

THE IMPACT OF MARKETING STRATEGIES, ONLINE MARKETING AND MARKETING COMMUNICATION FACTORS TOWARDS PURCHASING DECISIONS MARKETING OF MOBILE PHONE OF USA: A CASE STUDY OF THAILAND CONSUMERS IN BANGKOK

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Abstract

This study examines the impact of marketing strategies, online marketing, and marketing communication factors on the purchasing decisions of Thailand consumers regarding mobile phones from a U.S. company. The research focuses on product strategy, pricing strategy, distribution strategy, social media presence, e-commerce platforms, and brand messaging. Quantitative data were collected via an online survey distributed to 200 respondents. The study concluded that these marketing efforts significantly influence consumer purchasing decisions, with notable emphasis on pricing strategy and brand messaging.

Keywords: Marketing strategies, online marketing, marketing communication, purchasing decisions, Thailand consumers.

Introduction

This research aims to understand how marketing strategies, online marketing, and marketing communication affect purchasing decisions among Thailand consumers. As mobile phones are a crucial product in the digital age, this study focuses on U.S. companies competing in Bangkok's market. By analyzing marketing strategies and communication channels, the study provides insights into consumer behavior and preferences.

The mobile phone of USA is a cultural icon and technological marvel that revolutionized the way we connects, work and interact with the world. As one of the most influential consumer electronics products of the 21st century, studying the iPhone is critical to understanding its impact on society, technology, and the global economy. This article delves into the importance of studying mobile phone of USA and explores the challenges researchers face in analyzing its multifaceted significance (Smithsonian, 2016).

The mobile phone of USA represents more than just a smartphone; It embodies the fusion of cutting-edge technology, stylish design and user-friendly interface. Launched in 2007, it marked a paradigm shift in the mobile industry, popularizing touch screens, mobile apps and intuitive user experiences. Since then, the mobile phone of USA has gone through countless iterations, introducing innovations like Face ID, augmented reality, and advanced camera systems.

Studying the mobile phone of USA is crucial to understanding its transformative impact on society and every aspect of daily life. From communication and entertainment to

productivity and commerce, mobile phone of USA has reshaped how individuals interact with information and each other. Its ecosystem of apps and services creates new opportunities for businesses and developers, driving a thriving multi-billion dollar app economy.

Additionally, mobile phone of USA plays a significant role in shaping consumer behavior and preferences, influencing design, functionality, and brand loyalty. Its cultural significance transcends technology, with the mobile phone of USA becoming a status symbol, fashion accessory and symbol of personal identity for millions of users around the world.

Additionally, research on mobile phone of USA provides insights into broader trends in innovation, entrepreneurship, and globalization. mobile phone of USA strategic approach to product development, marketing, and ecosystem integration has set the benchmark for competitors and inspired countless imitators. Understanding what drives the mobile phone of USA success can inform future strategies for companies seeking to disrupt industries and capture market share.

In summary, studying the mobile phone of USA is critical to understanding its profound impact on technology, society, and the global economy. From its role in shaping consumer behavior to its impact on innovation and entrepreneurship, iPhone serves as a lens through which to explore the dynamics of the digital age (Doe, 2024).

Objectives

1. To study the impact of marketing strategies (product strategy, pricing strategy, and distribution strategy) on Thailand consumers' purchasing decisions.
2. To study the effect of online marketing (social media presence, e-commerce platform usage, and online reviews) on purchasing decisions.
3. To examine the influence of marketing communication (brand messaging, advertising effectiveness, and influencer marketing) on consumer choices.

Scope

This research covers Thailand consumers in Bangkok who are potential or actual buyers of mobile phones from a U.S. company. The study is based on 200 respondents, using a survey to gather quantitative data on various marketing factors. Sample size was determined based on statistical considerations and previous research studies focused on consumer purchasing decisions for similar product categories.

Methodology

A quantitative research approach was employed, using an online survey distributed to 200 participants. The questionnaire was divided into five parts: demographic data, marketing strategies, online marketing, marketing communication, and purchasing decisions. Data were analyzed using descriptive statistics and multiple regression analysis to test the hypotheses.

