

FACTORS AFFECTING DECISION MAKING OF PRODUCT
PURCHASING ON ONLINE APPLICATION
IN CHONGQING CITY

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การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) เพื่อศึกษาพฤติกรรมการใช้อินเทอร์เน็ตของผู้ที่ตัดสินใจซื้อสินค้าออนไลน์ผ่านแอปพลิเคชันในเมืองฉงชิ่ง 2) เพื่อศึกษาปัจจัยทางการตลาดที่ส่งผลต่อการตัดสินใจซื้อสินค้าออนไลน์ผ่านแอปพลิเคชันในเมืองฉงชิ่ง และ 3) เพื่อศึกษาการตัดสินใจซื้อสินค้าออนไลน์ผ่านแอปพลิเคชันในเมืองฉงชิ่ง

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรคือผู้ใช้ที่ซื้อผลิตภัณฑ์ออนไลน์ผ่านแอปพลิเคชันในเมืองฉงชิ่ง ซึ่งไม่ทราบจำนวนที่แน่นอน กลุ่มตัวอย่าง จำนวน 400 คน ใช้วิธีการสุ่มแบบเฉพาะเจาะจง โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน สถิติที่ใช้ในการทดสอบ คือ การวิเคราะห์การถดถอยเชิงเส้นแบบพหุ ผลการวิจัย พบว่า 1) พฤติกรรมการซื้อของออนไลน์ผ่านแอปพลิเคชันในเมืองฉงชิ่ง พบว่าพฤติกรรมการซื้อสินค้าออนไลน์ผ่านแอปพลิเคชัน ผู้ตอบแบบสอบถามส่วนใหญ่ใช้แอปพลิเคชัน taobao 2) ปัจจัยส่วนประสมการตลาด พบว่าโดยรวมอยู่ในระดับสูง และเมื่อพิจารณาในแต่ละด้าน พบว่า โปรโมชั่น ราคา ความเป็นส่วนตัว ผลิตภัณฑ์ และความเป็นส่วนตัว ล้วนอยู่ในระดับสูง และ 3) ด้านการตัดสินใจซื้อสินค้าออนไลน์ผ่านแอปพลิเคชันจะขึ้นอยู่กับแอปพลิเคชัน โดยจะจัดเก็บข้อมูลที่เป็นความลับของลูกค้า เช่น ชื่อ อีเมล หมายเลขติดต่อ และที่อยู่ ฯลฯ อย่างปลอดภัย

คำสำคัญ: สินค้าออนไลน์ แอปพลิเคชันออนไลน์

ABSTRACT

The objectives of this research: 1) to study the internet usage behavior of people who decide to buy products online through applications in Chongqing city 2) to study the 6P's marketing factors that affect the decision to buy products online through applications in Chongqing city and 3) to study the decision to purchase products online through applications in Chongqing city.

The research model is a quantitative research. The population studied in this study were user who purchased products online through the application in Chongqing city. The exact number was unknown. The sample group in the study was user who purchased products online through the application. Sample sizes were accepted 400 total. Use a specific randomization method. By using questionnaires as a tool to collect data. The statistics used in the analysis were percentage, mean, standard deviation.

The research finding were found that: 1) online purchasing behavior through applications in Chongqing city. The research found that behavior of purchasing products online through applications most of the respondents use the taobao application. 2) marketing mix factors (6P's) found that overall, it is at a high level and when considering in each aspect, it was found that promotion, price, privacy, product and personalization were all at a high level and 3) the decision to buy products online through an application, is influenced by the application. It stores confidential customer information such as name, email, contact number, and address. etc. safely

Keywords: Products online, Online application

Research Background

Researching the factors affecting decision-making for online product purchases in Chongqing City involves understanding the unique urban environment, technological adoption rates, consumer behaviors, and economic dynamics of this major city in Southwest China. Chongqing, known for its mountainous terrain, has a significant urban population that has increasingly embraced e-commerce for its convenience, especially given the city's geographic challenges. The city's unique blend of urban and semi-urban populations, along with its

rapid economic development, provides a fascinating backdrop for studying online purchasing behaviors.

