

MARKETING MIX FACTORS AFFECTING CUSTOMER SERVICE DECISIONS: A CASE STUDY OF BEIJING JIGUANG LAW FIRM

Jiang WEI¹ and Poompichai TARNDAMRONG¹

¹ Faculty of Business Administration, Thongsook College, Thailand

ARTICLE HISTORY

Received: 12 January 2024

Revised: 26 January 2024

Published: 9 February 2024

ABSTRACT

This research aims at examining Marketing mix factors affecting customer service decisions: A case study of Beijing Jiguang Law Firm. The samples were of 400 people in Beijing. The questionnaire was administered to collect the data, adopting purposive and convenient sampling methods. The result indicated that marketing mix factors have a high level in overall. Consumer service decision analysis have a high level in overall. Hypothesis test results found that 1) Personal factors, including gender and age, affect consumer purchasing decisions through social media platforms differently, statistically significant at 0.05. 2) Marketing mix factors including promotion, people, and physical evidence affecting consumer service decisions statistically significant at the level of 0.05, with a forecasting power of 91.4%.

Keywords: Marketing Mix Factors, Customer Service Decisions, Beijing Jiguang Law Firm

CITATION INFORMATION: Wei, J., & Tarndamrong, P. (2024). Marketing Mix Factors Affecting Customer Service Decisions: A Case Study of Beijing Jiguang Law Firm. *Procedia of Multidisciplinary Research*, 2(2), 11.

INTRODUCTION

Improvements and refinements of activities in the field of marketing must be done in a planned manner, or in other words the company must determine the right marketing strategy. Changes in the business environment, especially in terms of competitors' ability to produce the same product, are causing many companies to turn to consumers. A consumer-focused business should always think about what consumers need, what consumers want and what services they like so that consumers are not only satisfied but also become loyal and buy again. At present, the legal services market is considered a relatively large market and is quite competitive compared to the current economic situation. From a cost-effective price that reflects their individuality from the budget base set by the customer. The resulting competition pattern will focus on the price, service quality. The promotion is an incentive. In addition, the decoration of the place Location and service personnel are important to this business (Dewi & Sulivyo, 2022).

Beijing Jiguang Law Firm is committed to providing professional, practical and efficient legal services for high-tech enterprises, cultural and creative enterprises, and innovative enterprises, especially in the fields of Internet, big data, artificial intelligence, content production and operation. They adopt the international advanced corporate management model, and only focus on one thing, which is to provide all-round, one-stop comprehensive legal services for high-tech enterprises, cultural and creative enterprises, and innovative enterprise clients. The legal services provided by Beijing Jiguang Law Firm mainly include contract review, human resources, intellectual property protection, equity incentives and corporate governance, corporate internal legal framework construction, business legal negotiations, business model compliance research and other daily legal services our service, they have changed the passive service model of traditional legal services.

The researcher is interested in studying the Marketing mix factors related to decision process for using the service of Beijing Jiguang Law Firm of people in Beijing service decision in order to apply the results to the planning of marketing strategies and the development of Beijing business models. Jiguang Law Firm of people in Beijing to respond to the needs of the people who use the service and to provide information to those interested to use as a guideline for further study in this matter.

LITERATURE REVIEWS

Concept of marketing mix factors

- 1) Product : The first P, Product, refers to the goods or services that a business offers its customers. In other words, the product is the physical or intangible offering that a business sells to its customers. The Product element of the 7Ps covers product design, quality, features, and packaging. To execute successful marketing, businesses must understand their target market and ensure their products align accordingly.
- 2) Price : The Price element of the 7Ps covers the cost of goods or services. The price is the amount of money that customers pay for a product. It is important to set a price that is both competitive and profitable.
- 3) Place : The Place element of the 7Ps refers to the distribution channels of the business. It can be a physical store, an online store, or a combination of both. The goal of this P is to make the products easily accessible to customers.
- 4) Promotion : The Promotion element of the 7Ps pertains to the communication strategies employed to make potential customers aware of and attracted to the product. The various marketing channels used for promotions include advertising, public relations, sales promotion, and other channels through different media. A successful promotion strategy must align with the target audience and ensure the message is simple, and the content is visually appealing.

