



FACTORS AFFECTING OFFLINE PURCHASING INTENTION
TOWARDS SMART PHONES: A CASE STUDY OF CHINESE
UNDERGRADUATE STUDENTS IN BANGKOK

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Independent study	Factors affecting offline purchasing intention towards smart phones: a cases study of Chinese undergraduate students in Bangkok.
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Abstract

The study focuses on several independent variables such as product, price, place, promotion, and buying experience influencing Chinese undergraduate students' offline purchase intention towards smart phone by using a sample group of 400 Chinese undergraduate students who are in Bangkok. Only 223 questionnaires were used for analysis from the 400 respondents. Correlation and multiple regression analysis were applied in this research. The results of this study show that factors of product and promotion significantly influence Chinese undergraduate students' offline purchase intention towards smartphones, however, factors of price, place and buying experience do not significantly influence Chinese students' purchase intention. Chinese students prefer product features of smartphones more than the price, and normally, Chinese students purchase the new smartphone when they are back in China for their holidays or semester break, so, they don't think buying convenience is the factor that impacts their smartphone buying behavior. Besides, the selling process standards toward customers both in China and Thailand are similar, thus, place of purchase does not affect their buying decisions.

Keywords: Marketing mix, Purchase intention, Smart phone

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Chapter 1

Introduction

1.1 Overview

In today's society, people rely on technology, especially in communication with others. Smart phone is a kind of high-performance communication equipment. Users can connect and get information from all over the world (Bayraktar et al., 2012). Mobile phones bring great benefits to society, such as download backup programs and help solve problems, tracking criminals through tracking systems (Bayraktar et al., 2012). It has become an indispensable part of human's daily life and personal communication.

1.2 The Statement of the Problem

1.2.1 The Impacts of Smart Phone on Business and Economy

With the increasing application of information technology in enterprise communication, smart phone has become a part of human life and the new mobile communication industry has impact the world that become the key factor for society (Becher et al., 2011). Technology development is an important aspect of economic growth in developed and developing countries. Information companies such as hotels, tourism and tourism services, airlines and other textile companies have been negatively affected (Comer and Wikle, 2008). Mobile services have become part of the economy. Therefore, it is very important to understand the consumer's habits and preferences to increase the demand for mobile phones. Smart phones as advanced technique are a potential market to develop new phones (Deloitte, 2012).

1.2.2 The Impacts of Smart Phone on Education

Most studies have shown that schools have problems with using mobile phones, even if students in universities are assigned general roles (Gurviez and Korchia, 2002). In the past few years, students' interest in school learning has declined, and the influence of social networks is surging. When mobile phones are not banned in universities, these devices have become part of the class with violent interference (Stollak and Vandenberg, 2011). However, as an effective communication tool, mobile phone is used for learning media and e-learning. E-notepad, for example has increased

usage in categories like camera (Karl and Kim, 2012). Therefore, the impact of mobile phones on school education and educational websites has both advantages and disadvantages.

1.3 Background on the Growth of Smart Phone in Thailand

Mobile phones and technology have been changing in demand and consumer preferences. In the era of globalization, technology has become an indispensable part of human life (Rasmussen, 2014). With the rapid growth in China, since then, many large mobile phone companies have begun to enter the service industry. Mobile phone brands launched in Thailand include Apple, Samsung, Vivo and Xiaomi. In the fierce market competition, manufacturers continue to seek new competitive advantages (Rasmussen, 2014). In addition, consumers are paying more and more attention to brands. In the past few years, smartphones have become popular brands, including Apple and Samsung. Among the popular smart phone brands in Thailand, Apple and Samsung have the highest market share, and many large handset manufacturers are threatened by these high-end phone companies, as well as low-cost phones because of the lack of smart features, lower prices and strong brands.



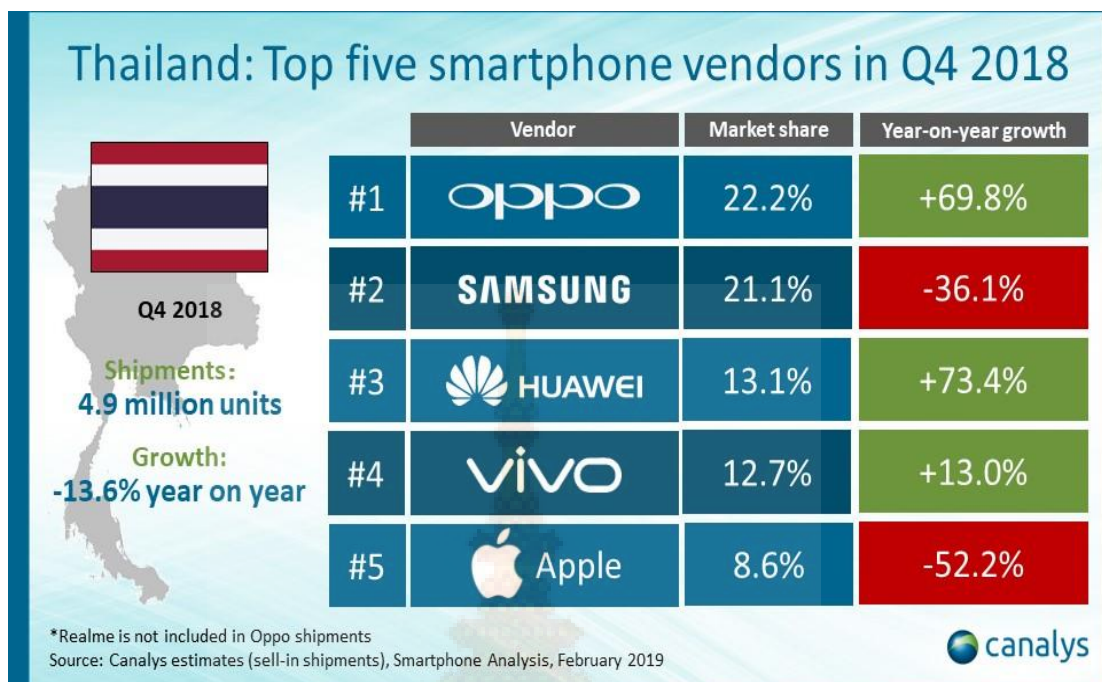


Figure 1.1 Top Five Smartphone Vendors in Q4 2018

Source: Canals estimates (sell-in shipments), Smartphone Analysis, February 2019.

It was the first time that Oppo occupied market shares higher than Samsung in Thailand in Q4 2018 at 22.2%, while Huawei, Vivo and Apple occupied market shares at 13.1% , 12.7% and 8.6% respectively. Competition among several new players, such as Xiaomi, Honor, Lava and Wiko, have aggressively intruded the market in the past two years. However, the growth of consumer demand for smartphones is the smartphone replacement cycle is expanding in Thai market. Besides mobile operators offer attractive discounts, millions of mobile phone users in rural areas have planned to upgrade smartphones to meet up with the need and demand. Though 5G is not expected to roll out until late 2020, operators will start to do marketing to attract consumer's interest in upgrading technology necessary for consumer demand to rebound later in the year.

1.4 Background on the Growth of Chinese Students in Thailand

Since 1966, Chinese students have become the main source of foreign students in Thailand and also are the main source of target groups of overseas buyers towards mobile phones. The following chart shows the number of Chinese students in Thai universities.

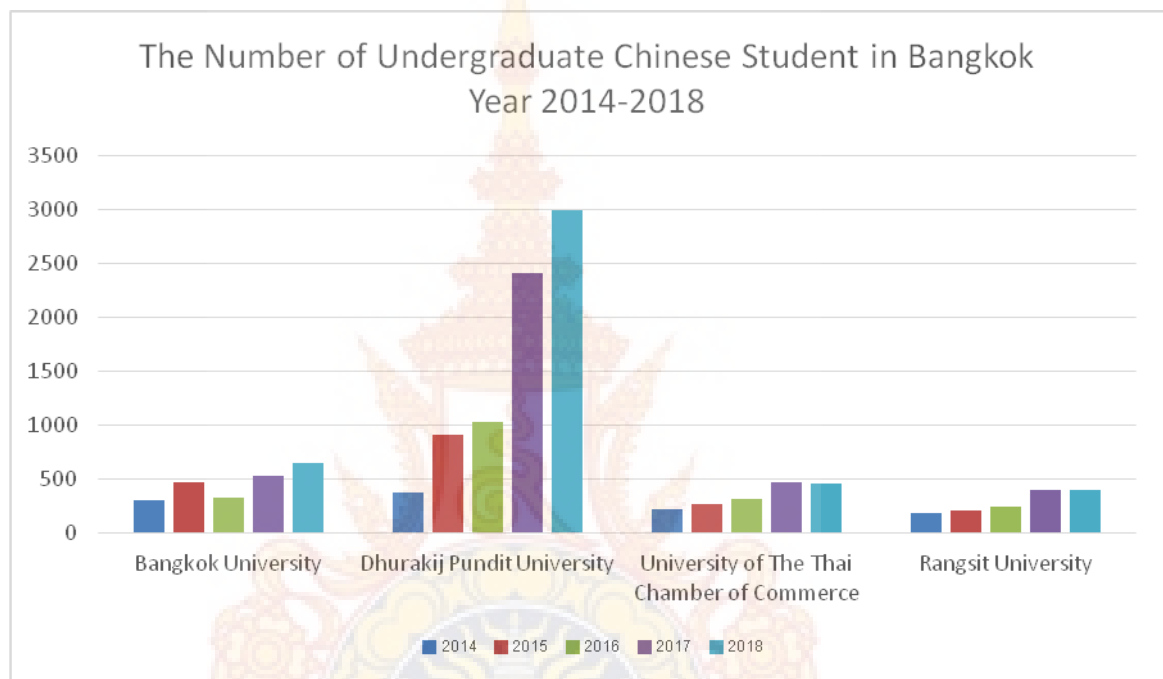


Figure 1.2 The Number of Undergraduate Chinese Students in Bangkok Year 2014-2018.

Source: www. Prachachart.net.

Figure 1.2 shows that there are 648 Chinese students studying in Bangkok University in 2018 from only 305 Chinese students studying in year 2014, 471 in year 2015, 327 and 521 in year 2016 and 2017, respectively. For Dhurakij Pundit University, the growth of Chinese students for bachelor's degree has jumped sharply ten times from 305 students in 2014 to 3000 students in 2018. For University of the Thai Chamber of Commerce, 212 Chinese students chose to study in year 2014, and in later year, 260 Chinese students. The following year, 311 Chinese students were studying in

here then 467 and 450 in year 2017, and 2018 respectively. For Rangsit University, the number of undergraduate Chinese students has gradually increased from year 2014 by 175 students to 400 students in year 2018.

It is very difficult to study and explain consumers' intentions in the communication equipment market. Telecommunication operators are interested to study their potential mobile phone buyers' behavior. The purpose of this study is to gather information on the intention of consumers to purchase smart phones, especially for students and most specifically to Chinese undergraduate students in Thailand. Generally, consumers will consider multiple factors in the purchase decision. These affecting factors will give a clear and correct understanding of consumers' purchase intention.

1.5 Research Questions and Significance of the Research

1.5.1 Research Questions

The objective of this research is to examine the factors that affect Chinese undergraduate students' offline buying intention towards smartphones in Bangkok.

RQ 1. Does the product have an influence on buying a smart phone offline for Chinese undergraduate students in Bangkok?

RQ 2. Does the price have an influence on buying a smart phone offline for Chinese undergraduate students in Bangkok?

RQ 3. Does the place have an influence on buying a smart phone offline for Chinese undergraduate students in Bangkok?

RQ 4. Does the promotion have an influence on buying a smart phone offline for Chinese undergraduate students in Bangkok?

RQ 5. Does the buying experience have an influence on buying a smart phone offline for Chinese undergraduate students in Bangkok?

1.5.2 Significance of the Research

From this research, it helps smart phone companies (1) understand and know what factors influence smart phone's offline buying intentions among Chinese undergraduate students in Bangkok and (2) study the buying behavior of their respective potential customers and (3) develop product and improve service satisfying

the needs and wants of Chinese undergraduate students in Bangkok and (4) rebuild and adapt their marketing messages suitable to the needs of Chinese undergraduate students. The importance and attention paid to smartphones is growing rapidly every day. The complexity of smart phone makes the process of buying a smart phone more intense (Khodadad and Rezvani, 2009).

1.6 Scope of Research

The study focuses on several independent variables such as product, price, place, promotion, buying experience on the influences of Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok by using a sample group of 400 Chinese undergraduate students in Bangkok with a minimum of one buying experience.

1.7 Research Method

Nonprobability Snowball sampling method was used to select the research sample. A self-administered questionnaire was used to collect data among Chinese undergraduate students in Bangkok. The 5-point Likert scale questionnaire was aimed at collective quantitative data about factors affecting Chinese undergraduate students in Bangkok in buying smart phones offline. Data were conducted first from February 1, 2020 to February 15, 2020 for pre-test and later during March 1, 2020 to April 1, 2020. Data were analyzed using descriptive and inferential statistics. Multiple Regression model was used to calculate correlations and coefficient values between independent variables.

1.8 Conceptual Framework

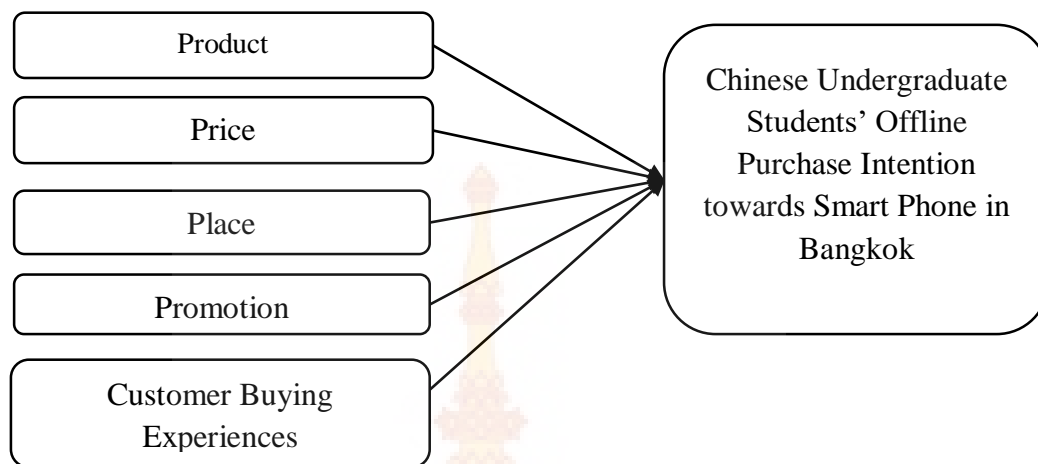


Figure 1.3 Conceptual Framework

CHAPTER 2

LITERATURE REVIEW

This chapter introduces the concepts of theories that give academic viewpoints to support study topic “Factors Affecting Offline Purchasing Intention towards Smart Phones: A Case Study of Chinese Undergraduate Students in Bangkok”. It includes definition of terms and theories of factors that are studied in this research. A study framework is presented. So the main purpose of chapter two is to give an insight and guide of this study.

2.1 Definition

2.1.1 Smart Phones

Smart phones mean devices which: (a) "A smartphone network service provider connects to a mobile network, i.e. a SIM or USIM card in GSM and UMTS systems, respectively, and, b) "have an operating system that can be extended with third-party software" (Becker et al. ,2011).

2.1.2 Chinese Undergraduate Students

Chinese Undergraduate students with a minimum of one buying experience in Bangkok mean a Chinese college or university student who is studying bachelor's degree in any universities in Bangkok. They have graduated from high school and have been accepted to college.

2.1.3 Smartphone Product Feature

The development of mobile phones has gone beyond the limit, reflecting the perfect combination of comfort and size, which are key importance of a smartphone. Common problems in the past where the customer's hand is small, they need a larger screen, and the customer can't use one hand for a digital camera. Compact size has become a history, and the camera is more important to be able to shoot anywhere, at any time, without any additional machinery. Additional tools are very useful, especially for improving the quality of the phone. Most unusual feature was a short battery life, and most mobile phones required a daily battery change.

Battery life vary greatly on its usage. For many video users like those posting vlogs on social media, long battery life is important. Now, the ability of their mobile phones to process software is quite amazing in all of these newly discovered applications such as GPS web browsing features, streaming media, video connectivity, 4G and all other daily work. If you're going to use a mobile phone application like videos or games, a lot of energy is required..