Conceptual framework

In order to show the interrelationships between the research variables more clearly, the following conceptual framework is proposed in this study (as shown in Figure 1). In this framework, marketing strategy, online marketing and marketing communication are regarded as independent variables, while purchase decision is the dependent variable. This framework

summarizes the hypothesized relationships between the variables and provides a theoretical basis for hypothesis testing.

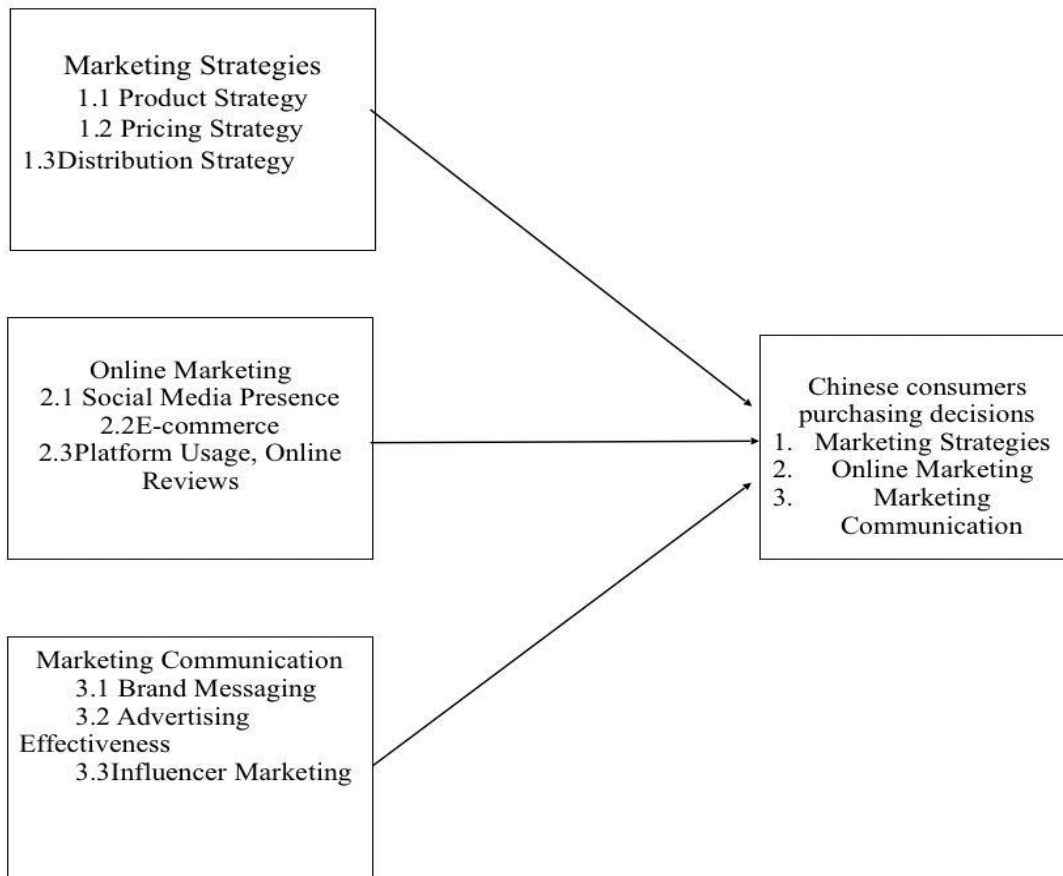


Figure 1 Conceptual Framework

Hypotheses

1. H1: Marketing strategies (product, price, and distribution) have a significant impact on purchasing decisions.
2. H2: Online marketing (social media, e-commerce platforms, and reviews) affects purchasing decisions.
3. H3: Marketing communication (brand messaging, advertising, and influencers) influences consumer purchasing behavior.