5) People : The people are the employees, customers, and other stakeholders who interact with a business. It is important to create a positive and memorable experience for these people. For example, ensuring customer service representatives respond politely and efficiently impacts customer satisfaction levels.

6) Process : The Process element of the 7Ps refers to the procedures and steps involved in delivering a product or service to the end-user. It is important to streamline the process and make it as efficient as possible.

7) Physical Evidence : Lastly, the Physical Evidence element of the 7Ps refers to the tangible aspects of a product, including packaging, branding, and more. Ensuring the tangible aspect of a product aligns with the customer's perception of the brand is essential in setting the business apart from competitors.

Concept of decision service

It is vital to know the consumer buying decision process. The consumer buying decision process are the decision-making processes begin by the consumer to buy the goods or services in exchange of money in the market before, during and after the purchase of goods or services (Lumen, n.d.). It helps the seller/marketer for selling its goods or services in the market. If the marketer successful to understand the consumer behavior according to the consumer buying decision process towards the goods or services, then it may be successful for selling its goods or services (Kotler, 2017). Every human has different mind to other humans. For instance, a person buying 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 highly involvement products. Basically, it depends on the human nature. But in 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 purchase or highly involvement of consumer purchase. Some companies focus on understand the consumer experience in learning, choosing, using, and disposing of the product. (Kotler & Keller 2016)

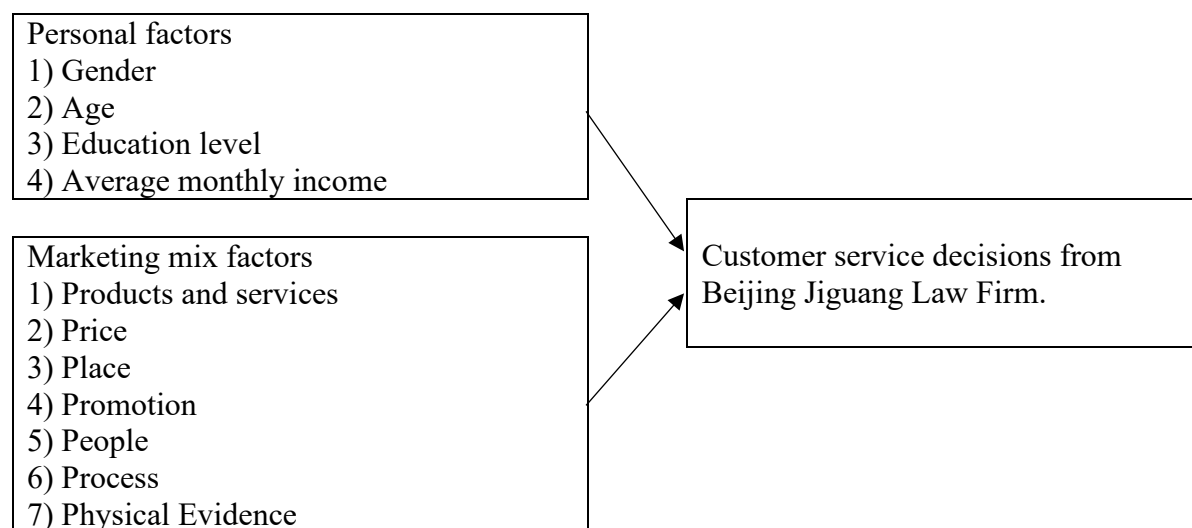


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

In response to examining Marketing mix factors affecting customer service decisions: A case study of Beijing Jiguang Law Firm, the study was then designed to adopt a quantitative research approach. The population in this study consisted of 22,366,547 people in Beijing. Due to the studied sample size calculation by Yamane (1973), 400 people were selected at a confidence level of 95%. A sampling method focused on using purposive and convenience sampling techniques. A questionnaire has three parts. For the first part of the questionnaires, it includes