Figure 2.1 The Structure of Smartphone

Thai and English languages are the main languages on keyboards of mobile phone sold in Thailand. It provides users with apps to set up the mobile phone market and use 100% of the local security system. Mobile phone application stores are available in different countries. The difference is that Thailand's smartphones mainly use Google play and Google Chrome's download links. In Thailand, it is easy to install any different model of International applications. Whereas, in China, Google, Facebook and foreign websites must be opened through VPN or free gate because the aforementioned sites are banned in the country.

2.1.4 Smartphone Price Feature

Most importantly, the price of phone has fallen dramatically. In most cases, customers take much consideration on price. Therefore, price is an important factor in the purchase decision. The major determinant of prices of smartphone, of course, is what the consumer is prepared to pay, which is in turn related to a number of other factors including smartphone quality. Thailand market offers a fair price to customers compared to Chinese market.

For example, the latest Apple iPhone 11 is priced at 4,053 CNY in China, and 22,750 THB in Thailand, it has 6.1 inches display, available in 3 storage variants and 1 RAM options, 4GB RAM with 64GB ROM, 4GB RAM with 128GB ROM, and 4GB RAM with 256GB storage. Considering the currency exchange rate between China and Thailand, the price in China will be much cheaper than in Thailand.

2.1.5 Smartphone Place Feature

Smartphone's sales system in market consists of retailers, mobile communication operators and e-commerce then divided into offline and online mobile phone stores in both Thailand and China. In China, JD.com and Tmall.com continue to be number one and number two in online smartphone platforms in China, respectively and hold more than 70% of market shares. Meanwhile, third-party app platforms have started to play an important role in the online smartphone marketplace. Popular app platforms such as Pinduoduo, Vipshop, and Xiaohongshu have started to carry a variety of brands in their marketplace in China. Whereas, smartphone selling in Thailand is more focused on the offline stores such Apple store, IT city, and other shopping malls.

Table 2.1 The Comparison Table of Platforms for Selling in Thailand and China

	Platforms for Selling in Thailand	Platforms for Selling in China
offline	Apple store, IT city, and other shopping malls, other phone stores	Apple store, IT city, and other shopping malls, other phone stores
online	EZbuy, Ubuy, Lazada,	JD.com, Tmall.com, Pinduoduo, Vipshop, and Xiaohongshu

2.1.6 Smartphone Promotion Feature

Smart phones are sometimes well designed. Such as one latest smartphone model has been launched, and fans are struggling to buy the latest version of the smartphone even if they work almost the same. All the major smartphone manufacturers now have online stores in Thailand and China which ensure clear purchasing process (including invoice marking, effective logistics and improved after-sales service). It caters the interests and loyalty of consumers towards their entertainment activities (including television and movies), thus creating a huge impact on the market. For example, some female consumers buy Samsung mobile phones because actors use the same phones. Samsung's product placement in Korean drama is effective all over the world. Outdoor advertising, Micro blogs and the seller's professional qualities (such as integrity, patience and smile) may also directly affect the buyer's decision. In Thailand and China, smartphones engage in the same promotional activities, such as TV advertising. In newspapers or magazines, online advertisements or other promotional brochures may require customers to bring coupons or certificates to obtain the selling price of the product, but there are some differences among how advertising companies and providers receive promotional materials in each country. For example, the promotion package of smartphone in Thailand can be provided by AIS, True or Dtac companies. Smart phones combined with one-year plan of monthly promotional package can come out cheaper than the ones without. Whereas, China Mobile which is the top telecommunication service in China provides cheap smartphones to Chinese customers without selling optional packages.

2.1.7 Smartphone Buying Experience

Buying experience is based on the purchase and consumption of products, and time experience. Maybe customers would rather buy a simple smart phone because they have experienced an excellent communication or internet reception between Thailand and China with that phone. The service provided influences the experience of different customers in purchasing phones. It is easier for Chinese students to buy smart phones in China than in Thailand, however, sellers in the latter provides

different purchasing experience. Although, whether smart phones were bought in Thailand or China, after-sales service is the same.

2.2 Theories of Relevant Factors Affecting Buying Intention

2.2.1 Purchase Intention

According to Kotler, P. and Armstrong, G. (2007) and Richard, Lourdey and David (2013) mentioned that purchase intention is the ability and willingness of consumers to purchase goods or services in the future, and a person's willingness to buy a trademark after assessment or action directly. Over time, the relationship between intention and action is weak. Intention is individual action, the purpose is to influence the expression of behavior. Many factors affect consumers' purchase decisions of consumer goods and services. Purchase intention is a future purchase plan for goods or services that do not need to be executed, as it depends on the purchasing power of an individual (Park et al., 2013). Consumers determine what they want to buy, then search for product information, price, buy and send their actions according to their needs and wishes. They buy products after conducting pre-research because there are varieties of products in the market. Many smart phone brands can meet the needs and wishes of customers. In addition, different consumers have different tastes and preferences. Therefore, the purchase behavior of consumers depends on their brand, price, quality and other characteristics. Therefore, it is important to study the factors that affect consumers' purchase of smart mobile phones, and purchase intention is the reason to decide to buy.

2.2.2 Marketing Mix

In 1949, Neil Boden first proposed the concept of marketing, but McCarthy put forward the most common marketing mix variable ("product, price, distribution and promotion") and called it "4P". The most common definition is to provide the right product in time, place and price. The marketing decision variables of different combination models provide a framework for the formulation of marketing development plan. After the target market is selected, marketing must make a systematic customer sales plan and establish a long-term loyalty relationship. Promotion and distribution are one of the most important factors that business people

must use to achieve sales and profit targets. In addition, marketing management is a composite concept (Booms and Bitner, 1981). In Management theory, a conceptual framework that focuses on key decisions enables merchants to configure products according to the needs of the enterprise. Marketing factors (product quality, packaging, service, pricing, channel, advertising, etc.) are optimized and adequately implemented only by meeting the needs of the target market and then company's strong growth can be achieved. This avoids adverse conditions and achieve better goals in marketing management. The company has designed a controlled marketing strategy to achieve ideal response in the target market. Whole factors affecting marketing include demand for products. Therefore, Marketing mix mentioned is the optimal combination and application of the company's objectives and tasks in the selected target market by considering the factors that the environment, ability, and competition can control that refer to :

(1) Product

According to Kotler (2012), a product is a combination of goods and services provided to a target market. The term "product" generally includes quality, design, variety, function, brand, service and packaging that are immaterial items or materials that we can offer to a market for attention, acquisition, use or consumption and designed to meet people's needs such as physical products, services, people, organizations, place names, ideas (Fakhimi Azar et al., 2011) and require a point of sale and priority is given to product function calls (Kotler, 2000). Therefore, Products are one of the main components of global marketing campaigns (Kotler, 2012) because the marketing mix is designed to create profitable customer relationships by bringing value to them. Its value is real products and services.

(2) Price

Is the quantity of one thing that is exchanged or demanded in barter or sale for another or the total amount that a customer is willing to pay in exchange for certain products or services (Kotler, P. and Armstrong, G., 2007).

(3) Place

Location or distribution refers to the transfer from producers ("manufacturers / suppliers") to organizations or enterprises of consumers or users,

including all authorized stores and distributors. A good place not only attracts more potential customers' attention, interest and contact, but also improves customer satisfaction and reputation.

(4) Promotion

The communication methods of various merchants to promote their products to different groups (Kotler, 2000), such as advertising, personal sales, promotion, gifts, tariff concessions, free sample advertising, etc. Promotion influences participants and inform customers of their products through evidence and service processes, to inform customers that they have launched the market (Dabholkar et al., 1996). Advertising or promotion in a sales mix means establishing contact with customers to make them understand or influence their attitude or behavior towards the product, and to encourage buyers in the target market to buy certain brands and accelerate purchasing (Valette-Florence, Guizani and Merunka, 2011).

2.2.3 Customer Buying Experiences

Customer experience is regarded as a competitive battlefield; however, its definition is so broad that it is difficult for enterprises to define, implement and measure it. It is difficult to be imitated by competitors, which has a significant impact on customer satisfaction, loyalty and recommendation behavior. Experience is personal and special, involving customer perception and participation, enabling them to share and remember a period of time (Walls, 2009). Pine and Gilmore (1998) identified four areas of customer experience, including entertainment, education, aesthetics and aesthetics. The first dimension is aesthetics, customers' aesthetic interpretation of the environment means the aesthetic interpretation of the surrounding environment. Customers who participate in a positive physical and relationship experience may be in an environment of positive emotion, satisfaction, and integrity (Bitner, 1992). The third aspect concerns the education and participation experience of the participants. Active The fourth and final level is escapism. The experience of escapism can be defined as a person's total immersion in activities (Csikszentmihalyi, 1990). The escapist experience is very immersive and requires active participation.

2.2.4 Consumer Behavior Theory

Marketing and consumer behavior have significant impact in the world. Additionally, management and marketing help people organize and determine correct strategies for the future development of the business (Strydom, 2005). Moreover, consumer behavior theory gives a clear image and an explanation of the consumers' actions in the business environment (Noel, 2009). In marketing, consumer behavior is complex and consists of various pivotal elements. Consumer behavior is a key element in marketing which defines target markets and marketing mixes (Sandhusen 2000). Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012). Besides, consumer behavior of every individual is different from others depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process (Schiffman, 2009). Consumer behavior is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behavior is a decision process and the physical activity of individuals engaged in when evaluating, acquiring, using or disposing of goods and services. Consumer behavior reflects the total consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by (human) decision making units. Blackwell et al. (2001) revealed that consumer behavior is an activity that involves people obtaining, consuming and ordering of products or services. Schiffman and Kanuk (2000) mentioned that consumer behavior refers to the way people make their choice on their personal or household products by using their available resources such as money, time and effort. Gabbott and Hogg (1998) and Blackwell et al. (2006) further elucidated that consumer behavior in an all-inclusive view as the activities and the processes in which people choose to buy or dispose of the products or services based on their experiences and ideas. Frederick and Salter (1995) posited that consumers are satisfied because of the value package of their perceptions such as the price, product quality, service quality, corporate image and so on.

Marketing and consumer behavior have significant impact in the whole world. Consumer behavior is a complex process which includes various key elements. Consumer behavior is a key factor in determining the target market and sales mix (Schiffman, 2009). Consumer behavior is considered to include complex psychological and physiological processes ("purchase decisions"). Consumers are the reflection of decision-making units (people) in the overall decision-making of goods, services, time and ideal purchase, consumption and disposal. Consumer behavior is described as the activity of the receiver. Schiffman (2009) refers to consumer behavior and how individuals use available resources (money, time and energy) to select personal or household products. Frederick and Salter (1995) pointed out that consumer behavior refers to the activities and processes in which individuals purchase or transfer products or services based on their experience and ideal choices.

2.2.5 The Process of Buying Decision Behavior

Consumer decision model includes five stages of product or service procurement process. Businessmen must be aware of these measures in order to correctly guide consumers to buy products. Consumer is aware of a need or problem, and the buyer feels the difference between his actual situation and his needs. Problem Recognition is the first stage of the buyer decision process. At this stage, the consumer recognizes a need or problem. The buyer feels a difference between his or her actual state and some desired state. Once the need is recognized, the consumer is aroused to seek more information and moves into the information search stage. The second stage of the procurement process is the search for information. After recognizing the demand, consumers try to find the goods to meet the demand. They look for information about the goods they want. Consumers can get information about products from different channels. With this information, consumers can carry out alternative evaluation. In this process, the information is used to evaluate the selected brands. The evaluation of alternatives is the third stage of the purchase process. Different information points collected from different sources are used to evaluate different options and their attractiveness. Different consumers use different bases when evaluating goods and services. Generally speaking, consumers evaluate substitutes according to product attributes, importance, brand belief, satisfaction and

other factors, so as to make correct choice. After evaluating alternatives, consumers decide to buy products and services. They decided to buy the best brand. But their decisions are influenced by other people's attitudes and situational factors. In the final stage of the buyer's decision-making process, consumers act based on satisfaction or dissatisfaction. At this stage, consumers decide whether they are satisfied or not. Here is where cognitive dissonance occurs, "Did I make the right decision." Consumers go through the 5 stages of the buyer decision process in taking the decision to purchase any goods or services.

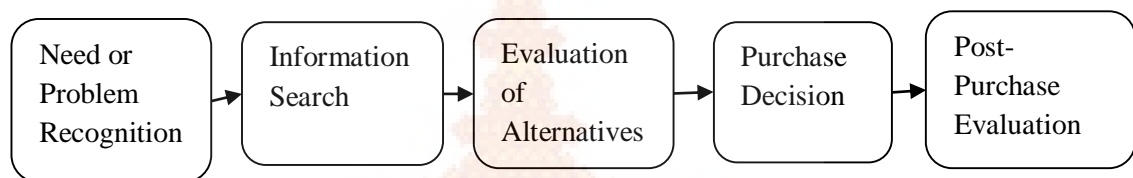


Figure 2.2 The Process of Buying Decision Behavior

2.3 Previous Study on Impacts of the Marketing Mix (4Ps) and Customer Buying Experience on Purchase Intention

Hashim et al., (2012) study "Mobile Phone Buying Behavior of Consumers; A Comparative Study of Rural and Urban Consumers in Pakistan". The purpose of this paper is to investigate the purchasing behavior of Pakistani consumers and compare the consumption behaviors of urban consumers and rural consumers in Pakistan. The data were collected from 600 consumers across Pakistan through a structured questionnaire. SPSS 17 was used to analyze the results. In order to check consumers' preferences when making purchase decisions, analytic hierarchy process (AHP) was used. The factors were ranked by analytic hierarchy process. The results show that rural consumers pay more attention to the function and price of mobile phones. Urban consumers pay more attention to the style and brand image of mobile phones.

Jasmine and Joginder (2017) study "Factors affecting consumer buying decisions of smartphones". The purpose of this study is to obtain input from influence, customer experience, user, usage, satisfaction and substitutability. The survey was conducted for

different age groups. The respondents came from different regions of the country, from different social and educational backgrounds. SPSS software was used for analysis. It is found that WhatsApp is the most widely used application, followed by Facebook. Consumers look for attributes that have been factor-analyzed to make it a necessity (camera, multimedia, touch screen, storage capacity, color display, attractive color of mobile phone, phone design, model / style, web browser, brand value / quality, reliability, new features and appearance), auxiliary (complexity of operating system, battery life, language keyboard, charging time), warranty (warranty and repair) and trivial factors (FM radio, dual SIM cards and domestic products). The results also show that recommendations from comments on the Internet and friends have greater impact than all other categories.

Isibor et al.,(2018) study “Smartphone Purchase Intention amongst Undergraduates in Edo State, Nigeria”. The survey results show that the most commonly used smartphone brand is Techno, while the most popular smartphone brand is Samsung. The top three product features considered by college students are Gigabyte storage, multimedia presentation and high-resolution display. Other product features considered include battery life, camera, processor, portability and phone design. There was no significant correlation between demographic data and purchase intention of smart phones. However, brand image, purchase experience and comparative advantage are significantly related to the purchase intention of smart phones.

Menna, O. A., Rajyalakshmi, N., Genet, G. T. (2015) studied that "Personal Factors Influencing Consumers' Buying Decision of Mobile Phone: A Case of 381 clients sampling from employers, government office employees, teachers and students in Ethiopia, Dilla City". The purpose of this study is to investigate the personal factors that affect consumers' mobile phone purchase decisions in Dila, Ethiopia, focusing on the age, education, income and occupation that affect consumers' mobile phone purchase decisions. In this study, 381 customers were investigated by non-probabilistic sampling technique. A structured questionnaire was used to collect the original data. On the basis of pre-purchase evaluation, post-purchase evaluation and marketing mix factors, this paper studies the motivation of consumers to buy new mobile phones. Descriptive

statistics and chi square test were used to analyze the data. The results of empirical analysis show that there is a significant correlation between marketing mix and purchase intention.

Mesay, S. and Simeret, B. (2013) made research that "Determinants of Consumers' Purchase Decision for Mobile Phone Devices", a sample of 246 consumers in the city of Hawassa, and used correlation and multiple regression analysis. The results show that the value price of consumers is followed by mobile function, which is the most important variable and also the driving force for consumers to make decisions on the value of mobile phone purchase. The study shows that mobile phone manufacturers must take these factors into account in order to balance the odds.

