts of Kotler and Keller (2016), the marketing mix factor is that 1) Product refers to a product and service consisting of a core product and ancillary products that demonstrate the benefits that the customer wants to create a competitive advantage (Reguia, 2014), 2) Price is the amount of money that must be paid to obtain the products, goods and/or services of an entity. Or it could be the total value that the customer perceives (Roy, 2015), 3) Place refers to when the service is delivered to the customer and how much time it takes to deliver the service, where it takes and how it is delivered (Dent, 2011), 4) Promotion means marketing communication tools to create motivation, feeling, need, and satisfaction in products and services (Ashraf, Rizwan, Iqbal, & Khan, 2014), 5) Personnel mean employees who work for the benefit of various organizations. which counts from the owner of the business senior management middle management lower-level executives, general employees, housewives, etc. (Klonoski, 2016), 6) Physical evidence of the sector, the location and the environment, as well as the elements that are tangible and convenient to the operators and customers who come to use the service 7) Process, the means of creating and delivering products. It requires designing and executing an effective process (Beuren, Ferreira, & Miguel, 2013).

Consumer Purchasing Decision Process

It is vital to know the consumer buying decision process. The consumer buying decision process is the decision-making process that begins with the consumer buying the goods or services in exchange for money in the market before, during and after the purchase of goods or services. It helps the seller/marketer for selling its goods or services in the market. If the marketer is successful to understand consumer behavior according to the consumer buying decision process towards the goods or services, then it may be successful in selling its goods or services (Kotler, 2017). Every human has a different mind to other humans. For instance, a person buys his/her regular brand of milk every day when the need arises. So, the chances of skipping information and evaluation are more as compared to the high-involvement products. It depends on the human nature. But in the case of buying a car where involvement is high. When the consumer going to buy a car, then the customer can't skip any step out of five. This process works especially for new purchases or highly involvement of consumer purchases. Some companies focus on understanding the consumer experience in learning, choosing, using, and disposing of the product. (Kotler & Keller 2016) From the literature review, the conceptual framework can be drawn as shown in Figure 1.