Today's technology is growing rapidly. Computer network technology has developed in many forms. The computer network with the greatest coverage and number of users is the computer network called the Internet. The Internet is a communication innovation that is rapidly growing and gaining popularity. Because it allows users to receive convenience, speed, and savings, the Internet is a center for endless news, causing changes in information in various fields such as economics, politics, culture, education, transportation, communications, and the military, etc., including online business. Because of the importance and benefits of the Internet, the Internet has a large amount of information gathered together. Moreover, the Internet has a lot of information to choose from to meet the needs of every group, every gender, every age, every career field. Tools with many features and characteristics brought together by the essential features and characteristics of the Internet. Providing information services in various formats quickly and in a timely manner, and the Internet is also useful for quickly studying and researching information as needed. The widespread expansion of the Internet has resulted in the rate of Internet use in countries that Developing countries have a higher chance of expanding, which may cause Allowing online purchases to increase, businesses today are interested in using websites as a tool for presenting products and services to consumers because it is technology that allows businesses to operate efficiently. Organizations that operate electronic commerce businesses will: Allowing consumers to quickly receive the information they need and purchase products and services through the store's website immediately, anywhere, anytime, resulting in changes in purchasing behavior. Technology has been used in various areas as follows: 1) Search for various information to help make business decisions. 2) Be able to buy and sell products. through market channels or online store 3) Marketing, marketing communications, advertising via the internet network. 4) Users who are companies or organizations. can open for service and support their customers through the internet network (Sunithong, 2016)

Therefore, the researcher is interested in the factors affecting the decision to purchase products online through applications in Thailand. for entrepreneurs or interested persons Marketing strategies can be applied to offer products and services through applications. To meet the needs of consumers and create satisfaction for consumers.

With the widespread expansion of the Internet, the rate of Internet use in developing countries is likely to increase, which may cause Given the increase in online product orders, businesses today are interested in using applications as a tool for presenting products and services to consumers. Because it is technology that allows businesses to operate efficiently, organizations that conduct electronic commerce will allow consumers to receive information.

As desired quickly and can buy products and services through the application immediately, anywhere, anytime, causing purchasing behavior to change in the business sector, therefore it is very necessary to change the channel for selling products. Changing the channels for presenting products and communicating with new customers, including marketing through digital channels, are principles of marketing that are applied through digital tools. (Electronic Transactions Development Agency, 2020)

Emphasis is placed on communicating with digital thinking through digital tools or technology, which is the principle of marketing. That's if you follow your eyes. In the past it consisted of the so-called 6P's, which are Product, Price, Place, Promotion, Personalization and Privacy, or means that products or services that will be traded online have developed rapidly, causing entrepreneurs Commercial side

Thai electronics companies are increasingly interested in this business. This can be seen from the growth of SMEs businesses, which is an impetus for promoting trade through It can be adjusted in many formats and most importantly, buyers and sellers can use it more easily and conveniently. Whether it is a security system for payment, being able to verify purchases made over the internet more quickly, today general products have become known as markets on the internet network. (Electronic Transactions Development Agency, 2020)

An online application is an application on a mobile phone that the general public can download and use easily and conveniently. Within the application there will be various stores such as stores from Selling clothes Cosmetics Various clothing accessories Various accessories, electronic equipment that are necessary for daily use. In addition, the application also defines marketing mix factors for businesses that sell products through commerce. electronic business in order to create more sales, such as organizing special promotions for target customers and new groups of customers all the time to maintain the target customer group and make the application so that even though Application operators

will already give sufficient importance to marketing promotions in terms of organizing promotions. But now there are medium sized businesses. and small businesses that increasingly sell products through electronic commerce. In addition, the behavior of purchasing products and services of consumers has changed all the time and is increasing more and more. Therefore, businesses must give importance to factors in the marketing mix in every aspect, whether it be products, prices, channels. in distribution and marketing promotion Including marketing communications that can be communicated to consumers at all times in order to respond to consumer behavior as much as possible.

Therefore, the researcher is interested in the factors affecting the decision to purchase products online through applications in Thailand for entrepreneurs or interested persons. Marketing strategies can be applied in presenting products and services through applications to meet consumer needs and create consumer satisfaction.