Mohankumar, Dineshkumar (2018) study "A Study On Customer Purchase Behaviour towards Mobile Phone with Special Reference to Erode City". This paper studies consumers' purchase behavior of mobile phones. It's not just the transfer of goods from the seller to the buyer. Consumers want to make buying a happy thing. They want to see, touch and feel the goods they buy. Understanding this psychology, many organizations have come to do group buying happy things for consumers. The study was conducted in a corrosive city and decided to consider different mobile phones such as Nokia, Sony Ericsson, Samsung, HTC and Micromax. Consumers buy a variety of mobile phones to meet their needs. They are always influenced by the purchase behavior, which leads them to choose a specific brand or a specific store rather than others. Most consumers like Nokia phones.

Muazzam et al. (2014) study "A Study on Mobile Phone Buying Behavior Using an Image based Survey". This study takes Puna University students as the research subject, and takes the image as the foundation, carries on the empirical research. This paper considers three key driving factors of purchasing decision, namely price, brand and brand ambassador. In this study, text-based questions and image-based questions are used to seek answers to determine whether they affect answers. The study also identified how to effectively manage image-based surveys to complement traditional text-based problem surveys.

North et al., (2014) study "The Use of Mobile Phones by South African University Students". The main findings indicate that the main reasons why South African College

Students (mainly from the University of Cape Town) use mobile phones for social purposes, as well as for security and privacy purposes. Availability and price are the main purchasing factors. Respondents showed signs of addiction to mobile phones. The study found that there are differences in the use of mobile phones among students of different genders. The proportion of girls using mobile phones in terms of safety and social interaction has increased, and they are interested in brands and trends, and there are signs of addiction.

Nushrat, S., Sarod, K., Saad, B. A. K. Chan, K. H. Teresa, S. (2017) analyzed that "Factors Affecting Smartphone Purchase Decisions of Generation-Y". The study used a 5-point Likert questionnaire to collect data and selected 152 respondents (Generation Y) from Kuching, Malaysia. Study found that social influence, product characteristics and brand image have significant positive effects on smartphone purchase decision. Other factors, such as convenience, dependence, price and social demand, were not statistically significant.

Owusu (2013) study "Influences of Price and Quality on Consumer Purchase of Mobile Phone in the Kumasi Metropolis in Ghana: A Comparative Study". Questionnaire, personal interview and price list of selected mobile phone and non-probabilistic sampling method was used. The results show that price and quality have an impact on consumers' purchase decisions, and consumers will consider both price and quality when purchasing.

Rakibul, (2019) study "Factors Influencing Purchase Intention of Cellular Phones Among the University Students in Bangladesh". The data are collected from people living in the city of Korna, who maintain an equal proportion of men and women, businessmen, employees, students and others (mainly housewives). The method of convenient sampling was used to select the ideal subjects. On the basis of the previous research, the five point Likert scale was used to design a structured questionnaire, and the interviewees were interviewed. The results show that the most important factor is physical property. Other factors include pricing, fees and operating facilities, size and weight, suggestions from friends and colleagues, suggestions from neighbors, and advertising.

Table 2.2 Summary of Previous Studies (Cont.)

No.	Topic	Author	Variables	Method of SPSS	Objective
1.	Mobile Phone Buying Behavior of Consumers; A Comparative Study of Rural and Urban Consumers in Pakistan	Hashim, et al.,(2012)	Buying behavior Marketing mix (4P)	Regression	To investigate the buying behavior of consumers in Pakistan and compare the consumers' behavior of urban consumers and rural consumers in Pakistan.
2.	Factors affecting consumer buying decisions of smartphones	Jasmine and Joginder (2017)	Purchase Intention Marketing Mix	Regression Analysis	To get the inputs from various perspectives, in terms of influences, customer experiences, users' usage, satisfaction and replacement.
3.	Smartphone Purchase Intention amongst Undergraduates in Edo State, Nigeria	Isibor et al.,(2018)	Product features, Brand image, Buying experience, Purchase intention	Regression Analysis	To test relationship between brand image, buying experience, relative advantage and smartphone purchase intention.

Table 2.2 (Cont.) Summary of Previous Studies

No.	Topic	Author	Variables	Method of SPSS	Objective
4.	Personal Factors Influencing Consumers' Buying Decision of Mobile Phone: A Case of 381 clients sampling from employers, government office employees, teachers and students in Ethiopia, Dilla City	Menna, et al., (2015)	Pre-purchase evaluation, Post-purchase evaluation, and Marketing mix, Purchase intention	Descriptive statistics and Chi-square test	To investigate personal factors influencing consumers' buying decision of mobile phone in Ethiopia, Dilla City and focuses on age, education, income, and occupation of consumers that influence buying decision of mobile phone.
5.	Determinants of Consumers' Purchase Decision for Mobile Phone Devices	Mesay, and Simeret, (2013)	Purchase intention , Marketing Mix	Correlation and Multiple Regression Analysis	To test marketing mix relationship between decision about the value of the consumer for buying a mobile phone.
6.	A Study On Customer Purchase Behavior towards Mobile Phone With Special Reference To Erode City	Mohankumar, Dineshkumar (2018)	Purchasing decision, Price, brand and Brand ambassador	Correlation	To study on customer purchase behavior towards mobile phone. Customer buying is not mere transfer of item from seller to buyer.

Table 2.2 (Cont.) Summary of Previous Studies

No.	Topic	Author	Variables	Method of SPSS	Objective
7.	The Use of Mobile Phones by South African University Students	North et al., (2014)	Usability and price, Purchase intention	Regression	To test situation of South African University students (mainly from the University of Cape Town) use a mobile phone
8.	Factors Affecting Smartphone Purchase Decisions of Generation-Y	Nushrat, et al., (2017)	Social influence, Product feature, and Brand image purchasing decisions. Convenience, Dependency, Price and Social needs	Correlation	The objective is to show the relationship between social influence, product feature, and brand image have significant positive impacts on the smartphone purchasing decisions.
9.	Influences of Price And Quality On Consumer Purchase of Mobile Phone in the Kumasi Metropolis in Ghana: A Comparative Study	Owusu (2013)	Marketing mix, Buying decision	Regression	To find that the relationship between marketing mix and buying decision

Table 2.2 (Cont.) Summary of Previous Studies

No.	Topic	Author	Variables	Method of SPSS	Objective
10.	Factors Influencing Purchase Intention of Cellular Phones Among the University Students in Bangladesh	Rakibul, (2019)	Physical attributes, Pricing, Charging and Operating facilities, Size and Weight, friends' and colleagues' recommendations, neighbors' recommendations and advertising.	Regression	The relationship between physical attributes and pricing, charging and operating facilities, size and weight, friends' and colleagues' recommendations, neighbors' recommendations and advertising

2.4 Research Hypothesis

This research is to investigate the factors of product, price, place and promotion affecting Chinese undergraduate students' offline buying intention towards smart phones in Bangkok and hypotheses are suggested.

H1: Product factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok.

H2: Price factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok.

H3: Place factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok.

H4: Promotion factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok.

H5: Customer Buying Experiences significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok.

Chapter 3

Research Methodology

This chapter includes population and sample selection, collecting data, research methodology, and reliability analysis of research instrument. Therefore, the comprehensive information of this chapter is as follows.

3.1 Research Design

The study aims to examine the relationship and the influence of the product, price, place, promotion, buying experience on the Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok. Data is collected through a survey questionnaire.

The participants were asked to complete the questionnaire survey. The survey showed that the respondents' responses were completely anonymous, but other demographic information in the questionnaire, such as age and gender, were included. The privacy of respondents is protected. All respondents were voluntary and agreed to use the data answered.

There are many types of research which can apply to several studies such as exploratory research, descriptive research and casual research. However, in this study, the appropriated type of this study was conducted in terms of descriptive research which refers to describe answer to specify research problems in detail. The significance of descriptive research is focusing in term of the characteristics of individual and the characteristics of the whole sample which can support to provide useful information to the problems' solution. Also, this type of research is the most suitable to collect the data as well as depict the relationship between measured variables. Besides, this research also uses the techniques of survey by distributing the questionnaires to 400 Chinese students who are studying Bachelor's degree in Bangkok. This is to gather primary data to know their attitudes toward smart phone purchase in relationship to the several factors that may influence their choice and behavior.

3.2 Population and Sample Selection

3.2.1 Population in Research

Data used in this study were obtained from Chinese students who are studying Bachelor's degree in Bangkok through online survey.

3.2.2 Sample Size in Research

The researcher determines the sample size by applying an equation proposed by Yamane (1967) at confidences level of 95% and precision levels = 0.05. The total sample size is

$$n = \frac{Z^2 p(1-p)}{e^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

The total active respondents in this study is unknown, so researcher try to distribute questionnaires to 400 samples to collect data.

3.3 Design of Questionnaire and scale

This research uses a questionnaire which was created from a related literature review for data collection. The questionnaire is divided into 2 parts:

Part 1: Close-ended response questions about participants' demographics and general information such as gender, age, income, and hobbies.

Part 2: 21 Close-ended response question about " Factors Affecting Purchasing Intention towards Smart Phones: A Case Study of Chinese Undergraduate Students in Bangkok" consisting of :

Product	5 Questions
Price	5 Questions
Promotion	5 Questions

Place	5 Questions
Customer Buying Experiences	5 Questions
Purchase Intention	1 Question

This part is measured on an interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 point

Table 3.1 Summary of Source for Questionnaire Question Items (Cont.)

	Source
Product	
1. Appearance such as color, body and functions meet your requirement	Fakhimi et al.,(2011)
2. Has high quality and good effect	Fakhimi et al.,(2011)
3. Has after service, return or change goods and warranty	Fakhimi et al.,(2011)
4. Brand is famous and has nice image	Fakhimi et al.,(2011)
5. Has special application support sharing new experience with friends and social connection.	Fakhimi et al.,(2011)

Table 3.2 (Cont.) Summary of Source for Questionnaire Question Items

	Source
Price	
1. Is reasonable for quality	Garavand et al., (2010)
2. Pay less when buy contract package for 1 year.	Garavand et al., (2010)
3. Is cheaper than buying in China market.	Garavand et al., (2010)
4. Lower price and can pay installment at 0% for 10 months with the bank credit card	Garavand et al., (2010)
5. Willing to pay expensive cost when you see and like it	Garavand et al., (2010)
Place	
1. Has a lot of brand and product choices	Hashim et al., (2012)
2. Service provider is trustworthy and honest	Hashim et al., (2012)
3. Has one stop service of change sim card, package, transfer network provider	Hashim et al., (2012)
4. There are many branches of service shops	Hashim et al., (2012)
5. Free delivery and maintenance service	Hashim et al., (2012)
Promotion	
1. There are special discounts in various festivals	Karbasi et al., (2011)
2. Use advertising media to promote product	Karbasi et al., (2011)
3. Has gift voucher or cash back, free accessories such as selfie stick, ear phone	Karbasi et al., (2011)
4. There is campaign for loyalty customer to buy new one with special price	Karbasi et al., (2011)
5. Free travel sim card package for foreigner who buys mobile phone in Thailand	Karbasi et al., (2011)

Table 3.3 (Cont.) Summary of Source for Questionnaire Question Items

	Source
Buying Experience	
1. Service quality of selling smartphone in Thailand is better than in China	Menna et al.,(2015)
2. Feels comfortable and trustful to buy smart phone in Thailand	Menna et al.,(2015)
3. The process of buying smart phone in Thailand is simple, quick and convenient.	Menna et al.,(2015)
4. Impressed by helps of customer service officer	Menna et al.,(2015)
5. Get the correct information and good advices from shop officers	Menna et al.,(2015)
Customers' Intention	
The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high.	Isibor et al., (2018)

3.4 Collection of Data

To examine factors affecting offline purchase intention towards smart phone for Chinese undergraduate students in Bangkok, the study focuses on several aspects related to product, price, place, promotion and buying experience. Data were collected from primary resources through questionnaire and secondary resources related to this research in both raw data and periodical articles. Survey in form of questionnaire is used as a tool for collecting data and statistics. Online questionnaire was created in English and translated into Chinese language, then distributed to target Chinese respondents though Wechat. The questionnaire was conducted from 40 samples for pretest and secondly collected data during through online. All respondents are voluntary and agree to answer the questions truthfully. The respondents filled up the questions independently and completed the survey within 10 to 15minutes. During the process of completing questionnaires, it roughly spent

seven days to collect data and respondents were selected randomly. Finally, there were 400 questionnaires returned and the raw data was entered into SPSS.

The researcher applied a non-probability snowball sampling to find the sampling unit in this study. The sampling unit is the individual component or group of components that refers to the sample selection reported by Zikmund (2003).

3.5 Research Methodology

3.5.1 Descriptive Statistics Analysis

Data were presented in form of tables, graphs and the following figures to draw a general profile of the respondents and the distribution of the level of factors affecting offline purchase intention towards smart phone for Chinese undergraduate students in Bangkok. The calculation of the average, frequency distribution, and the percentage distribution is the most common form of summarizing data (Zikmund, 2003).

- Percentage

$$p = \frac{f}{N} \times 100$$

P percentage
 f percentage frequency
 N frequency

- Mean

$$\bar{x} = \frac{\sum x}{n}$$

\bar{x} = mean

$\sum x$ = total group score

n = number of group score

- Standard Deviation

$$S.D = \sqrt{\frac{\sum (x - \bar{x})^2}{n-1}}$$

S.D. = standard deviation

x = score

n = number of score in each group

\sum = Total amount

3.5.2 Reliability Test

Reliability analysis is determined by obtaining a ratio of system change in the scale, which can be accomplished by determining the association between the scores obtained from different administrations of the scale. Therefore, if the correlation in the reliability analysis is high, the scale produces consistent results and is therefore reliable. Cronbach's alpha is the most commonly used measure of internal consistency ("reliability"). It is most commonly used when there are multiple Likert problems in a survey or questionnaire that form a scale and you want to determine if the gauge is reliable. If the results of alpha test are greater than 0.7, which means that all the questions in questionnaire are consistent and reliable, and can be used as a research tool for this study.

Reliability analyses of this paper have been conducted for multi-item scales to test the internal consistency and measure validation. The preliminary examination for reliability was done by computing Cronbach's alpha coefficient for each question in part of marketing mix factors, customer experiences and purchase intention. The reliability is acceptable because the Cronbach's alpha is over 0.7. According to the use of standardized variables, Cronbach's alpha .70 is good considering the cutoff value to be acceptable.

Table 3.4 Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

3.5.3 Correlation Test

Correlation is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship. In terms of the strength of relationship, the value of the correlation coefficient varies between +1 and -1. A value of ± 1 indicates a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker. The direction of the relationship is indicated by the sign of the coefficient; a + sign indicates the same direction relationship and a – sign indicates the reverse direction relationship.

Level of number	Level of Correlation
0.81 – 0.99	Very strong relationship
0.61 – 0.80	Strong relationship
0.41 – 0.60	Moderate relationship
0.21 – 0.40	Weak relationship
0.01 – 0.20	Very weak relationship

3.5.4 Multiple Regression Analysis

According to Houston (2001), in order to test the value of a variable by the influence of other variables, a regression analysis is applied, which is a statistical method, and there are two kinds (simple linear regression and multiple regression). In this study, multiple linear regression was applied to test multiple independent variables with multiple dependent variables. Multiple Regression Analysis, usually used in the research where there are two or more independent variables are hypothesized to influence one or more dependent variables. For prediction, multiple regression uses more than one factor to make a prediction. While for explanation, multiple regression separates causal factors, analyzing each other's influence on the variables, in this case the influence of consumer behavior to willingness to buy (Baker, 2006). The equation model for this research is :

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Y = Chinese Undergraduate students' offline purchase intention towards smart phone in Bangkok.

X1 = Product

X2 = Price

X3 = Place

X4 = Promotion

X5 = Customer Buying Experiences

β = the unknown regression coefficients

With the multiple regression model, while holding all other factors constant, the interpretation of each coefficient is the estimated change in Y corresponding to a one-unit change in the dependent variable. A multiple regression model analysis is used to identify and assess the factors influencing the purchase intentions of undergraduate students who purchase smart phones in Bangkok.

CHAPTER 4

DATA ANALYSIS

This study used the techniques of survey by distributing the questionnaires as gathering the primary data with 400 Chinese students who are undergraduate students and studying Bachelor's degree in Bangkok. Data were collected from primary resources through questionnaire and secondary resources related to this research in both raw data and periodical articles.