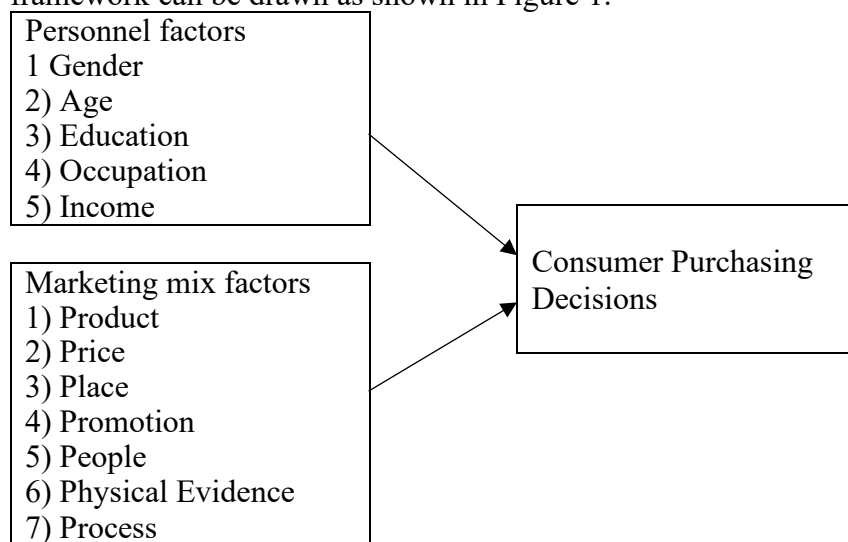


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The population used in this research is group of people who have bought products through social media in Beijing which were Wechat and Douyin, but the exact population is unknown. Samples used in this research were people who bought products through social media in Beijing which were Wechat and Douyin, but the exact population was unknown, so the calculation method was using the formula of Cochran (1953). The sample size required to be collected is 385 people. For ease of data analysis, researcher collected data from 400 sample using the purposive sampling and determined that 4,000 sample consisted 200 people who use Wechat and 200 people who used Douyin. Questionnaire developed from the study research literature review and related research to define the scope of the questions to match the research objectives. It is divided into 3 parts as follows: 1) Question about personnel factors; 2) Questions about marketing mix factors (7P's); 3) Questions about Consumer purchasing decision. The reliability testing value of 0.711-0.825, which is greater than 0.7 indicates that the questionnaire was reliable how to collect information. Statistics used in data analysis were frequency, percentage, mean, and standard deviation, t-test, One Way ANOVA and multiple regression.

RESEARCH RESULTS

Table 1 Findings regarding participant demographics

Respondent Information	Amount	Percent
Gender		
- Male	176	44.00
- Female	224	56.00
Age		
- 18 -25 years old	107	26.75
- 26 - 33 years old	132	33.00
- 34 – 41 years old	85	21.25
- 42-49 years old	23	5.75
- 50 years old and above	53	13.25
Status		
- Single	153	38.25
- Married	203	50.75
- Widowed/Divorced	44	11.00
Occupation		
- Student	109	27.25
- Civil servant / State enterprise	155	38.75
- Private company employees	118	29.50
- Personal business	18	4.50
Education level		
- Undergraduate	112	37.33
- Bachelor's degree	115	38.33
- Postgraduate	49	16.33
Average monthly income		
- Does not exceed 2,000 yuan	136	34.00
- 2,001 – 4,000 yuan	139	34.75
- 4,001 – 6,000 yuan	52	13.00

Respondent Information	Amount	Percent
- 6,001 – 8,000 yuan	29	7.25
- More than 8,000 yuan	44	11.00
Overall	400	100.00

Based on the findings presented in table 1, the majority of respondents were 224 females (56.00%) and 176 males (44.00%), aged 26-33 years old amount 132 people (33.00%), followed by 18-25 years old amount 107 people (26.75%) and the least 42-49 years old amount 203 people (50.75%), followed by 153 singles (38.25%) and 44 Widowed/Divorced (11.00%) had the most civil servant/ state enterprise careers amount 155 people (38.75%), followed by 1-18 private company employees amount 118 people (29.50%) and the fewest personal businesses amount 18 people (4.50%), with the most bachelor's degrees amount 195 people (48.75%), followed by 138 undergraduate (34.50%) and the least postgraduates amount 67 people (16.75%) and finally, amount 139 (34.75%) undergrads and 139 (34.75%) of whom earned 2,000 yuan (34.00%) and at least 6,001– 8,000 yuan of 29 people (7.25%).

Table 2 Data analysis results online shopping behaviors

Online shopping behaviors	amount	percent
Channels		
- WeChat	200	50.00
- Douyin	200	50.00
Kind of products		
- Clothing / Apparel	30	7.50
- Cosmetics	26	6.50
- Food supplement	68	17.00
- Electrical appliances / electronic equipment	198	49.50
- Book	46	11.50
- Air Ticket / Travel Package / Hotel	32	8.00
Frequency of shopping		
- Once a week	34	8.50
- 2-3 times a week	52	13.00
- Once a month	122	30.50
- 2-3 times a month	190	47.50
- Other	2	0.50
Average amounts spend for shopping		
- Less than 1,000 Yuan	130	32.50
- 1,000-2,000 Yuan	131	32.75
- 2,001-3,000 Yuan	50	12.50
- 3,001-4,000 Yuan	28	7.00
- 4,001-5,000 Yuan	41	10.25
- More than 5,000 Yuan	20	5.00
Overall	400	100.00

Based on the findings presented in table 2, the respondents purchased through WeChat and Douyin channels, of which the majority of the products purchased were electrical appliances/electronic equipment of 198 people (49.50%), followed by food supplements (17.00%) and cosmetics (6.50%). The purchase cost is 1,000-2,000 Yuan (32.75%), followed by less than 1,000 Yuan (32.50%) and more than 5,000 Yuan (5.00%).