the personal factors such gender, age, education level and average monthly income. Then, the second to the third parts are on a Likert scale with 1-5 rating-scales from 1 meaning "extremely disagreeable" to 5 meaning "extremely agreeable" to study Marketing mix factors, and Customer service decisions, respectively. Before the instrument was applied for data collection, the item-objective congruence (IOC) and reliability test of the questionnaire through Cronbach's alpha were systematically conducted. From the investigation, the result revealed that the IOC was equal to 1.00 and Cronbach's alpha was obtained at 0.851. To get the data, this study sent questionnaires to sample. Regarding data analysis, the descriptive statistics, including frequency, percentage, mean, standard deviation and multiple regression.

RESEARCH RESULTS

1) Marketing mix factors analysis concludes that respondents have a high level of overall and individual opinions. Looking at the average, it was found that the majority of respondents had the most opinions on physical evidence, followed by Price and least product and service.

Table 1 shows the average and standard deviations of marketing mix factors.

Marketing mix factors	Mean	SD	Level of opinion
- Product and service	3.24	0.71	Moderate
- Price	3.75	0.75	High
- Place	3.66	0.78	High
- Promotion	3.74	0.77	High
- People	3.65	0.83	High
- Process	3.65	0.88	High
- Physical Evidence	3.81	0.75	High
Overall	3.64	0.69	High

2) Marketing mix factors including promotion, people, and physical evidence affecting consumer service decisions statistically significant at the level of 0.05, with a forecasting power of 91.4%.

Table 2 Results of the marketing mix factors hypothesis test on consumer purchasing decision through social media platform

Marketing mix factors	b	Std. Error	B	t	Itself.
Constant	-0.054	0.068		-0.788	0.431
- Product	0.018	0.022	0.016	0.830	0.407
- Price	-0.016	0.032	-0.016	-0.519	0.604
- Place	-0.004	0.031	-0.004	-0.142	0.887
- Promotion	0.129	0.036	0.127	3.593	0.000*
- People	0.331	0.033	0.347	10.107	0.000*
- Process	-0.037	0.030	-0.041	-1.230	0.219
- Physical evidence	0.597	0.036	0.570	16.642	0.000*
R = 0.957, R ² = 0.915, Adjusted R ² = 0.914, SE _{EST} = 0.231, F = 604.996, p-value = 0.000*					

* p-value < .05

According to Table 2 marketing mix factors including promotion, people, and physical evidence affecting consumer purchasing decisions through social media platforms were statistically significant at 0.05, with a forecast power of 91.4% (Adjusted R² = 0.914).

3) Summary of hypothesis test results

Table 3 shows the conclusion of the hypothesis test results.

Factors	statistics	Statistical values	p-value	Test results
Personal factors				
- Gender	t-test	-2.075	0.039*	Accept
- Age	F-test	2.926	0.021*	Accept
- Education level	F-test	1.693	0.185	Reject
- Average monthly income	F-test	0.956	0.432	Reject
Marketing mix factors				
- Product	MRA	0.830	0.407	Reject
- Price	MRA	-0.519	0.604	Reject
- Place	MRA	-0.142	0.887	Reject
- Promotion	MRA	3.593	0.000*	Accept
- People	MRA	10.107	0.000*	Accept
- Process	MRA	-1.230	0.219	Reject
- Physical Evidence	MRA	16.642	0.000*	Accept