The results from the research consisted of 4 parts as follows:

Part 4.1: Reliability Test of Research Instrument

Part 4.2: Demographic analysis

Part 4.3: Mean and Standard Deviation

Part 4.4: Hypothesis tests

4.1 Reliability Test of Research Instrument

The researcher collected 40 data through the questionnaires distributed to respondents and got the summary of reliability test as follows. The results from calculation of Alpha tests were all more than 0.7, which means that all questions were consistent and reliable to apply as the research instrument for this study.

Table 4.1 The Summary of Reliability

Variables	Alpha (α -test)	Number of items in Questionnaires
Product	.912	5
Price	.832	5
Place	.806	5
Promotion	.825	5
Buying experience	.807	5
Customers' intention	.764	1

4.2 Demographic Analysis

The following tables are the analytical results of frequency method for demographic data.

Table 4.2 Frequency Distribution of Gender

	Frequency	Percent
Male	135	60.5
Female	88	39.5
Total	223	100.0

As shown in Table 4.2 approximately 60.5% (N=135) of participants were males, while females composed of 39.5% (N=88). The results show that the most Chinese student purchase smart phone in Thailand were males.

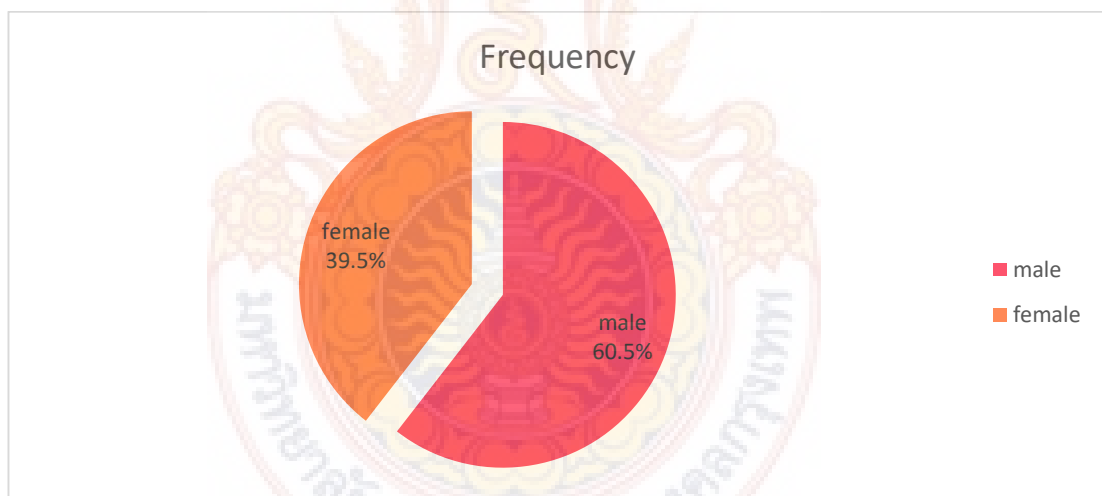


Table 4.3 Frequency Distribution of Age

	Frequency	Percent
Less than 20	50	22.4
21-22	63	28.3
23-25	76	34.1
More than 25	34	15.2
Total	223	100.0

As shown in Table 4.3 approximately 34.1% (N=76) of participants were aged between 23-25, while ages between 21-22 composed of 28.3% (N=63). Age less than 20 composed of 22.4% (N=50), age more than 25 composed of 15.2% (N=34). The result shows that the most number of Chinese students purchasing smart phone in Thailand were ages between 23-25.

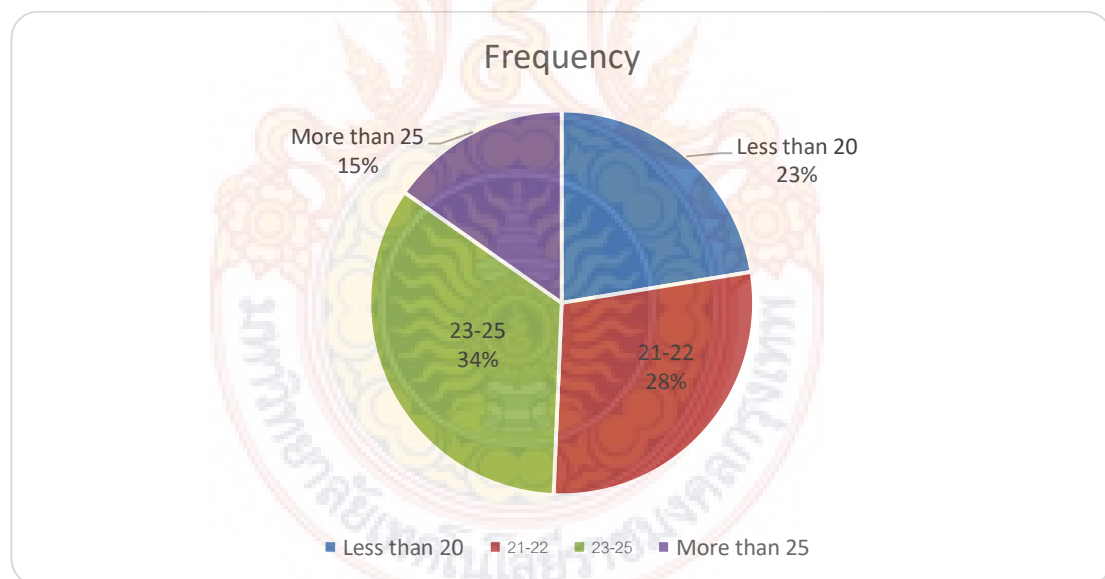


Table 4.4 Frequency Distribution of Monthly Income

	Frequency	Percent
Lower than 10,000 THB	21	9.4
10,001 to 15,000 THB	97	43.5
15,001 to 25,000 THB	71	31.8
More than 25,000 THB	34	15.2
Total	223	100.0

As shown in Table 4.4 approximately 43.5% (N=97) of participants have monthly income between 10,001 to 15,000 THB, while monthly income between 15,001 to 25,000 THB composed of 31.8% (N=71). Income of more than 25,000 THB composed of 15.2% (N=34), income less than 10,000 THB composed of 9.4% (N=21). The result shows that the most number Chinese students purchasing smart phone in Thailand have monthly income from 10,001 to 15,000 THB.

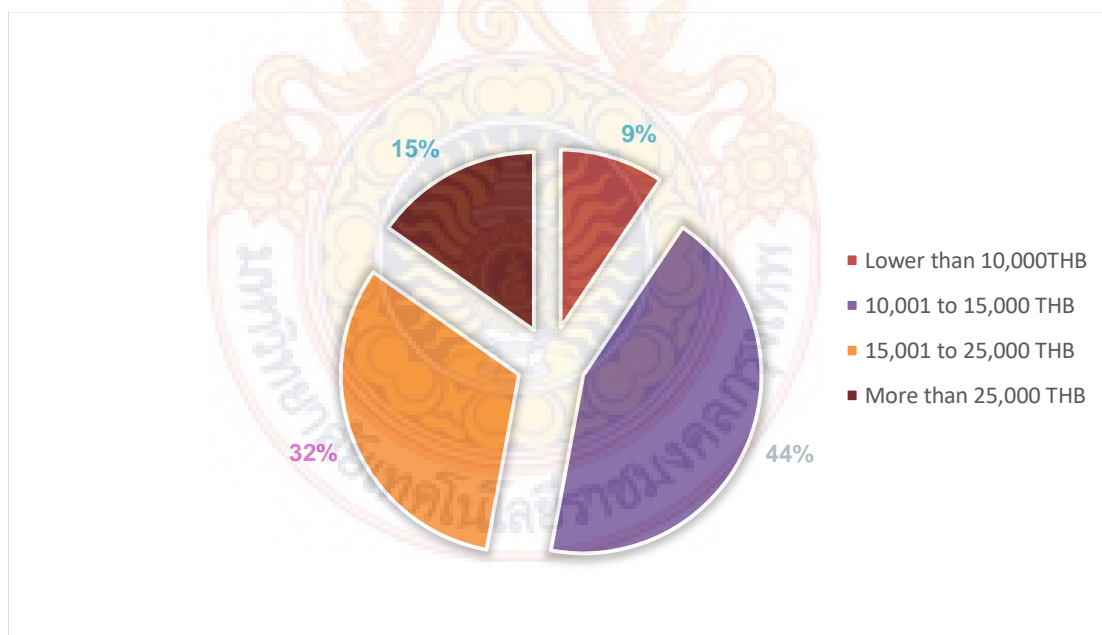


Table 4.5 Frequency Distribution of Purpose to Use Mobile Phone

	Frequency	Percent
Study	11	4.9
Social media	26	11.7
Photography	53	23.8
Game	36	16.1
Banking	28	12.6
Shopping	25	11.2
Search	12	5.4
Watching program	22	9.9
Others	10	4.5
Total	223	100.0

As shown in Table 4.5 approximately 23.8% (N=53) of participants use smart phones for photography, while for purpose of game application composed of 16.1% (N=36). For banking application purpose composed of 12.6% (N=28), social media application purpose composed of 11.7% (N=26). Shopping application purpose composed of 11.2% (N=25). Watching program application purpose is composed of 9.9% (N=22). Searching application—purpose composed of 5.4% (N=12). Study application purpose composed of 4.9% (N=11). The result shows that most Chinese students purchase smart phone in Thailand for the purpose of photography.

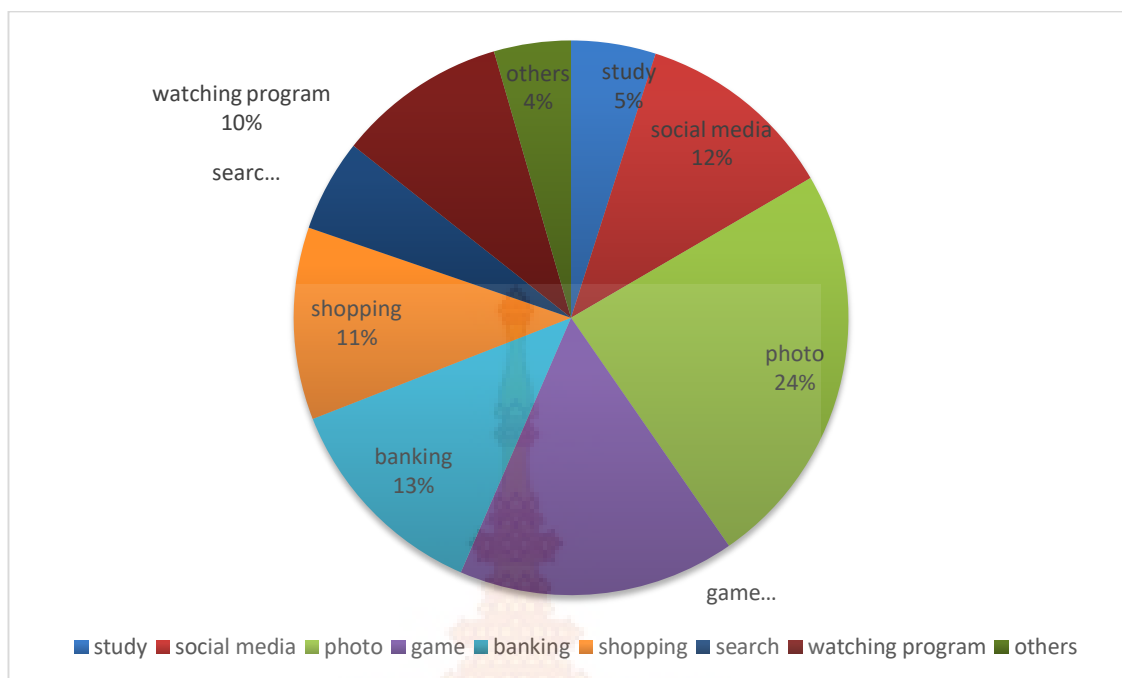


Table 4.6 Frequency Distribution of University Studied

	Frequency	Percent
Bangkok University	14	6.3
Chulalongkorn University	28	12.6
Krirk University	31	13.9
Mahidol University	28	12.6
Dhurakij Pundit University	25	11.2
Assumption University	21	9.4
University of the Thai Chamber of Commerce	19	8.5
UTK	13	5.8
Huachiew Chalermprakiet	10	4.5
Kasem Pundit University	18	8.1
Rangsit University	11	4.9
Other	5	2.2
Total	223	100.0

As shown in Table 4.6 approximately 13.9% (N=31) of participants are studying at Krirk University, while studying in Chulalongkorn University and Mahidol University composed of equally 12.6% (N=28). Studying at Dhurakij Pundit University composed of 11.2% (N=25), at Assumption University composed of 9.4% (N=21). Studying at University of Thai Chamber of Commerce is 8.5% (N=19), while at Kasem Pundit University is 8.1% (N=18). Studying in Bangkok University composed of 6.3% (N=14), while those at UTK is 5.8% (N=13). Studying at Rangsit University composed of 4.9% (N=11), and at Huachiew Chalermprakiet is composed of 4.5% (N=10). The result shows that the most Chinese students purchase smart phone in Thailand are from Krirk University.

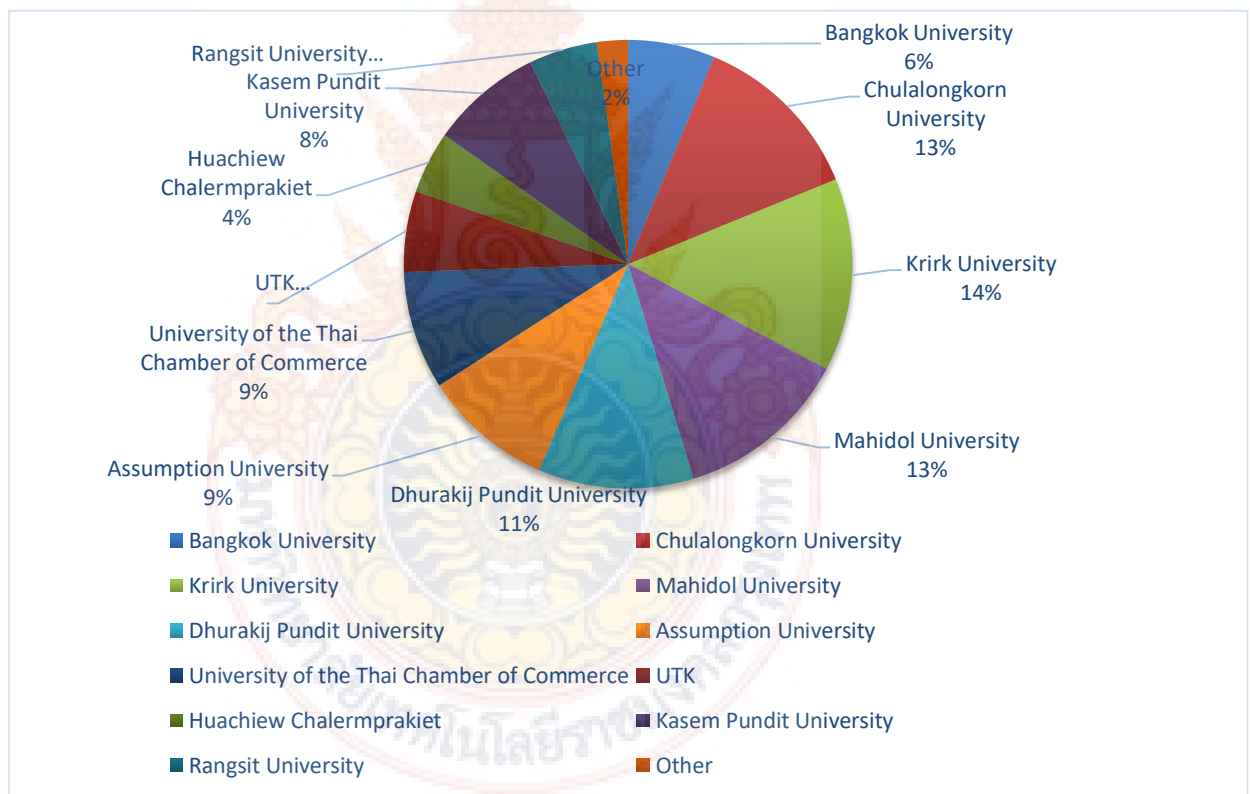


Table 4.7 Frequency Distribution of Undergraduate Year Level

	Frequency	Percent
1st year	56	25.1
2nd year	57	25.6
3rd year	24	10.8
4th year	34	15.2
Upper 4th year	52	23.3
Total	223	100.0

As shown in Table 4.7 approximately 25.6% (N=57) of participants were studying in second year, while the first years were composed of 25.1% (N=56). Studying upper fourth year is composed of 23.3% (N=52), while the fourth years composed 15.2% (N=34). The result shows that the most Chinese student purchase smart phone in Thailand were studying in second year.