Research Objective

1. To study the internet usage behavior of people who decide to buy products online through applications in Chongqing city.
2. To study the 6P's marketing factors that affect the decision to buy products online through applications in Chongqing city.
3. To study the decision to purchase products online through applications in Chongqing city.

Research Scope

In this research, the researcher has defined the scope of research as follows:

1.3.1 Content Scope

Focus on the study of factors including:

Independent :

1. Demographic

1.1 Gender

1.2 Age

1.3 Education level

1.4 Occupation

1.5 Monthly income

2. Behavior of using the internet to buy products online

2.1 Applications used for purchasing products online

- 2.2 Frequency of purchasing products online through applications
- 2.3 Purchase expenses Online products through applications
- 2.4 Types of products purchased online through the application
- 2.5 Period of purchase of products online through the application
- 2.6 Date of online purchase through the application
- 2.7 Equipment used for online purchases through applications
- 2.8 Payment channels for online purchases through applications

3. Marketing Factors (6P's)

3.1 Product

3.2 Price

3.3 Place

3.4 Promotion

3.5 Personalization

3.6 Privacy

Dependent :

1. Deciding to buy products online through an application

1.1 Recognition of problem needs

1.2 Seeking information

1.3 Evaluation of alternatives

1.4 Purchasing decision

1.5 Post-purchase behavior

1.3.2 Area Scope

Chongqing city, China

1.3.3 Population Scope

The population studied in this study were user who purchased products online through the application in Chongqing city. The exact number was unknown.

The sample group in the study was user who purchased products online through the application. Sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

1.3.4 Time Scope

2024 May 1 to 2024 August 28

Definitions of specific terms

Selling products online

means making, buying, selling (Transaction) products and services. By sending information in electronic form. or sent through all types of electronic communication devices that can interact with each other, such as telephones, faxes, and network systems. There will be many types of products and services to choose from. Contains information about the product, still images, moving images, or realistic sounds. You can buy products in a convenient and cost-effective way.

Personal factors refer to gender, age, status, educational level, occupation, and average monthly income of service users.

Consumer behavior refers to the decisions and actions of consumers, which is the basic economic unit. Concerning the purchase of various goods or services for personal consumption. But not for production or resale. The study of consumer behavior is a study in the field of microeconomics. To know how consumers behave in purchasing or consuming products or services under various circumstances.

Product factors mean 1) Digital products such as software, music, digital books which can deliver products via the internet 2) Non-digital products (Physical Product) such as clothing, accessories which must be delivered through transportation channels to reach the buyer

Price factor (Price) means that selling products on e-Commerce will be cheap or expensive. Depends on the product which when combined with the shipping cost If the price increases, it may reduce its attractiveness or cause customers to change their minds. May use methods to adjust prices to be low When combined shipping costs remain low. greater than or equal to the market If unable to adjust the price Focus on convenience from ordering Promotion If the stated price does not include shipping costs. Be sure to let customers know that shipping costs have not been included. and provide shipping information as well

Place means presenting the website for interested people to visit and choose to use the service. Public relations through various internet channels in the country and abroad Search Engine

Promotion refers to sales promotion. It is an important principle that will attract the attention of customers to continuously follow and order regularly. always with regular changes Giving discounts according to quantity Order quantity Give rights to members or regular customers

Personalization means providing personal service, creating a relationship between the website and customers who are members and non-members. Greetings, giving feelings, and giving good treatment