Table 3 shows the average and standard deviations of marketing mix factors.

Marketing mix factors	Mean	SD	Level of opinion
- Product	3.79	0.74	High
- Price	3.69	0.78	High
- Place	3.60	0.87	High
- Promotion	3.89	0.60	High
- People	3.70	0.78	High
- Process	3.72	0.85	High
- Physical Evidence	3.68	0.84	High
Overall	3.72	0.70	High

Based on the findings presented in table 3, the majority of respondents had a high level of opinion on overall and individual marketing mix factors. ($\bar{X} = 3.72$, $SD = 0.70$), considering the average, it was found that the majority of respondents had the most opinions on Promotion ($\bar{X} = 3.89$, $SD = 0.60$), followed by Product ($\bar{X} = 3.79$, $SD = 0.74$) and the least Place ($\bar{X} = 3.60$, $SD = 0.87$).

Table 4 shows a summary of the hypothesis test results.

Factors	statistics	Statistical values	p-value	Test results
Personal factors				
- Gender	t-test	-2.162	.031*	Accept
- Age	F-test	6.721	.000*	Accept
- Status	F-test	2.426	.090	Reject
- Career	F-test	2.921	.034*	Accept
- Education level	F-test	0.796	.452	Reject
- Average monthly income	F-test	0.898	.465*	Accept
Online shopping behaviors				
- Channels	t-test	3.589	.000*	Accept
- Kind of product	F-test	8.754	.000*	Accept
- Frequency of shopping	F-test	8.102	.000*	Accept
- Average amounts spend for shopping	F-test	0.757	.582	Reject
Marketing mix factors				
- Product	MRA	-0.995	.321	Reject
- Price	MRA	2.718	.007*	Accept
- Place	MRA	0.945	.345	Reject
- Promotion	MRA	2.226	.027*	Accept
- People	MRA	6.962	.000*	Accept
- Process	MRA	0.752	.453	Reject
- Physical Evidence	MRA	5.678	.000*	Accept

* p-value < .05

The hypothesis test results found that personal factors influence consumer purchasing decisions through social media platforms and marketing mix factors influence consumer purchasing decisions through social media platform with statistically significantly at 0.05 with a forecast capacity of 81 percent.

DISCUSSION & CONCLUSION

After study the influence of marketing mix factors on consumer purchasing decision: The evidence from social medias platform in Beijing, the findings summarized that personal factors such as gender, age, occupation, and average monthly income affect consumer purchasing decisions through social media platforms differently. Different professions and incomes have different decisions to shop through social media. It makes individuals of all genders, ages, all levels of education, all occupations, and all income levels. Social networks have access to social networks equally and equally, and social networks have become a staple in the lives of modern consumers. However, some consumers are not as familiar with and have a good understanding of social networking as they should, especially those with different educations attributed to the COVID-19 pandemic. As a result, economic conditions have deteriorated. Those who are economically affected and low-income don't want to buy goods that aren't needed. As a result, gender, age, education level, occupation, and income level are factors that influence different social shopping decisions. Online shopping behavior, i.e., different channels of purchase, type of purchase, and frequency of purchase, affects the consumer purchasing decision through social media platform differently. Having a membership system to get privileges or even regularly promote the store in other channels. These all affects consumers' shopping choices and result in more consumers buying. And marketing mix factors including price, promotion, people and physical evidence statistically significantly affected consumer purchasing decisions through social media platforms at 0.05, with a forecast capacity of 81%. Factors in store information, product information and service processes affect the decision to purchase products through social media, as consumers want accuracy and security in ordering goods. Including vendor information, product information. Payment information makes it easier for consumers to make purchasing decisions, and consumers also need good service from the store. Accountability to consumers Allowing products to be exchanged or returned if they do not meet the items specified by the store, or even guaranteeing the products, these processes of service are all things that will impress consumers and will be able to make the decision to buy products more easily.