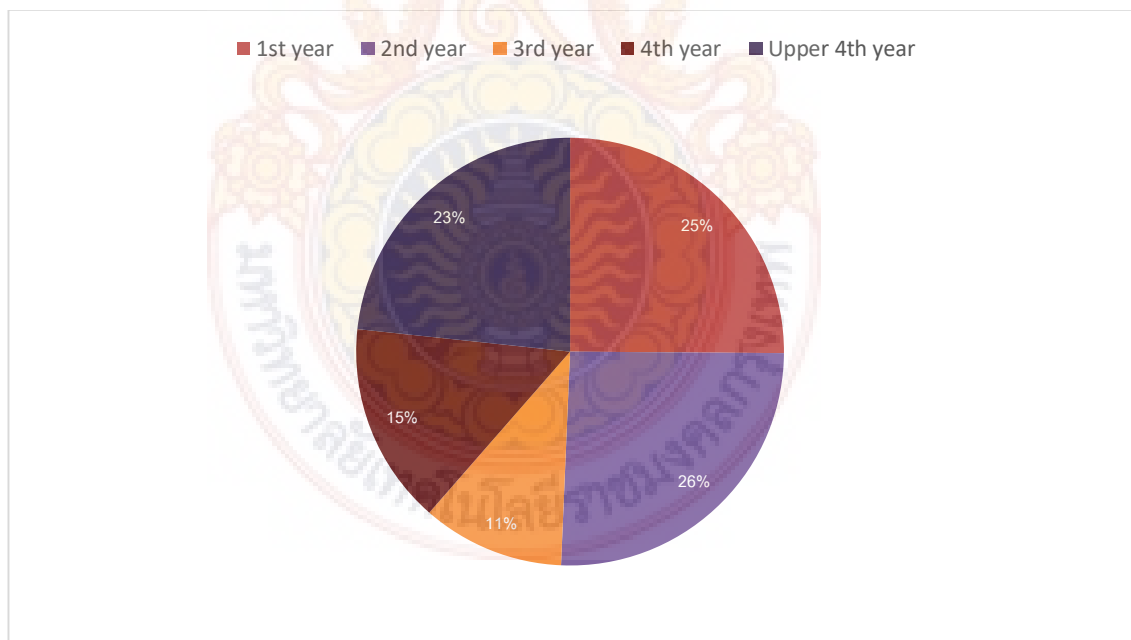


Table 4.8 Frequency Distribution of New Mobile Phone Purchase Repetition

	Frequency	Percent
never	6	2.7
once a few months	18	8.1
once a half year	61	27.4
once a year	98	43.9
over one year	40	17.9
Total	223	100.0

As shown in Table 4.8 approximately 43.9% (N=98) of participants buy new phone once a year, while buying a new phone once a half year composed 27.4% (N=61). Buying a new phone over one year composed 17.9% (N=40), buying a new phone once a few months composed 8.1% (N=18). The result shows that most Chinese student purchase smart phone in Thailand are those buying a new phone once a year.

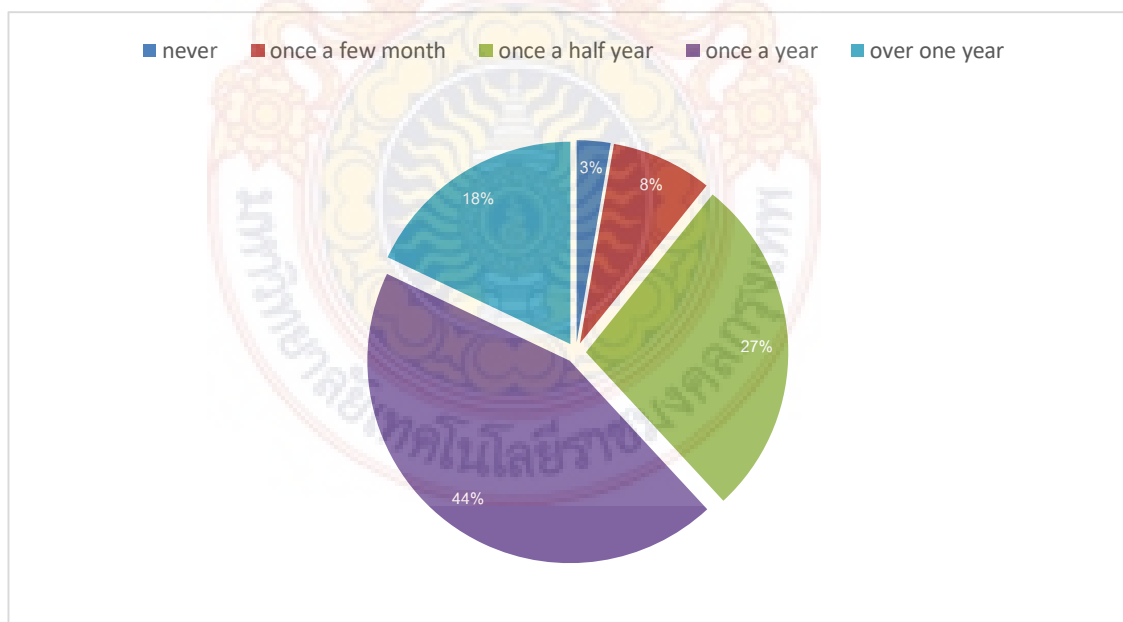


Table 4.9 Frequency Distribution of Mobile Phone Brand Choice

	Frequency	Percent
Sumsung	11	4.9
Huawei	89	39.9
IPhone	47	21.1
Vivo	30	13.5
Redmi	39	17.5
Others	7	3.1
Total	223	100.0

As shown in Table 4.9 approximately 39.9% (N=89) of participants choose to buy Huawei, while those who choose to buy Iphone composed 21.1% (N=47). Seventeen point 5 percent (17.5%) (N=39) choose to buy Redmi, while 13.5% (N=30) choose Vivo. Only 4.9% (N=11) choose to buy Samsung. The result shows that the most Chinese students purchase smart phone in Thailand choose Huawei brand.

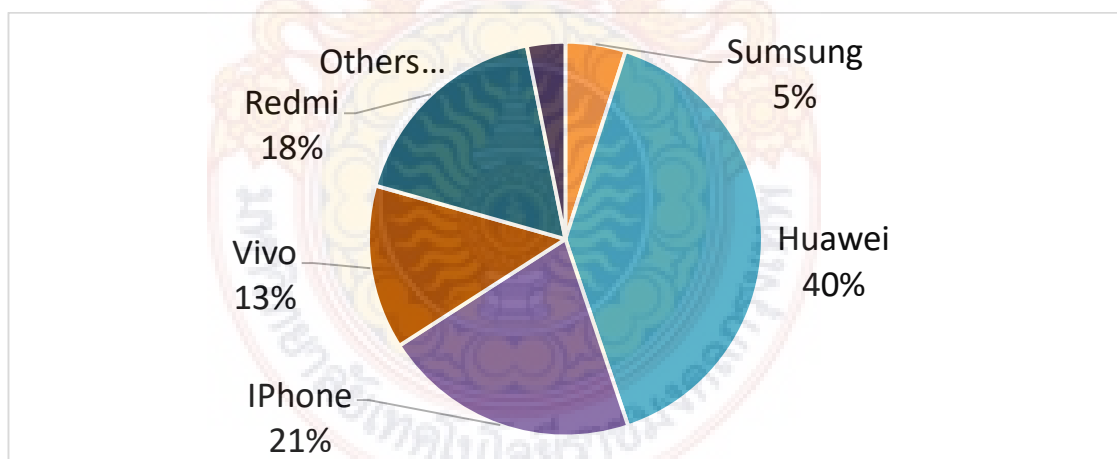


Table 4.10 Frequency Distribution of New Mobile Phone Price Affordability

	Frequency	Percent
below 5,000 baht	47	21.1
5000-10,000 baht	76	34.1
10,001 – 15,000 baht	45	20.2
15,0001-20,000 baht up	55	24.7
Total	223	100.0

As shown in Table 4.10 approximately 34.1% (N=76) of participants can afford new phone at prices between 5,000-10,000 baht, while can afford at prices between 15,001-20,000 up composed 24.7% (N=55). And participants who can afford at prices below 5,000 baht composed 21.1% (N=47), participants who can afford at prices between 10,001 – 15,000 baht composed 20.2% (N=45). The result shows that the most Chinese student purchase smart phone in Thailand can afford new phone at prices between 5,000-10,000 baht.

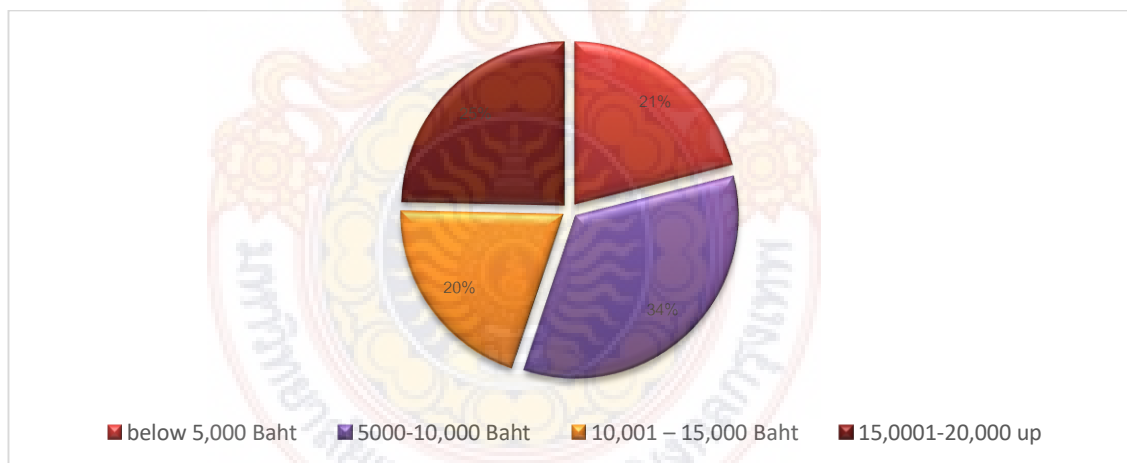


Table 4.11 Frequency Distribution of Mobile Phone Purchasing Place

	Frequency	Percent
Brand owner shops	60	26.9
AIS shop	32	14.3
Dtac shop	41	18.4
True shop	15	6.7
Retail shops	68	30.5
Online shop	7	3.1
Total	223	100.0

As shown in Table 4.11 approximately 30.5% (N=68) of participants choose retail shops to purchase new phone, while 26.9% (N=60) choose brand owner shops. And those who choose Dtac shop composed 18.4% (N=41), AIS shop composed 14.3% (N=32), True shop composed 6.7% (N=15), and for online shop composed 3.1% (N=7). The result shows that the most Chinese student purchase smart phone in Thailand prefer to choose retail shops to purchase new phone.

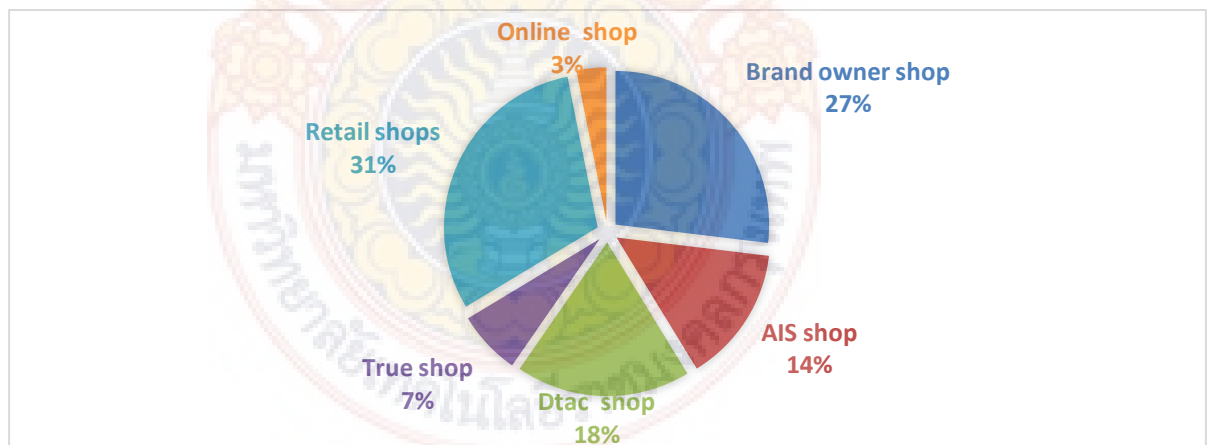


Table 4.12 Frequency Distribution of Reasons to Purchase New Mobile Phone

	Frequency	Percent
Sale promotion	36	16.1
Old one is out of date	115	51.6
Break down	43	19.3
Need to use some applications	29	13.0
Total	223	100.0

As shown in Table 4.12 approximately 51.6% (N=115) of participants buy new phone with the reason of old one is out of date, while with reason of breaking down composed 19.3% (N=43). And the reason of sale promotion composed 16.1% (N=36), with reason to use some applications composed 13% (N=29). The result shows that the most Chinese students purchase smart phone in Thailand are those who buy new phone with the reason of that old one is out of date.

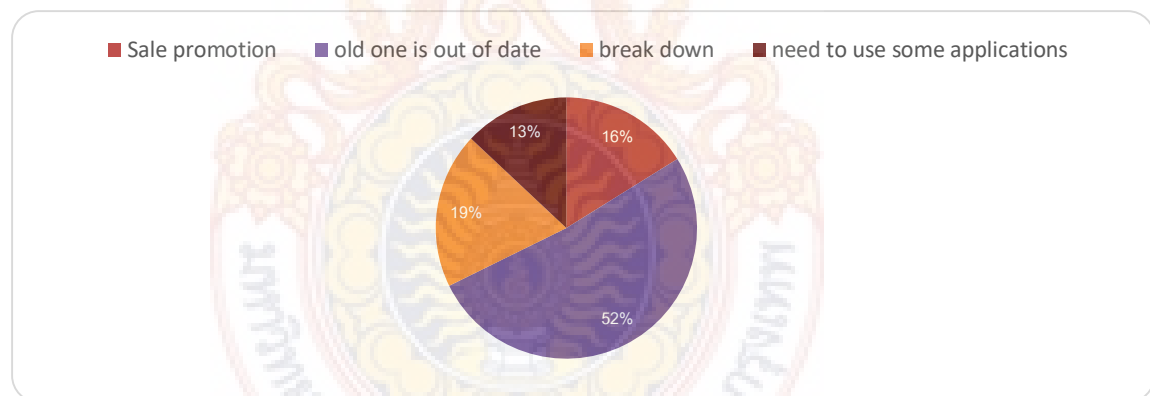


Table 4.13 Frequency Distribution of Key Problems of Mobile Phones in the Market

	Frequency	Percent
Heavy weight	37	16.6
Short battery lifespan	43	19.3
Expensive price	68	30.5
After service	63	28.3
Function and accessory	12	5.4
Total	223	100.0

As shown in Table 4.13 approximately 30.5% (N=68) of participants think expensive price is mostly the key problem of mobile phone in the market, while after service problem composed 28.3% (N=63). And short battery lifespan problem composed 19.3% (N=43), heavy weight problem composed 16.6% (N=37). And function and accessory problem composed 5.4% (N=12). The result shows that the most Chinese students purchase smart phone in Thailand who think expensive price is mostly the key problem of mobile phone in the market.