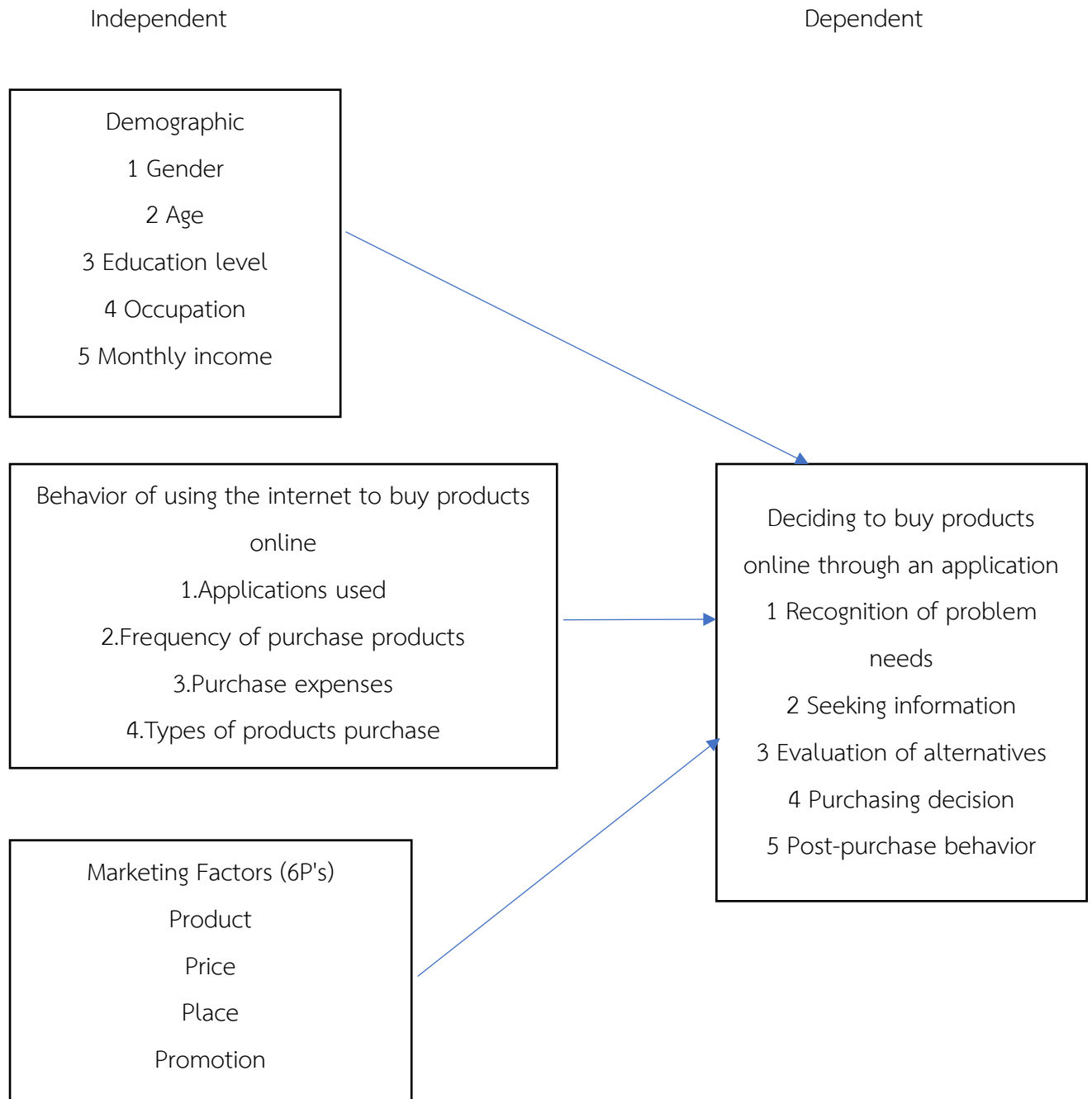
Privacy refers to what customers want most. is to preserve privacy Maintaining privacy is therefore something that businesses must adhere to.

It is an ethics towards customers. By complying with the privacy policy announcement provided, the customer must be the only one who has access and can edit it. Verify customer personal information from the institution Trusted and reliable agency

Internet (Internet) means an international network. formed from many small networks combined into one global network or communication network which connects all computers that want to enter the network

Electronic commerce (e-Commerce) refers to all types of transactions related to commercial activities. Both at the organizational and personal levels, based on the processing and transmission of digital information that includes text, sound, and images. It is a combination of Internet technology and the sale of products and services. You can present information related to products or services via the Internet. To people all over the world within a short period of time, making trading operations efficient and generating income in a short period of time.

Research Framework



Expected Benefits

1.6.1 Know the factors of online shopping behavior that affect the decision to buy products online through applications in Chongqing city. To serve as a guideline for implementing policies, operational plans, and control plans for e-Commerce businesses.