* p-value < .05

DISCUSSION & CONCLUSION

1) Personal factors, including gender and age, affect service decisions differently, statistically significant at 0.05. Since many years ago, purchase choices made by consumers have been shown to be impacted by a variety of personal aspects, including gender and age. Gender is a significant factor in the formation of a person's social identity, which in turn influences that person's preferences, requirements, and goals in life. According to research conducted by Van Dijk (2013), users of social media platforms are able to successfully target certain genders thanks to the ability to construct their own identities on these platforms. According to the findings of certain studies, individuals of various genders often shop for different reasons. According to Akar and Ener (2017), women are more likely to place an emphasis on social variables and collective connections, whilst males may be more likely to place their attention on functional components and individualistic ideals. The platforms of social media enable companies to adapt their marketing messages to the various motives of their customers, which in turn enables them to influence those customers' purchasing choices. In addition, the research conducted by Allsop et al. (2007) discovered that the gender of the target audience is a crucial factor in affecting the success of advertising posted on social media platforms. They came to the conclusion that males react better to commercials that emphasize utility, efficiency, and performance, but women respond favorably to advertisements that target emotions, relationships, and aesthetic appeal. It is critical for organizations to have this level of understanding in order to maximize the effectiveness of their social media marketing initiatives. According to Smith and Anderson (2018), a person's level of technical competence has a clear correlation with their age. According to this correlation, younger generations are more skilled than older generations in navigating social media platforms. As a direct consequence of this, younger people have a higher propensity to interact with the advertising on these platforms and to be persuaded by it. According to research that was conducted by Godes and Mayzlin in 2004, various age groups seem to have varying degrees of confidence in ads and internet sources, customers under the age of 35 may be more likely to put their faith in social media influencers and online reviews, whilst customers over the age of 35 may be more likely to depend on conventional media and personal recommendations. When attempting to target age-specific market niches, businesses should keep these considerations in mind. In addition, users of social media of varying ages have diverse preferences on the kind of material

they consume. For example, younger customers have a tendency to engage more with material that is visually attractive and engaging, such as videos, photographs, and memes, while older persons may prefer textual content and articles (Castleberry & Nolen, 2018). As a consequence of this, companies need to modify their content strategy on social media platforms so that they successfully resonate with the age groups they are trying to attract. In conclusion, individual characteristics, such as gender and age, play a significant part in determining the purchase choices made by customers using various kinds of social media. Businesses are able to more successfully adjust their marketing tactics to target certain age groups and genders when they first acknowledge and then comprehend the variables that are at play here. The impact of personal variables is caused by variations in social identity, purchase motives, advertising effectiveness, technology proficiency, perceptions of trustworthiness, and preferences in content. Personal factors also include advertising effectiveness, technological proficiency, and perceptions of trustworthiness. In order for companies to fully capitalize on the enormous potential offered by social media platforms, they need to continually evaluate and modify their marketing strategies so that they are appealing to a wide variety of customers of all ages and genders. This will ultimately lead to an expansion of their client base and an improvement in their level of involvement with the brand.

2) Marketing mix factors including promotion, people, and physical evidence affecting consumer purchasing decisions statistically significant at the level of 0.05, with a forecasting power of 91.4%. The growth of social media platforms has completely changed the manner in which companies interact with their customers and promote the goods or services they provide. A plethora of different aspects, such as diverse components of the marketing mix, such as promotion, people, and tangible proof, all have a role in the consumer's ultimate choice to make a purchase. When it comes to marketing, it is an essential element of the mix, and on social media platforms, it may take many different forms, such as commercials, sponsored posts, influencer relationships, and content that is interesting to the audience. The purchase choices of consumers are substantially influenced by these promotional actions. According to the findings of a research conducted by Javaid and Najmi (2020), customers who were presented with tailored and targeted advertisements on social media platforms had a greater possibility of completing a purchase. Businesses are able to watch and evaluate customer activity as well as preferences by using the analytics tools provided by social media platforms. According to Javaid and Najmi's (2020) research, firms that are able to micro-target certain customer categories based on demographics, interests, and behaviors are better equipped to give customized promotional material to those consumers, which in turn results in improved engagement and the possibility of increased conversions. When it comes to individuals, despite the fact that social media platforms may allow digital connections, the human factor is still a significant factor in the purchase choices of consumers. The addition of people as a component of the marketing mix helps to cultivate a feeling of trust, trustworthiness, and a human connection between the brand and the customer. Consumers have a propensity to place their trust in user-generated material such as reviews and suggestions, which are often distributed by other consumers, influencers, or the companies themselves. Because of this, influencer marketing has seen a substantial surge in its level of popularity. According to the results of a recent poll that was carried out by Influencer Marketing Hub, 63 percent of customers believe that material that was developed by influencers is more real than conventional advertising. By using their experience, authenticity, and existing connections, influencers are able to successfully bridge the gap between businesses and customers, therefore influencing purchase choices and acting as intermediaries. In addition to this, companies need to construct and keep up a robust online presence via the use of various social media platforms. Rapid and individualized replies to the questions, complaints, and criticisms raised by customers may have a substantial influence on the customers' trust and loyalty. According to the findings of a