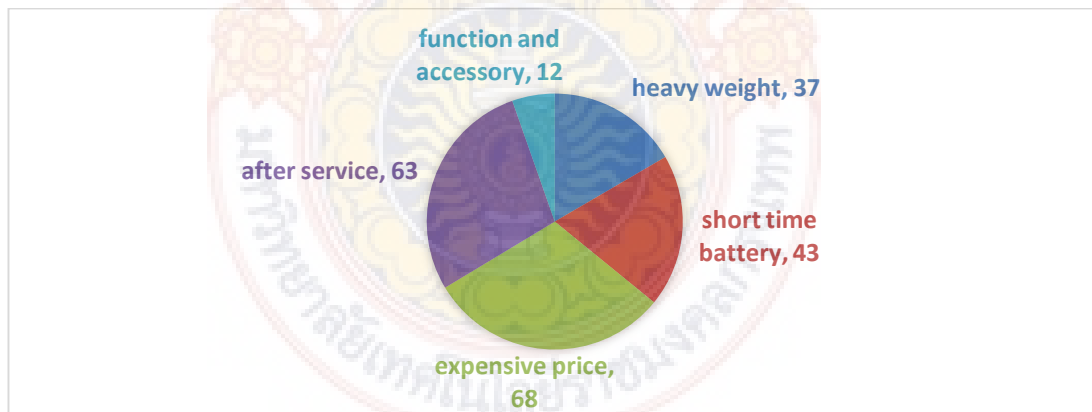


Table 4.14 Cross Table of Gender with Monthly Income

		Male		Female	
		Frequency	Percent	Frequency	Percent
Monthly Income	Lower than 10,000THB	10	47.60%	11	52.40%
	10,001 to 15,000 THB	58	59.80%	39	40.20%
	15,001 to 25,000 THB	47	66.20%	24	33.80%
	More than 25,000 THB	20	58.80%	14	41.20%
Total		135	60.50%	88	39.50%

As Table 4.14 shows:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok who are male (58) and female (39) have monthly income between 10,001 to 15,000 THB.

Chinese undergraduate students with monthly income lower than 10,000THB, are 52.4% females and 47.6% males. And monthly income between 10,001 to 15,000 THB, the number of males (59.8%) are more than females (40.2%), monthly income between 15,001 to 25,000 THB, the number of males (66.2%) are more than females (33.8%), monthly income more than 25,000 THB, the number of males (58.8%) are more than females (41.2%).

Table 4.15 Cross Table of Gender with Purpose of Mobile Phone Usage

		Male		Female	
		Frequency	Percent	Frequency	Percent
What's your purpose of using mobile phone?	Study	8	72.70%	3	27.30%
	Social media	14	53.80%	12	46.20%
	Photography	33	62.30%	20	37.70%
	Game	17	47.20%	19	52.80%
	Banking	13	46.40%	15	53.60%
	Shopping	21	84.00%	4	16.00%
	Search	5	41.70%	7	58.30%
	Watching program	16	72.70%	6	27.30%
	Others	8	80.00%	2	20.00%
Total		135	60.50%	88	39.50%

Table 4.15 shows that:

Among the Chinese undergraduate student respondents in Bangkok, 33 males and 20 females use mobile phone for photography.

There are more males at 72.7% than females who are at 27.3% among the Chinese undergraduate student respondents who use mobile phone for, while for the purpose of social media, there are 53.8% males more than females who are at 42.2%. For the purpose of using mobile phone for photography, there are more males (62.3%) than females (37.7%), and for the purpose of using mobile phone for games, there are more females (52.8%) than males (47.2%). Then using mobile phone for banking, there is a higher number of females (53.6%) responded than males (46.4%), while for shopping, more males (84.0%) responded than females (16.0%). For searching information in mobile phones, 58.3% are females while there are only 41.7% males, for watching programs on the other hand, 72.7% are males and 27.3% are females. Lastly, 80.0% males and 20.0% females responded other reasons for using mobile phones.

Table 4.16 Cross Table of Gender with University Studied

		Male		Female	
		Frequency	Percent	Frequency	Percent
What university are you studying at?	Bangkok University	7	50.00%	7	50.00%
	Chulalongkorn University	17	60.70%	11	39.30%
	Krirk University	19	61.30%	12	38.70%
	Mahidol University	21	75.00%	7	25.00%
	Dhurakij Pundit University	13	52.00%	12	48.00%
	Assumption University	14	66.70%	7	33.30%
	University of the Thai Chamber of Commerce	12	63.20%	7	36.80%
	UTK	8	61.50%	5	38.50%
	Huachiew Chalermprakiet	6	60.00%	4	40.00%
	Kasem Pundit University	12	66.70%	6	33.30%
	Rangsit University	4	36.40%	7	63.60%
	Other	2	40.00%	3	60.00%
	Total	135	60.50%	88	39.50%

Table 4.16 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok that posted the highest number of males (21) are studying at Mahidol University and the highest number of females (12) are both from Krirk University and Dhurakij Pundit University.

Among the Chinese undergraduate student respondents from Bangkok University, there is equally 50% in number from both males and females, for those who are studying at Chulalongkorn University, 60.7% are males while 39.3% are females. Respondents studying from Krirk University had 63.3% males and 38.7% females, while

at Mahidol University, there are more number of males (75.0%) than females (25.0%). At Dhurakij Pundit University, there are more male (52.0%) respondents than female (48.0%), similarly at Assumption University, the number of males (66.7%) are more than the females (33.3%). Chinese undergraduate student respondents studying at University of the Thai Chamber of Commerce, 63.2% are males while 36.8% are females, while those who are studying at UTK, 61.5% are males while 35.8% are females. At Huachiew Chalermprakiet, the number of males (60.0%) are also more than the females (40.0%), and at Kasem Pundit University, the number of male (66.7%) similarly more than the females (33.3%). Student respondents studying at Rangsit University also shows fewer males (36.4%) than females (63.6%), while for other who are studying at universities other than aforementioned, the number of females (60.0%) are more than the males (40.0%).

Table 4.17 Cross Table of Gender with Undergraduate Year Level

		Male		Female	
		Frequency	Percent	Frequency	Percent
What year are you studying in ?	1st year	34	60.70%	22	39.30%
	2nd year	37	64.90%	20	35.10%
	3rd year	16	66.70%	8	33.30%
	4th year	21	61.80%	13	38.20%
	Upper 4th year	27	51.90%	25	48.10%
Total		135	60.50%	88	39.50%

Table 4.17 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok, most of the respondents are male (37) studying 2nd year, and most female (25) are studying upper 4th year.

For 1st year students, the number of males (60.7%) are more than the females (39.3%), while for 2nd year, the number of males (64.9%) are more than females (35.1%) too. The third year students also share the same trend with more males (66.7%) than females (33.3%), and for the 4th year, the same more males (61.8%) than females (38.2%). Lastly, students studying upper 4th year, the number of males (51.9%) are more than females (48.1%).

Table 4.18 Cross Table of Gender with New Mobile Phone Purchase Frequency

		Male		Female	
		Frequency	Percent	Frequency	Percent
How often do you buy new mobile phone?	Less than a month	3	50.00%	3	50.00%
	Once a few month	8	44.40%	10	55.60%
	Once a half year	38	62.30%	23	37.70%
	Once a year	61	62.20%	37	37.80%
	Over one year	25	62.50%	15	37.50%
Total		135	60.50%	88	39.50%

Table 4.18 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok who are male (61) buys new mobile phone once a year, and female (37) buys new mobile phone once a year.

Chinese undergraduate students who buy new mobile phone less than a month, the number of males (50.0%) are same with females (50.0%), and students who buy

new mobile phone once a few month, the number of females (55.6%) are more than males (44.4%). While those who replied they buy new mobile phone once a half year, the number of males (62.3%) are more than females (37.7%), and students who buy new mobile phone once a year, the number of males (62.2%) are more than females (37.8%). Lastly, students who buy new mobile phone over one year, the number of males (62.5%) are more than females (37.5%).

Table 4.19 Cross Table of Gender with Mobile Phone Brands Purchased

		Male		Female	
		Frequency	Percent	Frequency	Percent
Which brand do you choose to buy the most?	IPhone	7	63.60%	4	36.40%
	Huawei	53	59.60%	36	40.40%
	Samsung	24	51.10%	23	48.90%
	Vivo	17	56.70%	13	43.30%
	Redmi	28	71.80%	11	28.20%
	Others	6	85.70%	1	14.30%
	Total	135	60.50%	88	39.50%

Table 4.19 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok choose Huawei the most for both males (53) females (36).

Chinese undergraduate students who choose to buy IPhone the most are males (63.6%) and females (36.4%), those who choose Huawei are 59.6% males and 40.4% females. Respondents who choose to buy Samsung the most are 51.1% males and 48.9% females, while those who choose to buy Vivo are 56.7% males and 43.3% females. There are more males (71.80%) than females (28.2%) who choose to buy Redmi the most, while in the same way there are also more males (85.7%) than females (14.3%) who choose to buy other brands other than the aforementioned.

Table 4.20 Cross Table of Gender with Price Affordability for a New Mobile Phone

		Male		Female	
		Frequency	Percent	Frequency	Percent
What price range can you afford to buy for a new mobile phone?	Below 5,000 baht	28	59.60%	19	40.40%
	5,000-10,000 baht	43	56.60%	33	43.40%
	10,001 – 15,000 baht	24	53.30%	21	46.70%
	15,001-20,000 up	40	72.70%	15	27.30%
Total		135	60.50%	88	39.50%

Table 4.20 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok who are male (43) can afford 5,000-10,000 baht for new mobile phone and female (33) can afford 5,000-10,000 baht for new mobile phone.

Chinese undergraduate students who can afford below 5,000 baht for new mobile phone totalled a number of males (59.6%) more than females (40.4%), and for students who can afford 5,000-10,000 baht for new mobile phone, the number of males (56.6%) are more than females (43.4%). Fifty-three point three percent (53.3%) males and 46.7% females responded they can afford new mobile phones with the price range of 10,001–15,000 baht, while 72.7% males and 27.3% females can afford the price range of 15,0001-20,000 baht up for a new mobile phone.

Table 4.21 Cross Table of Gender with Mobile Phone Purchasing Place

		Male		Female	
		Frequency	Percent	Frequency	Percent
Where do you buy mobile from?	Brand owner shop	36	60.00%	24	40.00%
	AIS shop	18	56.30%	14	43.80%
	Dtac shop	24	58.50%	17	41.50%
	True shop	9	60.00%	6	40.00%
	Retail shops	43	63.20%	25	36.80%
	Online shop	5	71.40%	2	28.60%
	Total	135	60.50%	88	39.50%

Table 4.21 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok who are male (43) and female (25) buy mobile phones from retail shops.

Chinese undergraduate students who buy mobile phones from brand owner shop shows 60.0% are males more than females with 40.0%, while those who wants to buy in AIS shop shows 56.3% are males more than 43.8% females. At Dtac shop, there are 58.5% for both males and females that prefer there, while at True shop, the number of males (60.0%) are more than females (40.0%). Chinese students who buy mobile from retail shops tallied a number of male (63.2%) which is more than the female (36.8%) , while the other 71.4% males and 28.6% females prefer to buy from the online shops.

Table 4.22 Cross Table of Gender with Reasons to Purchase New Mobile Phone

		Male		Female	
		Frequency	Percent	Frequency	Percent
Why do you buy new mobile phone?	Sale promotion	23	63.90%	13	36.10%
	Old one is out-of-date	66	57.40%	49	42.60%
	Break down	25	58.10%	18	41.90%
	Need to use some applications	21	72.40%	8	27.60%
	Total	135	60.50%	88	39.50%

Table 4.22 shows that:

Most Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok replied reason of buying a new phone is because old one is out-of-date with 66 are males and 49 are females.

Chinese undergraduate students who buy new phone because of sale promotion, the number of male (63.9%) is more than female (36.1%), and to buy new phone because of old one is out-of-date, the number of male (57.4%) is more than female (42.6%). Others replied due to breakdown where 58.1% are males and 41.9% are females. Lastly, 72.4% males and 27.6% females reasoned it's because they need to use for some phone applications.

Table 4.23 Cross Table of Gender with Key Problems of Mobile Phones in the Market

		Male		Female	
		Frequency	Percent	Frequency	Percent
What is the most key problem of mobile phone in the market?	Heavy weight	21	56.80%	16	43.20%
	Short battery lifespan	26	60.50%	17	39.50%
	Expensive price	42	61.80%	26	38.20%
	After service	38	60.30%	25	39.70%
	Function and accessory	8	66.70%	4	33.30%
Total		135	60.50%	88	39.50%

Table 4.23 shows that:

Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok who are male (42) and female (26) think the same way that the most key problem of mobile phone in the market is expensive price.

Chinese undergraduate students who think the most key problem of mobile phone in the market is heavy weight, the number of male (56.8%) are more than female (43.2%), and those who think that the most key problem of mobile phone in the market is short battery lifespan, the number of males are 60.5% more than females which is at 39.5%. While 61.8% males and 38.2% females think that the expensive price is the key problem, and the other 60.3% of males and 39.7% of females think it's the after sales service is the most key problem in the mobile phone market. The remaining 66.7% males and 33.3% females think it's the mobile phone function and accessory.

4.3 Mean and Standard Deviation

Table 4.24 The Summary of Mean and Standard Deviation (Cont.)

	Mean	Std. Deviation
Product		
1. Appearance such as color, body and functions meet your requirement	3.74	0.932
2. Product has high quality and good effect	3.65	0.906
3. Has after service, return or change goods and warranty	3.68	0.998
4. Brand is famous and has nice image	3.72	0.915
5. Has special application support sharing new experience with friends and social connection	3.32	1.303
Price		
1. Is reasonable for quality	3.75	0.921
2. Pay less when buying contract package for 1 year	3.74	1.012
3. Is cheaper than buying in China market	3.72	0.978
4. Lower price and can pay installment at 0% for 10 months through bank credit card	3.75	0.926
5. Willing to pay expensive when you see and like it	3.33	0.934
Place		
1. Has a lot of brand and product choices	3.73	0.892
2. Service provider is trustworthy and honest	3.55	1.020
3. Has one stop service of change sim card, package, transfer network provider	3.71	0.976
4. There are many branches of service shops	3.98	1.031
5. Free delivery and checking service for maintenance	3.80	0.925

Table 4.24 (Cont.) The Summary of Mean and Standard Deviation

	Mean	Std. Deviation
Promotion		
1. There are special discounts in various festivals	3.78	1.106
2. Use advertising media to promote product	3.59	1.010
3. Has gift voucher or cash back, free accessories such as selfie stick, ear phone	3.93	0.915
4. There is campaign for loyal customer to buy new one with special price	3.60	0.971
5. Free travel sim card package for foreigner who buy mobile phone in Thailand	3.66	0.971
Buying Experience		
1. Service quality of selling smartphone in Thailand is better than in China	3.80	0.882
2. I feel comfortable and trustful to buy smart phone in Thailand	3.66	0.953
3. The process of buying smart phone in Thailand is simple, quick and convenient	3.67	0.845
4. I am impressed by helps of customer service officer	3.75	0.931
5. Get the correct information and good advices from shop officers	3.61	0.889
Customers' Intention		
The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high	3.76	0.915

Table 4.24 shows that the Factor of Product that tallied the highest mean (3.74) is that of “Appearance such as color, body and functions meet your requirement”, and the lowest mean (3.32) is that of “Has special application support sharing new experience with friends and social connection”. On the other hand, the highest standard deviation (1.303) is that of “Has special application support sharing new

experience with friends and social connection”, and with the lowest standard deviation (0.906) is that of “Product has high quality and good effect” among total 5 elements.

The table also shows for the Price Factor wherein the highest mean (3.75) is for “The price is reasonable for quality, lower price and can pay installment at 0% for 10 months through bank credit card”, and the lowest mean (3.33) is for “Willing to pay expensive when you see and like it”. On the other hand, the highest standard deviation (1.012) belongs to “Pay less when buy contract package for 1 year”, and the lowest standard deviation (0.921) is to “The price is reasonable for quality” among total 5 elements.

For the Place Factor, the highest mean (3.98) gathered is of “There are many branches of service shops”, and the lowest mean (3.55) is of “Service provider is trustworthy and honest”. On the other hand, the highest standard deviation (1.031) gathered is of “There are many branches of service shops”, with lowest standard deviation (0.892) is of “Has a lot of brand and product choices” among total 5 elements.

For the Promotion Factor, the highest mean (3.93) goes to “Has gift voucher or cash back, free accessories such as selfie stick, ear phone”, and the lowest mean (3.59) goes to “Use of advertising media to promote the product”. On the contrary, the highest standard deviation (1.010) is for “Use of advertising media to promote product”, while the lowest standard deviation (0.915) is for “Has gift voucher or cash back, free accessories such as selfie stick, ear phone” among total 5 elements.