Results

Results for Hypothesis 1 indicated a significant effect of pricing strategy on purchasing decisions ($\beta = 0.35$, $p < 0.05$), supporting the hypothesis that marketing strategies influence consumer behavior. Demographic data indicated that most respondents were aged between 22 and 26, with the majority holding a bachelor's degree. The study found that pricing strategy and online reviews were the most significant factors influencing purchasing decisions. Brand messaging and social media presence also played critical roles in shaping consumer behavior. The study's respondents were predominantly female, primarily between the ages of 22 and 26,

and mostly unmarried. A significant portion held a bachelor's degree and had between one to two jobs over a span of more than three years. Additionally, many respondents were high-level managers in private organizations, earning over 35,000 baht per month, with most employed on a full-time basis.

Attitudes towards variables

The respondents' attitudes toward the variables are divided into three sections: Independent Variable 1: Factors Influencing Purchasing Decisions of Thai Consumers. The respondents expressed satisfaction with their purchasing environment and the sales policies and practices associated with their chosen products. Additionally, they were pleased with promotional efforts. Overall, the findings indicate that the respondents are content with the factors influencing their purchasing decisions. Independent Variable 2: Marketing Strategy Factors. Participants reported satisfaction with all aspects of the marketing strategies. This includes the creativity and challenges present in sales, the sense of responsibility, and the flexibility of the strategies employed. In summary, the respondents were satisfied with the marketing strategy factors. Independent Variable 3: Online Marketing Factors. The respondents conveyed satisfaction with all online marketing elements, which encompass purchase-life balance, relationships with products, and product responsibility. Overall, the participants expressed satisfaction with the online marketing factors.

Hypotheses Results

This research proposed three hypotheses: Hypothesis 1: The factors influencing purchasing decisions among Thai consumers (including purchase environment, sales policies and practices, and promotion) significantly affect marketing communication. Hypothesis 2: Marketing strategy factors (such as creativity and challenges in sales, responsibilities, and flexibility) significantly influence marketing communication. Hypothesis 3: Online marketing factors (including purchase-life balance, product relationships, and product responsibility) have a significant impact on marketing communication.

Table 1: Mean and Standard Deviation of Marketing Factors

| Factor | Mean | Std. Deviation | Interpretation |
|-----------------------|-------------|-----------------------|-----------------------|
| Product Strategy | 3.56 | 0.975 | Satisfied |
| Pricing Strategy | 3.60 | 0.977 | Satisfied |
| Social Media Presence | 3.71 | 0.968 | Satisfied |

Conclusion

The findings of this study reveal that marketing strategies, online marketing, and marketing communication significantly influence the purchasing decisions of consumers in Bangkok regarding U.S. mobile phone brands. This research highlights that brands emphasizing

effective pricing, strong social media presence, and clear messaging are more likely to succeed in this competitive market.

This study confirms that all three independent variables—marketing strategies, online marketing, and marketing communication—are pivotal in shaping consumer behavior. It aligns with prior research that stresses consumer behavior as a crucial component of marketing communication. Thai consumers, like consumers worldwide, are influenced by cultural norms, social influences, and personal preferences. Therefore, marketing strategies that overlook these specific factors are less likely to resonate. This finding reinforces the importance of localization in marketing, urging marketers to develop a nuanced understanding of the local consumer psyche and tailor their campaigns to reflect these insights.

The study validates the importance of McCarthy's 4Ps framework—Product, Price, Place, and Promotion—suggesting that strategic execution of these elements can help differentiate a brand in a competitive market (Yasar, 2022). Respondents expressed satisfaction with the creativity, flexibility, and challenges associated with U.S. brands, supporting the idea that well-planned strategies contribute to brand loyalty and market share (Badi, 2018). This study reinforces the view that strategic marketing, when adapted to dynamic market environments, has a direct influence on consumer purchasing decisions.

The role of online marketing aligns with Booms and Bitner's 7Ps framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence (Tara, 2023). Respondents appreciated the convenience, relationship with the product, and the balance between purchase and lifestyle facilitated by online channels, which highlights the increasing role of digital marketing in influencing consumer behavior. This finding supports Ajmal's (2023) argument that brands that successfully implement the 7Ps in digital environments are more likely to achieve sustainable growth. With rising internet penetration and e-commerce activity in Thailand, a robust digital presence is essential to staying competitive.