Personnel and product quality factors affect the decision to shop through social media. The quality of goods is something that consumers must take into account when making purchasing decisions. Consumers will consider the quality of the product to be suitable for the set price and whether the quality of the product is the same or different from other online stores. how If consumers decide to shop in a particular store, they will consider the value for money, and in addition to the quality of the products, today's consumers also consider the personnel aspect, i.e. the seller or the owner of the online store. Based on interactions and communications with customers, whether it is appropriate to make a purchase decision with that seller.

Marketing promotion factors affect the decision to shop through social media. Whether it's providing new product information directly to customers. Marketing promotion activities such as discounting, redeeming, giving away, having a membership system to receive privileges, or even promoting stores in other channels regularly. All of these things affect consumers' shopping choices.

Price factors affect your decision to shop online. Usually, in deciding on each purchase. Consumers are always comparing prices, comparing prices to the value they get from a particular product, and also comparing prices with other online stores. It's easy to find the price of each store's products. Therefore, consumers must always compare prices first in order to get the best value for money.

Image factors of products and stores affect the decision to shop through social media. With today's growing number of online stores. Consumers are therefore concerned about the safety of their orders. To find safety, consumers can determine the reputation of a store, whether the store has a wide range of users, or whether it is based on the opinions of other consumers. If

the store is widely known and has a large number of visitors, it will give consumers a certain level of confidence in the safety of their orders.

REFERENCES

- Ashraf, I., Ahmad, S., Rizwan, S., & Iqbal, M. (2021). Fabrication of Ti₃C₂@ MoO₃ Nano Composite as an Electrode Material for Highly Efficient and Durable Water Splitting System. *Fuel*, 299, 120928.
- Akin, M. (2019). Cultural, Social, Emotional and Cognitive Aspects of Corruption in Turkey. *Journal of Economy Culture and Society*, 59, 1-12.
- Beuren, F. H., Ferreira, M. G. G., & Miguel, P. A. C. (2013). Product-Service Systems: A Literature Review on Integrated Products and Services. *Journal of Cleaner Production*, 47, 222-231.
- Best, W. & Kahn, V. (2006). *Research in Education*. 10th ed. Boston: Allyn & Bacon.
- Chen, M. (2019). The Impact of Expatriates' Cross-Cultural Adjustment on Work Stress and Job Involvement in the High-Tech Industry. *Frontiers in Psychology*, 10, 2228.
- Chin, Y. & Lee, K. (2015). The Organizational Culture and Related Factors of Organizational commitment in Long-Term Care Facilities. *The Journal of the Korea Contents Association*, 15(11), 192-201.
- Cochran, W. (1953). The Crystal and Molecular Structure of Salicylic Acid. *Acta Crystallographica*, 6(3), 260-268.
- Kaur, P., Dhir, A., Alkhalifa, A. K., & Tandon, A. (2021). Social Media Platforms and Sleep Problems: A Systematic Literature Review, Synthesis and Framework for Future Research. *Internet Research*, 31(4), 1121-1152.
- Klonoski, R. (2016). Defining Employee Benefits: A Managerial Perspective. *International Journal of Human Resource Studies*, 6(2), 52-72.
- Kotler, P. (2017). Philip Kotler: Some of My Adventures in Marketing. *Journal of Historical Research in Marketing*, 9(2), 203-208.
- Kotler, P. & Keller, L.K. (2016). *Marketing Management*. Fifteenth Edition. Pearson Education.
- Shan, S., Genç, S. Y., Kamran, H. W., & Dinca, G. (2021). Role of Green Technology Innovation and Renewable Energy in Carbon Neutrality: A Sustainable Investigation from Turkey. *Journal of Environmental Management*, 294, 113004.
- Weinzierl, L. (2021). *The Emotional Impact of Mixed Proficiency Levels in the Corporate Language in Multinational Teams*. Doctoral Dissertation, St Mary's University.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2023 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).