research that was carried out by Kim and Ko (2020), it is essential to be responsive on social media in order to increase customer satisfaction and the likelihood that they would make a purchase. Although social media platforms operate largely in the digital sphere, the importance of tangible proof cannot be overstated in respect to the function it plays in the purchase choices of consumers. In the context of a product or service, “physical evidence” refers to the perceivable features that are related with the product or service. Physical proof may be presented in a more convincing manner in today's age of social media by means of high-quality product photos, interactive films, virtual tours, demonstrations, and testimonials. These components provide customers a feeling of dependability as well as quality and authenticity in the product. According to the findings of a research conducted by Das and Ghosh (2019), online merchants that give accurate product descriptions, thorough photos, and customer reviews reported improved levels of consumer trust, which led to an increase in conversions. The various social media platforms function as “virtual showrooms,” in which companies may make use of real-world evidence to create an engaging and convincing purchasing environment for customers.

Implications of the study

- 1) The quality of the attorneys working at the Beijing Jiguang Law Firm should increase as a result of products and services. to be of a better level and to provide services to a sufficient number of people in order to differentiate oneself from similar businesses and get a competitive edge.
- 2) Price should have a service price that is acceptable for the quality of service, with a clear display of pricing data, and a range of payment methods to boost convenience for consumers, pricing should also have a service price that is suitable for the quality of service.
- 3) Place have to choose a site that is easily accessible by a means of transportation. There are unmistakable signposts that point in the direction of the destination.
- 4) Place need to choose a spot that is easy to get to in terms of transportation. There are unmistakable directional markers that point in the right direction.
- 5) It is important for people to have staff members that are informed and qualified. Possess the appropriate customer service abilities, and provide equitable treatment to all customers. Warm and welcoming. Be courteous, helpful, and capable of finding particular solutions to issues, as well as developing staff to the point where they are completely equipped to provide service.
- 6) The procedure must have a quick turnaround time for service. There is an adequate number of service professionals. In the course of providing the service, modern instruments and apparatus are routinely employed.
- 7) The service of providing physical evidence need to be made available in an easily accessible location. There is sufficient parking available. Physical evidence helps bridge the intangibility gap associated with services, providing customers with tangible cues about the service's quality and what they can expect. It is crucial for service providers to manage and maintain their physical evidence to ensure a consistent and high-quality customer experience.

Future research

- 1) In the future, further research should be done to further explore the behavior of visiting law firms in other locations so that researchers may better understand the behavior and requirements of users in those other areas.
- 2) The data for subsequent investigations have to be acquired using other methods. In addition to the use of surveys, other methods such as interviews are utilized. Participatory observations and extended periods of time spent collecting data need to be incorporated. to collect a sample that is both more thorough and accurate.
- 3) More research has to be done on samples taken from various regions especially when trying to understand complex global or cultural phenomena.

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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.

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