For the Buying Experience Factor, it shows that the highest mean (3.80) is because of “Service quality of selling smartphone in Thailand is better than in China”, and lowest mean (3.61) is because of “Get the correct information and good advices from shop officers”. On the other hand, the highest standard deviation (0.953) is for “I feel comfortable and trustful to buy smart phone in Thailand”, and the lowest standard deviation (0.845) of “The process of buying smart phone in Thailand is simple, quick and convenient” among total 5 elements.

The factor of customers’ intention got a mean of 3.76 and standard deviation of 0.915 for “The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high”.

4.4 Hypothesis test

Five hypotheses are assumed in this study, and that the researcher used correlation analysis to test every hypothesis of relationship between two variables.

Table 4.25 Result of Factor Analysis on Factor Variables (Cont.)

No.	Factor	Kmo and Bartlett's Test
1	Product	.788
	Product Factor Component	
	1. Appearance such as color, body and functions meet your requirement	.886
	2. Product has high quality and good effect	.712
	3. Has after service, return or change goods and warranty	.717
	4. Brand is famous and has nice image	.748
	5. Has special application support sharing new experience with friends and social connection.	.876
2	Price	.658
	Price Factor Component	
	1. The price is reasonable for quality	.735
	2. Pay less when buying contract package for 1 year	.755
	3. The price is cheaper than selling in China market	.599
	4. Lower price and can pay installment at 0% for 10 months through bank credit card	.497
	5. Willing to pay expensive when you see and like it	.702

Table 4.25 (Cont.) Result of Factor Analysis on Factor Variables

No.	Factor	Kmo and Bartlett's Test
3	Place	.830
	Place Factor Component	
	1. Has one stop service of change sim card, package, transfer network provider	.877
	2. There are many branches of service shops.	.827
	3. Free delivery and checking service for maintenance	.788
4	Promotion	.837
	Promotion Factor Component	
	1. There are special discounts in various festivals.	.833
	3. Has gift voucher or cash back, free accessories such as selfie stick, earphones	.884
	4. There is campaign for loyal customer to buy new one with special price	.779
	5. Free travel sim card package for foreigner who buys mobile phone in Thailand	.852
5	Buying Experience	.578
	Buying Experience Factor Component	
	1. Service quality of selling smartphone in Thailand is better than in China	.741
	2. I feel comfortable and trustful to buy smart phone in Thailand	.658
	3. The process of buying smart phone in Thailand is simple, quick and convenient	.337
	4. I am impressed by helps from customer service officer.	.713
	5. Get the correct information and good advices from shop officers	.440

From Table 4.25 it measures the validation of Product, Price, Place, Promotion, and Buying Experience factors. The reliability of the above factor components is acceptable because the Cronbach's alpha is over 0.60. According to the use of standardized variables, Cronbach's alpha 0.60 is considered within the cut-off value to be acceptable.

Table 4.26 Analysis of Correlation between Independent Variables and Dependent Variables using Pearson's Correlation Coefficient of Product, Price, Place, Promotion, Buying Experience Influencing Chinese Undergraduate Students' Offline Purchase Intention Towards Smart Phone in Bangkok

Correlation						
	Product	Price	Place	Promotion	Buying Experience	Purchase Intention
Product	1	.909**	.708**	.799**	.847**	.738**
Price	.909**	1	.760**	.788**	.905**	.299
Place	.708**	.760**	1	.657**	.694**	.430
Promotion	.799**	.788**	.657**	1	.716**	.321**
Buying Experience	.847**	.905**	.694**	.716**	1	.611
Purchase intention	.738**	.430	.430	.321**	.611	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.26 shows that the Product factors have very strong relationship with Price (0.909 level of correlation) and Buying Experience (0.847 level of correlation), and also have strong relationship with Place (0.708 level of correlation), Promotion (0.799 level of correlation) and Purchase Intention (0.738 level of correlation). Price factors also have very strong relationship with Product (0.909 level of correlation) and Buying Experience (0.905 level of correlation), and with Place (0.760 level of correlation),

Promotion (0.788 level of correlation). Price factors only do not have any relationship with Purchase Intention. Moreover, Promotion factors have strong relationship with Product (0.799 level of correlation), Price (0.788 level of correlation), Place (0.657 level of correlation) and Buying Experience (0.716 level of correlation), and only have weak relationship with Purchase Intention (0.321 level of correlation). Buying Experience factors have very strong relationship with Product (0.847 level of correlation), Price (0.905 level of correlation), Place (0.694 level of correlation) and Promotion (0.716 level of correlation). Buying Experience Factors only do not have relationship with Purchase Intention. Lastly, Purchase intention factors have strong relationship with Product (0.738 level of correlation) and have weak relationship with Promotion (0.321 level of correlation), and do not have relationship with Price, Place, and Buying Experience.

Table 4.27 Model Summary for Multiple Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.770 ^a	0.593	0.584	0.595	2.016
a. Predictors: (Constant), Buying Experience, Place, Promotion, Product, Price					
b. Dependent Variable: The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high.					

Table 4.27 shows that the R value represents the simple correlation ($R = 0.770$), which indicated a high degree of correlation. The R^2 value indicates how much of the total variation in the dependent variable of Purchase intention could be explained by the independent variables of Product, Price, Place, Promotion, and Buying Experience. Specifically, 59.3% could be explained, which was at the medium level.

Table 4.28 Analysis of Variance Using ANOVA of Product, Price, Place, Promotion, Buying Experience Influencing Chinese Undergraduate Students' Offline Purchase Intention Towards Smart Phone in Bangkok

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	112.046	5	22.409	63.254	.000 ^b
Residual	76.878	217	0.354		
Total	188.924	222			
a. Dependent Variable: The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high.					
b. Predictors: (Constant), Product, Price, Place, Promotion, Buying Experience					

From Table 4.28 ANOVA analysis confirms that independent variables consisting of Product, Price, Place, Promotion, and Buying Experience have influence on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok due to Sig. of the equation equal 0.000 at 0.01 significant level. ANOVA test ($F = 63.254$, $Sig = .000$) indicates there are significant differences between Product, Price, Place, Promotion, Buying Experience and Purchase Intention for smart phone in Thailand.

Table 4.29 Multiple Regression Analysis of Product, Price, Place, Promotion, Buying Experience Influencing Chinese Undergraduate Students' Offline Purchase Intention Towards Smart Phone in Bangkok

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.758	0.041		92.442	0.000
Product	.285	0.104	0.310	2.741	0.007
Price	.153	0.132	0.110	0.771	0.441
Place	-.047	0.063	-0.032	-0.460	0.646
Promotion	.406	0.071	0.399	5.217	0.000
Buying Experience	-.067	0.097	0.011	0.108	0.914

a. Dependent Variable: The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high.

Data from table 4.29 are used to test aforementioned hypotheses. These 5 Hypotheses can be explained from the Multiple Regression Analysis. Independent variables can be predicted that Product (sig=0.007) and Promotion (sig 0.000) influence significantly on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok. On the other hand, Price (sig = .441), Place (sig = .646) and Buying Experience (sig=0.914) cannot predicted significantly that these have influenced on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok.

These following variables' influence on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok can be explained using the following equation:

Y (Chinese undergraduate students' offline purchase intention) = 3.758 + 0.285 (Product) + 0.406 (Promotion)

From this equation:

If Product increases by 1 point and other factors remain the same, Chinese undergraduate students' offline purchase intention will increase by 0.285 point.

If Promotion increases by 1 point and other factors remain the same, Chinese undergraduate students' offline purchase intention will increase by 0.406 point.

Figure 4.1: Result of Multiple Regression Analysis from Scope of Research

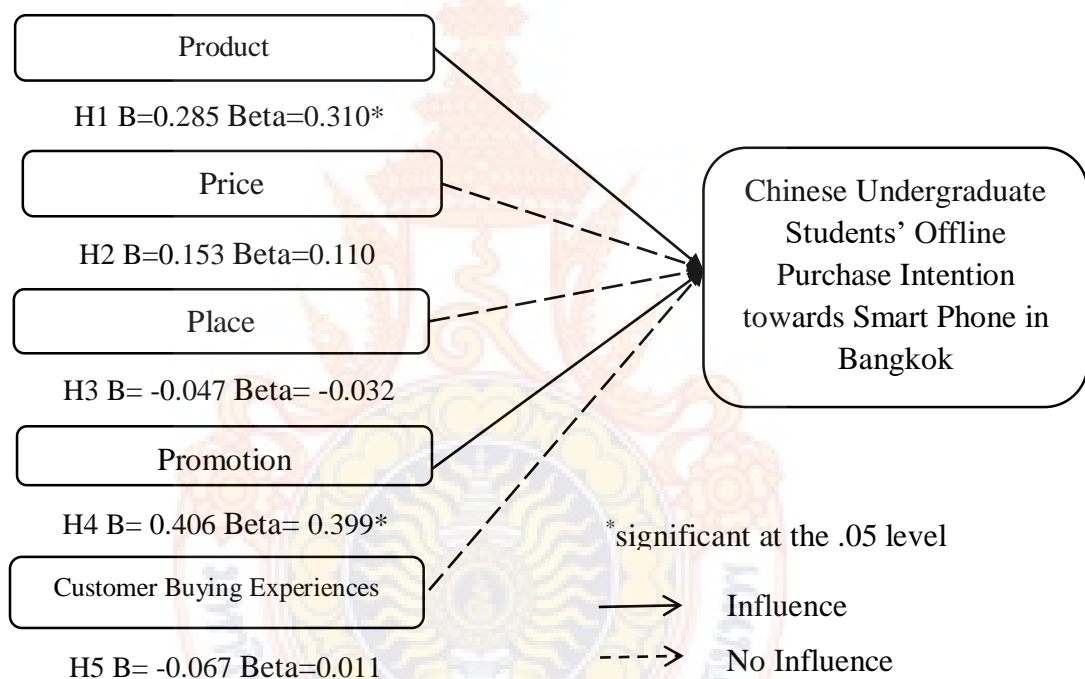


Figure 4.1 shows that Product and Promotion can influence on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The study focuses on several independent variables related to Product, Price, Place, Promotion, and Buying Experience influencing on Chinese undergraduate students' offline purchase intention towards smart phone in Bangkok by using a sample group 400 who are Chinese undergraduate students in Bangkok.

5.1 Conclusion

After extensively analysing the results and the data of the study in chapter four, the researcher therefore summarizes its conclusion as follows:

For Hypothesis testing:

Product factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok at 0.01 significant level. Chinese students in Thailand are attracted towards newer technology and will be able to shift from one smart phone to another if the latter contains better technological features. Smart phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product. Moreover, by determining which combination of these features match the current trends and consumer needs would be cost effective to the smart phone companies. In turn, product design is also very important in the success of the brand.

Price factors does significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok. Chinese students doesn't care much about the prices of smart phones, they put more value and focus on the latter's features. Thus, smartphone companies need not to use a low-price strategy to be able to strongly compete with the other market players.

Place factors also do not significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok. It implies that Chinese students don't care of the purchase channel, they will purchase the new smartphone when they go back to China in their holidays or semester break time, so they don't

think of buying convenience as a factor that impacts their smartphone buying behavior. Therefore, smartphone companies should educate or promote the information to Chinese students that buying smartphone in Thailand is actually the same in China, that will motivate these students to shift their behavior to purchase smart phone in Thailand.

Promotion factors significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok at 0.01 significant level. The Thai promotional strategies can attract Chinese students in Thailand through posters and other advertisements on social media, such as Facebook, Youtube and Instagram. Using famous celebrities as product endorsers of smart phones effectively attract Chinese students' intention. It is recommended that companies concentrate more on developing promotional program which can be done by launching more TV advertisements with famous celebrities that Chinese students are very familiar.

Buying experience factors do not significantly influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok. There are two different buying experiences either in China and/or in Thailand. However, Chinese students do not really care of the experience they're going to get when they buy smartphones. Besides, the suppliers of smartphone retail stores are from the international companies, thus, they have basically the same selling process standards towards customers both in China and Thailand. So the entire buying experiences between China and Thailand are similar, which doesn't impact on their buying decisions.

For demographic testing:

Majority of the respondents are female, ages between 23-25, with monthly income of between 10,001 to 15,000 THB, and who use mobile phone for photography and study at Krirk University in 2nd year. And they often buy new mobile phone once a year. The most chosen brand is Huawei, which are mostly bought in retail shops, and think that the most key problem of mobile phone in the market is expensive price.

Based on the above facts, the researcher recommends that smart phone sellers should concentrate the target customers especially to female buyers with its demographic descriptions mentioned above. These target customers think the most

key problem of mobile phone in the market is expensive price, so smartphone companies should make low pricing strategy to meet target customers' expectations. The smartphone manufactures should try to produce smartphone which falls under the price range. Perhaps with this, the company will launch a product into the marketplace in which the price is favorable to majority of the consumers in the market segment based on the survey conducted. And to meet male and female Chinese student's photography hobbies, smartphone companies should develop the camera features and upgrade the smartphone to suit these demands.

5.2 Discussion

The results of this study shows that factors of product and promotion significantly influence on Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok. This paper gets similar results with other studies, such as, Nushrat, S., Sarod, K., Saad, B. A. K. Chan, K. H. Teresa, S. (2017) found evidence that product feature has significant positive impacts on the smartphone purchasing decisions. And Isibor et al.,(2018) indicated that there was a significant relationship between promotion and smartphone purchase intention.

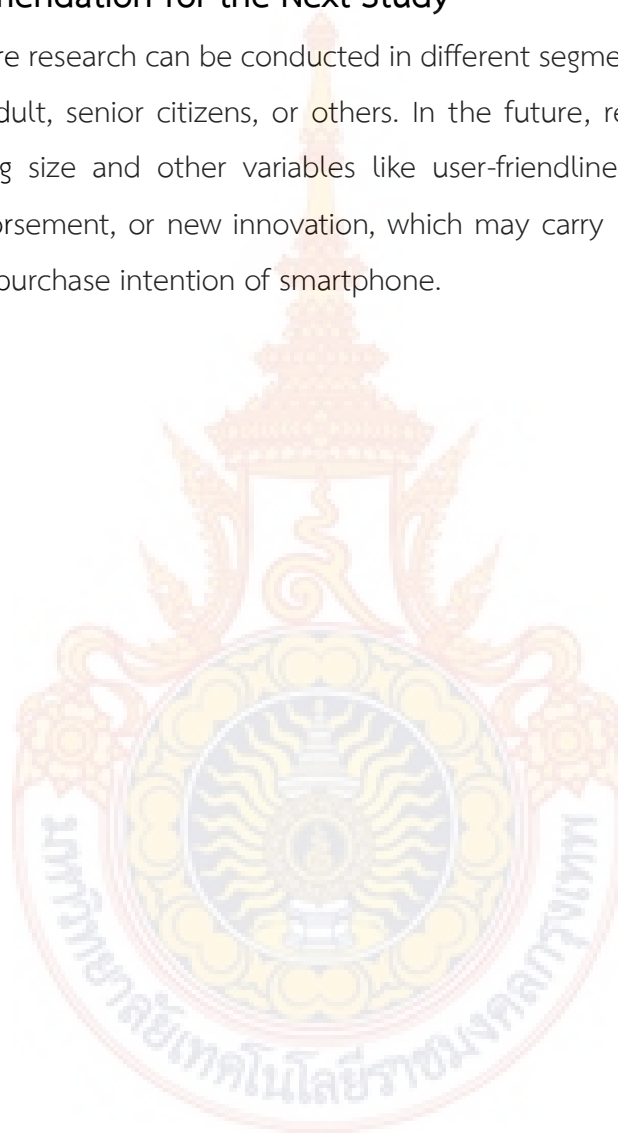
However, the marketing mix of price, place and buying experience do not influence Chinese undergraduate students' offline purchase intention towards smartphones in Bangkok, which is not the same with conclusions of previous studies. The researcher's conclusion is different in review of other literatures. The outcome of the study of Owusu (2013) was that price and place have influence on the consumer buying decision and that consumers consider both price and convenience in their buying situation. The reasons of the different results might be that Chinese students prefer more the product features of smartphones than the price, and normally Chinese students purchase the new smartphone when they go back to China during their holidays or semester break, so they don't think buying convenience is the factor to impact their smartphone buying behavior. Besides, the selling process standards towards customers both in China and Thailand are similar, which doesn't impact on their buying decisions.