The study confirms the relevance of the Integrated Marketing Communication (IMC) framework, emphasizing that consistent and unified messaging across channels strengthens brand-consumer relationships (Ann, 2022). Respondents expressed satisfaction with brand messaging, advertising effectiveness, and influencer marketing, indicating that coordinated communication efforts enhance engagement and loyalty. This aligns with Rehman's (2022) findings, which highlight the growing importance of social media integration in IMC strategies, especially in the digital era.

This study suggests that businesses must continuously refine their marketing strategies to stay relevant. In Thailand, this requires understanding local market trends, tracking the competitive landscape, and tailoring strategies based on evolving consumer preferences. Companies can enhance their effectiveness by leveraging local insights and adopting innovative marketing techniques. Continuous monitoring of campaign performance is also essential to maintaining relevance and driving results.

Furthermore, the growing importance of online platforms means that brands must invest in search engine optimization (SEO), targeted online advertising, and content marketing to improve engagement. With e-commerce becoming increasingly popular, businesses must develop channel strategies that seamlessly integrate physical and digital experiences to meet consumer expectations.

In summary, this study confirms that marketing strategies, online marketing, and marketing communication significantly shape the purchasing decisions of Thai consumers in Bangkok, particularly for mobile phones from U.S. brands. These findings align with both theoretical and empirical perspectives discussed in Chapter 2, reinforcing the importance of a strategic, integrated marketing approach. By validating the relevance of established marketing frameworks—such as the 4Ps, 7Ps, and IMC—this research contributes to the broader body of knowledge, offering specific insights into the Thai market context. Brands that understand and adapt to these market dynamics will be better positioned to enhance consumer engagement, loyalty, and market performance.

Recommendations

For U.S. mobile phone brands to strengthen their position in the Thailand market, they should focus on competitive pricing strategies, enhance their e-commerce platforms, and utilize influencer marketing to reach a broader audience.

This document contains an extensive analysis based on the data collected from surveys. The statistical analysis explores various dimensions of consumer behavior, emphasizing the importance of integrating online and offline marketing strategies to engage modern consumers.

Additional insights highlight the evolving digital landscape and its impact on consumer decision-making processes. This research focuses on the specific preferences of Thailand's consumer market, particularly in the metropolitan areas of Bangkok, where mobile phone usage is rapidly increasing.

The complexity of marketing communication strategies requires continuous adaptation to local trends and consumer expectations. Future research should explore emerging technologies, such as AI and machine learning, and their implications for marketing effectiveness.

The integration of these three variables—consumer purchasing decisions, marketing strategies, and online marketing factors—provides a holistic view of marketing communication in Thailand. It suggests that successful marketing communication is not the result of isolated efforts but rather the interplay of well-understood consumer behavior, strategic planning, and effective use of online platforms. Businesses that can seamlessly integrate these elements are likely to see improved marketing outcomes.

For marketers operating in Thailand, these findings offer several practical implications. Firstly, there is a need to invest in market research to gain a nuanced understanding of consumer behavior. Secondly, developing flexible and adaptive marketing strategies that can respond to market changes and consumer feedback is crucial. Lastly, a strong focus on online marketing can provide significant advantages in reaching and engaging with consumers. Marketers should leverage research analytics to show the performance of their online information and continuously optimize their strategies for better results.

While this topic provides valuable knowledges, it also opens up several avenues for future research. One potential area is the exploration of how cultural differences within Thailand influence consumer behavior and marketing communication. Another area could be the impact of emerging technologies such as AI and machine studying, on marketing strategies and online marketing effectiveness. Additionally, longitudinal studies could provide deeper insights into how these factors evolve over time and their long-term impact on marketing

communication. In conclusion, this study underscores the importance of understanding consumer purchasing decisions, developing strategic marketing plans, and leveraging online marketing to enhance marketing communication in Thailand. By recognizing the interplay between these factors, marketers can create more effective and resonant marketing campaigns. Future research should continue to explore these dynamics to keep pace with the rapidly changing marketing landscape.

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