- 1.6.2 Know the 6P's marketing factors that affect the decision to buy products online through applications in Chongqing city in order to determine marketing strategies.
- 1.6.3 Know your decision to buy products online through applications in Chongqing city. In order to improve the quality of service

Literature Review

The topic in this research is **Factors affecting decision making of product purchasing on online application in Chongqing city. Making the research results useful and achieving the established literature review is divided into 5 parts:**

- 2.1 Theory of E-Commerce business
- 2.2 Theory of service business
- 2.3 Theory of decision making
- 2.4 Concepts about the marketing mix
- 2.5 Related research

Research Methodology

The objective of this research were: 1) to study the internet usage behavior of people who decide to buy products online through applications in Chongqing city 2) to study the 6P's marketing factors that affect the decision to buy products online through applications in Chongqing city 3) to study the decision to purchase products online through applications in Chongqing city. In this chapter refer to research methodology.

- 3.1 Research model
- 3.2 Population and Sample
- 3.3 Research Tools
- 3.4 Data Collection Methods
- 3.5 Statistics Used in Data Analysis

Research Model

The researchers conducted the research according to the research process and quantitative research methods. This is a descriptive study by using questionnaires to collect information from population samples. The research mainly adopts the methods of literature research, interview and questionnaire.

Literature research method mainly collects scholars' previous research on this issue through the school library and network system. On this basis, the supporting data for this study are extracted. At the same time, try to avoid repeated research in the selection of research

topics and research angles. On the basis of literature research, this paper puts forward the corresponding research hypotheses and constructs the research model.

The interview method is mainly carried out in the pre investigation stage. Through in-depth interviews with the respondents, understand the shortcomings of the original questionnaire, and modify individual items in the questionnaire.

Population and Sample

The population studied in this study were user who purchased products online through the application in Chongqing city. The exact number was unknown.

The sample group in the study was user who purchased products online through the application. Sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

Research Tools

Research object: after the questionnaire is designed, in order to ensure the reliability and validity of the questionnaire, this study first conducted a pre-test on a small part of the sample population. At the same time, we conducted in-depth interviews with 100 consumers who had experience in smartphone online purchase, avoided unclear expression and ambiguous understanding in the questionnaire as far as possible, deleted the options that are not easy to understand and repeat, and formed a formal questionnaire with small samples.

1. The general information of the respondents is as follows: consumers buy products online through applications in Chongqing city sent out 450 questionnaires, and a total of 400 valid questionnaires were collected after inspection
2. The respondents' opinions are as follows: the first determinant of the sample population's willingness to buy products online through applications should be the function of the product. Compared with ordinary smartphones, consumers are more willing to buy products and are willing to pay high prices for them because of their powerful functions.

Secondly, from the analysis results, the second influencing factor is the brand. It can be seen that when people buy products online, the brand has become a more important factor after the function, especially in the consumer group. Through further analysis of the questionnaire, in the questionnaire, some subjects' reference price index is greater than or

equal to 1, and some of them have the same demand for the brand as or even slightly higher than the latter, this is enough to show that Chinese consumers are very keen on brands.

By using the Likert scale, it is divided into five levels, namely 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree.

Data Collection Methods

This is the data collected by the researchers:

- (1) Basic data were collected from the questionnaire survey of the sampling group.
- (2) Assistant Data Researchers collect data from studies of relevant documents.

The statistics used in data analysis

Descriptive statistical analysis.

Part1 Information on personal factors of respondents, including gender, age, level.

Part2 Information about purchasing behavior buy products online through applications in Chingqing city, including applications used to purchase online products, Frequency of purchase buy products online through applications, cost of purchase buy products online through applications, type of product buy online through the application, time of purchase buy products online through the application, date of online purchase through the application, equipment used for purchase online through the application, payment channels for purchases online through the application.

Part3 Marketing Mix Factors (6P's) are product, price, place, promotion, personalization, privacy.

Part 4 Information about purchasing decisions buying products online through applications in Chongqing city is recognizing the needs of the problem. Seeking information Evaluation of purchasing decision options and post-purchase behavior.