5.3 Limitations

Although the objective of the research is achieved, research sample is limited in a geographical coverage that it only focuses in Bangkok and undergraduate students.

5.4 Recommendation for the Next Study

The future research can be conducted in different segment group such as young male, older adult, senior citizens, or others. In the future, research should include more sampling size and other variables like user-friendliness of the smartphone, celebrity endorsement, or new innovation, which may carry stronger relationship to influence the purchase intention of smartphone.



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APPENDICES



แบบรับรองการมีจรรยาบรรณในการทำการค้นคว้าอิสระ

เพื่อให้การทำการค้นคว้าอิสระของนักศึกษามหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ มีคุณภาพและมาตรฐานตามหลักวิชาการ มหาวิทยาลัยฯ ได้กำหนดให้นักศึกษาทุกคนปฏิบัติตามหลักจรรยาบรรณนักวิจัย 9 ข้อ ตามที่สภาวิจัยแห่งชาติกำหนด ซึ่งประกอบไปด้วย

จรรยาบรรณนักวิจัย 9 ข้อ ตามที่สภาวิจัยแห่งชาติกำหนด

1. นักวิจัยต้องซื่อสัตย์และมีคุณธรรมในทางวิชาการและการจัดการ นักวิจัยต้องมีความซื่อสัตย์ต่อตนเองไม่นำผลงานของผู้อื่นมาเป็นของตน ไม่ลอกเลียนงานของผู้อื่น ต้องให้เกียรติ และอ้างถึงบุคคลหรือแหล่งที่มาของข้อมูลที่มาใช้ในการวิจัย ต้องซื่อตรงต่อการแสวงหาทุนวิจัย และมีความเป็นธรรมเกี่ยวกับผลประโยชน์ที่ได้จากการวิจัย
2. นักวิจัยต้องตระหนักถึงพันธกรณีในการทำงานวิจัย ตามข้อตกลงที่ทำไว้กับหน่วยงานที่สนับสนุนการวิจัย และต่อหน่วยงานที่ตนสังกัด นักวิจัยต้องปฏิบัติตามพันธกรณีและข้อตกลงการวิจัยที่เกี่ยวข้องทุกฝ่ายยอมรับร่วมกัน อุทิศเวลาทำงานวิจัยให้ได้ผลดีที่สุด และเป็นไปตามกำหนดเวลา มีความรับผิดชอบไม่ละทิ้งงานระหว่างดำเนินการ
3. นักวิจัยต้องมีพื้นฐานความรู้ในสาขาวิชาการที่ทำวิจัย นักวิจัยต้องมีพื้นฐานความรู้ในสาขาวิชาการที่ทำวิจัยอย่างเพียงพอ และมีความรู้ความชำนาญ หรือมีประสบการณ์เกี่ยวเนื่องกับเรื่องที่ทำวิจัย เพื่อนำไปสู่งานวิจัยที่มีคุณภาพ และเพื่อป้องกันปัญหาการวิเคราะห์ การตีความ หรือการสรุปที่ผิดพลาด อันอาจก่อให้เกิดความเสียหายต่องานวิจัย
4. นักวิจัยต้องมีความรับผิดชอบต่อสิ่งที่ศึกษาวิจัย ไม่ว่าจะเป็นสิ่งที่มีชีวิตหรือไม่มีชีวิต นักวิจัยต้องดำเนินการด้วยความรอบคอบระมัดระวัง และเที่ยงตรงในการทำวิจัยที่เกี่ยวข้องกับคน สัตว์ พืช ศิลปวัฒนธรรม ทรัพยากร และสิ่งแวดล้อม มีจิตสำนึกและมีปณิธานที่จะอนุรักษ์ศิลปวัฒนธรรม ทรัพยากรและสิ่งแวดล้อม
5. นักวิจัยต้องเคารพศักดิ์ศรี และสิทธิของมนุษย์ที่ใช้เป็นตัวอย่างในการวิจัยนักวิจัย ต้องไม่คำนึงถึงผลประโยชน์ทางวิชาการจนละเลยและขาดความเคารพในศักดิ์ศรีของเพื่อนมนุษย์ ต้องถือเป็นภาระหน้าที่ที่จะอธิบายจุดมุ่งหมายของการวิจัยแก่บุคคลที่เป็นกลุ่มตัวอย่าง โดยไม่หลอกลวงหรือบีบบังคับ และไม่ละเมิดสิทธิส่วนบุคคล
6. นักวิจัยต้องมีอิสระทางความคิด โดยปราศจากอคติในทุกขั้นตอนของการทำวิจัย นักวิจัยต้องมีอิสระทางความคิด ต้องตระหนักว่า อคติส่วนตน หรือความลำเอียงทางวิชาการ อาจส่งผลให้มีการบิดเบือนข้อมูลและข้อค้นพบทางวิชาการ อันเป็นเหตุให้เกิดผลเสียหายต่องานวิจัย
7. นักวิจัยพึงนำผลงานวิจัยไปใช้ประโยชน์ในทางที่ชอบ นักวิจัยพึงเผยแพร่ผลงานวิจัยเพื่อประโยชน์ทางวิชาการและสังคม ไม่ขยายผลข้อค้นพบจนเกินความเป็นจริง และไม่ใช้ผลงานวิจัยไปในทางมิชอบ

8. นักวิจัยพึงมีความรับผิดชอบต่อสังคมทุกระดับ นักวิจัยพึงมีจิตสำนึกที่จะอุทิศกำลังสติปัญญาในการทำวิจัย เพื่อความก้าวหน้าทางวิชาการ เพื่อความเจริญและประโยชน์สุขของสังคมและมวลมนุษยชาติ

9. นักวิจัยพึงมีความรับผิดชอบต่อสังคมทุกระดับ นักวิจัยพึงมีจิตสำนึกที่จะอุทิศกำลังสติปัญญาในการทำวิจัย เพื่อความก้าวหน้าทางวิชาการ เพื่อความเจริญและประโยชน์สุขของสังคมและมวลมนุษยชาติ

ข้าพเจ้า Mr.Xiaoxing Cuil นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต รหัสนักศึกษา 59805141002-8 ซึ่งเป็นผู้ทำการค้นคว้าอิสระ เรื่อง “Factors affecting offline purchasing intention towards smart phones: a cases study of Chinese undergraduate students in Bangkok.” ได้ทราบและปฏิบัติตามหลักจริยธรรมและจรรยาบรรณที่กำหนดไว้ทุกประการ ข้าพเจ้าทราบดีว่าการให้ข้อความอันเป็นเท็จและการละเมิดหลักจริยธรรมและจรรยาบรรณนักวิจัย อาจนำมาสู่การพ้นสภาพการเป็นนักศึกษา หรือถูกเพิกถอนปริญญา

.....
Mr.Xiaoxing Cuil

ผู้ทำการค้นคว้าอิสระ

วันที่ เดือน พ.ศ.

Questionnaire

Part I Consumer behavior choice

1. Have you ever bought mobile phone in Thailand?

- ☐ Yes ☐ Never

Part II Demographic Information

1. Gender

- ☐ Male ☐ Female

2. Age

- ☐ 17- 20 ☐ 21-22 ☐ 23-25 ☐ 26-30

3. Monthly Income

- ☐ Lower than 10,000THB ☐ 10,001 to 15,000 THB
☐ 15,001 to 25,000 THB ☐ More than 25,000 THB

4. What's your usual purpose of using mobile phone?

- ☐ Studying ☐ Social media
☐ Photography ☐ Game
☐ Banking ☐ Shopping
☐ Searching ☐ Watching program
☐ Others _____

5. What university are you studying at?

- ☐ Bangkok University ☐ Chulalongkorn University
☐ Krirk University ☐ Mahidol University
☐ Dhurakij Pundit University ☐ Assumption University
☐ University of the Thai Chamber of Commerce
☐ UTK ☐ Huachiew Chalermprakiet
☐ Kasem Pundit University ☐ Rangsit University
☐ Other

6. What year are you studying in ?

☐ 1st year ☐ 2nd year ☐ 3rd year

☐ 4th year ☐ Upper 4th year

7. How often do you buy new mobile phone?

☐ less than a month ☐ once a few months

☐ once a half year ☐ once a year

☐ over one year

8. Which brand do you choose to buy the most?

☐ Iphone ☐ Sumsung ☐ Huawei

☐ Vivo ☐ Redmi ☐ Others

9. What is the price range of the mobile phone you can afford to buy?

☐ below 5,000 Baht ☐ 5,000-10,000 Baht

☐ 10,001 – 15,000 Baht ☐ 15,0001-20,000 up

10. Where do you usually buy mobile phone?

☐ Brand owner shop ☐ AIS shop ☐ Dtac shop

☐ True shop ☐ Retail shops ☐ Online shop

11. Why do you buy new mobile phone?

☐ Sales promotion ☐ Old one is out-of-date

☐ Break down ☐ Need to use some applications

12. What is the most key problem of mobile phones in the market?

☐ Heavy weight ☐ Short battery lifespan

☐ Expensive price ☐ After service

☐ Function and accessory

Part III. Measuring Independent Variables

Please answer the following questions by marking “√” in the space provided below and do kindly answer truthfully and complete all questions.

1 (Strongly Disagree) 2 (Slightly Disagree) 3 (Neutral)

4 (Slightly Agree) 5 (Strongly Agree)

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Product					
1. Appearance such as color, body and functions meet your requirement	1	2	3	4	5
2. Product has high quality and good effect	1	2	3	4	5
3. Has after service, return or change goods and warranty	1	2	3	4	5
4. Brand is famous and has nice image	1	2	3	4	5
5. Has special application support sharing new experience with friends and social connection.	1	2	3	4	5
Price					
1. The price is reasonable for quality	1	2	3	4	5
2. Pay less when buying contract package for 1 year.	1	2	3	4	5
3. The price is cheaper than buying in China market.	1	2	3	4	5
4. Lower price and can pay installment at 0% for 10 months through bank credit card	1	2	3	4	5
5. Willing to pay expensive when you see and like it	1	2	3	4	5

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Place					
1. Has a lot of brand and product choices	1	2	3	4	5
2. Service provider is trustworthy and honest.	1	2	3	4	5
3. Has one stop service of change sim card, package, transfer network provider	1	2	3	4	5
4. There are many branches of service shops.	1	2	3	4	5
5. Free delivery and checking service for maintenance	1	2	3	4	5
Promotion					
1. There are special discounts in various festivals.	1	2	3	4	5
2. Use advertising media to promote product	1	2	3	4	5
3. Has gift voucher or cash back, free accessories such as selfie stick, ear phones	1	2	3	4	5
4. There is campaign for loyal customer to buy new one with special price.	1	2	3	4	5
5. Free travel sim card package for foreigner who buys mobile phone in Thailand	1	2	3	4	5
Customer Buying Experience					

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
1. Service quality of selling smartphone in Thailand is better than in China.	1	2	3	4	5
2. I feel comfortable and trustful to buy smart phone in Thailand.	1	2	3	4	5
3. The process of buying smart phone in Thailand is simple, quick and convenient.	1	2	3	4	5
4. I am impressed by the help from customer service officers.	1	2	3	4	5
5. Get the correct information and good advices from shop officers	1	2	3	4	5

13. The possibility that I will intend to buy mobile phone at shops in Thailand in the future is high.

☐ Yes ☐ No

***** Thank you very much *****

问卷调查

第一部分消费行为选择

1 你在泰国买过手机吗?

☐ 曾经 ☐ 从未

第二部分人口信息

1 性别

☐ 男 ☐ 女

2 年龄

☐ 17-20 ☐ 21-22 ☐ 23-25 ☐ 26-30

3 月收入

☐ 低于 10000 泰铢 ☐ 10001 至 15000 泰铢 ☐ 15001 至 25000 泰铢
☐ 超过 25000 泰铢

4 你用手机的目的是什么?

☐ 学习 ☐ 社交媒体 ☐ 照片 ☐ 游戏 ☐ 银行 ☐ 购物 ☐ 搜索
☐ 观看节目 ☐ 其他_____

5 你在哪所大学读书?

☐ 曼谷大学 ☐ 朱拉隆功大学 ☐ Krirk 大学
☐ Mahidol 大学 ☐ Dhurakij Pundit 大学 ☐ Assumption 大学
☐ 泰国商会大学 ☐ UTK ☐ Huachiew Chalermprakiet
☐ Kasem Pundit 大学 ☐ Rangsit 大学 ☐ 其他

6 你在哪一年学习?

☐ 第一年 ☐ 第二年 ☐ 第三年 ☐ 第四年 ☐ 上四年

7 你多久买一次新手机?

☐ 一个月以下 ☐ 几个月一次 ☐ 半年一次 ☐ 一年一次 ☐ 一年以上

8 你最喜欢买哪个牌子的?

☐ Iphone ☐ 三星 ☐ 华为 ☐ Vivo ☐ 红米 ☐ 其他

9 你买得起新手机多少钱?

☐ 5000 泰铢以下 ☐ 5000-10000 泰铢 ☐ 10001-15000 泰铢
☐ 150001-20000 泰铢以上

10 你在哪里买手机?

☐ 品牌主店 ☐ AIS 店 ☐ Dtac 店 ☐ 真店 ☐ 零售店 ☐ 网店

11 你为什么要买新手机?

☐ 促销 ☐ 旧的过期了 ☐ 坏了 ☐ 需要使用一些应用程序

12 手机市场上最关键的问题是什么?

☐ 重量重 ☐ 电池时间短 ☐ 价格昂贵 ☐ 售后服务 ☐ 功能
及附件

第三部分测量自变量

请在以下空白处用“√”号回答下列问题，并请如实回答并完成所有问题。

1（强烈反对） 2（轻微反对） 3（中立）

4（稍微同意） 5（强烈同意）

	强烈反对	轻微反对	中立	稍微同意	强烈同意
产品					
1 外观如颜色和功能符合您的要求	1	2	3	4	5
2 产品质量高，效果好	1	2	3	4	5
3 有售后服务、退换货及保修	1	2	3	4	5
4 品牌知名度高，形象好	1	2	3	4	5
5 分享新的社交经验。	1	2	3	4	5
价格					
1 价格对质量来说是合理的	1	2	3	4	5
2 购买 1 年的合同包时支付较少。	1	2	3	4	5
3 这个价格比在中国市场上卖的便宜。	1	2	3	4	5
4 价格较低，可通过信用卡在银行 10 个月内分期付款	1	2	3	4	5
5 愿意付出昂贵的当你看到喜欢的手机	1	2	3	4	5
地点					
1 有很多品牌和产品选择	1	2	3	4	5
2 服务商诚实守信。	1	2	3	4	5
3 提供换 sim 卡、套餐、转网商一站式服务	1	2	3	4	5
4 手机商店有许多分店。	1	2	3	4	5
5 免费送货和维修检查服务	1	2	3	4	5
促销					
1 各种节日都有特别折扣。	1	2	3	4	5
2 利用广告媒体推销产品	1	2	3	4	5
3 有礼品券或现金返还，免费配件	1	2	3	4	5
4 忠诚顾客购买新手机有特价。	1	2	3	4	5
5 为在泰国购买手机的外国人提供免费旅游 sim 卡套餐	1	2	3	4	5
客户购买体验					

	强烈反对	轻微反对	中立	稍微同意	强烈同意
1 泰国销售智能手机的服务质量优于中国。	1	2	3	4	5
2 我觉得在泰国买智能手机很舒服，也很有信心。	1	2	3	4	5
3 在泰国购买智能手机的过程简单、快捷、方便。	1	2	3	4	5
4 我对客服人员的帮助印象深刻。	1	2	3	4	5
5 从店员那里得到正确的信息和好的建议	1	2	3	4	5

13 我将来打算在泰国的商店买手机的可能性很大。

☐是 ☐否

***** 非常感谢 *****



LETTER OF CONFIRMATION

This is to confirm that I have reviewed and proofread the Research Study **Mr. Xiaoxiong Cui** entitled, **"FACTORS AFFECTING OFFLINE PURCHASING INTENTION TOWARDS SMART PHONES: A CASE STUDY OF CHINESE UNDERGRADUATE STUDENTS IN BANGKOK"**. Independent study in partial fulfillment of the requirements for the Master's Degree of Faculty of Business Administration Rajamangala University of Technology Krungthep.

The document was edited for proper English language, grammar, punctuation, spelling, and overall style academically. The editor endeavoured to ensure that the researcher's intended meaning was not altered during the review.

Kind Regards,


Mrs. English
International College UTK

has