The criteria for interpreting the results are as follows:

When analyzing the data, the students collected all the scores to find the mean and standard deviation of the sample based on the criteria according to which the question is a scoring scale, which is divided into 5 levels

Score Level

Strongly Agree means a score of 5 points

Agree	means	a score of 4 points
Neutral	means	a score of 3 points
Disagree	means	a score of 2 points
Strongly Disagree	means	a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between	4.20–5.00	means	Strongly Agree
Average score between	3.40 – 4.19	means	Agree
Average score between	2.60 – 3.39	means	Neutral
Average score between	1.80 – 2.59	means	Disagree
Average score between	1.00 – 1.79	means	Strongly Disagree

Conclusion

From the research results, it can be seen that consumers have different genders, ages, educational levels, occupations, and incomes. There is a decision to buy. Buy products online through applications in Chongqing city. There is no difference and is consistent with the results of the study by Piyamapon (2016) who studied the factors that influence the decision to buy products through online social media. The results found that gender, age, level of Different education, career, income It affects the decision to purchase products via online social media no differently.

The 6P's marketing factors: product, price, distribution channel, marketing promotion, and privacy affect purchasing decisions. products online through applications, which is in line with the research of Sunisa Thongjit (2016) who studied the factors that influence purchasing decisions sell products online through the e-commerce marketplace channel (E-Marketplace) and in terms of the 6P's marketing mix factors, all 6 aspects are product, price, distribution channel, and marketing promotion. personal service and maintaining privacy. Marketing mix factors regarding distribution channels and their relationship to purchasing products online through applications, that is the more consumers are giving importance to important factors in the marketing mix distribution channels if there is a lot of sales, there will be a purchasing decision. More and more products are being sold online through applications as well. This is because at present, second-hand clothing has a distribution channel. selling more online. The results of this study found that the respondents had the opinion that distribution channels There are steps for selling products on the application.

Convenient use steps it is available 24 hours a day and has a variety of payment channels. The customer is notified that the product is in the process of being delivered and where the product is located. This is in line with the research of Chanita Sathianchok (2017) on the factors of distribution channels, prices, processes, and variety of products or products. Shop operators should pay attention to it is important to have a variety of products. Focus on making a difference by selling products that are cheap and of high quality compared to others. There is a channel for buyers to clearly compare differences and there is facilitation in purchasing products, tracking the status of product transport, speed in product delivery and providing product delivery service covering all areas.

Marketing mix factors marketing promotion there is a relationship with the decision to purchase products online through an application in Chongqing city. That is, the decision to purchase products online through an application is influenced by the conditions of discount promotions and whether they are appropriate and practical. Discount conditions can For members, the application is appropriate, practical, the discount coupon conditions are appropriate, practical, easy to access, provide special discounts on special days or various festivals and provide promotional information. to members via e-mail or application directly.

It is consistent with the results of the study by Piyamapon (2016) in terms of factors in marketing promotion and providing information and promotions.

Marketing mix factors privacy aspect is related to the decision to buy products online through an application, that is, the decision to buy products online through an application, is influenced by the application. It stores confidential customer information such as name, email, contact number, and address. etc. safely. Customers' confidential information is disclosed in order to complete various transactions. only for things that have been completed, such as product delivery etc. The privacy policy is clearly explained. Customer problems can be solved quickly. There are various channels for contacting customers. There are channels for communicating with Contact staff. Center or website 24 hours a day and Contact Center staff can respond and interact with customers immediately, which is consistent with the results of the study by Piyamapon (2016) in terms of factors in maintaining privacy and providing personal services safely with the disclosure of confidential information of customers to carry out various transactions.

Suggestion

1. From the results of the research, it is found that entrepreneurs who sell products online should have a marketing strategy that is appropriate for the target group by setting product prices at a level that the target group can afford.

2. According to research results, marketing promotions affect the purchasing decision process. Therefore, entrepreneurs selling products online should regularly organize promotional activities, especially discounts on online product orders, to encourage consumers to make decisions to buy more.

3. According to research results on distribution, it affects the purchasing decision process. Therefore, entrepreneurs should focus on product quality, have a variety of products, increase convenience in distribution and payment channels, and Advertising through various online media that matches the target group

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