

# Marketing Mix Factors in Deciding to Purchase and Install CCTV Cameras in Mueang District, Chiang Rai Province

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**Abstract**—Marketing mix factors in deciding to purchase and install CCTV cameras in Mueang District, Chiang Rai Province. The objective to study the marketing mix factors for purchasing and installing CCTV cameras in Mueang District, Chiang Rai Province Decision to purchase and install CCTV cameras in Mueang District Chiang Rai Province Compare the decision to purchase and install CCTV cameras in Mueang District, Chiang Rai Province Classified according to personal information and marketing mix factors affecting the decision to purchase and install CCTV cameras in Mueang District, Chiang Rai Province Using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using t-tests, F-tests (One-Way ANOVA) and Multiple Regression Analysis.

Suggestions from the study results Entrepreneurs should procure good quality CCTV cameras. The characteristics and features of the CCTV cameras durable. There various models. Set the price of CCTV cameras to be appropriate for the quality. There is a storefront for selling CCTV cameras to build credibility. There channels for consumers to easily contact and interesting promotional activities are organized. Train service staff to have knowledge about products and be able to answer customer inquiries correctly and clearly. Organize a professional service system Decorate the environment inside the store beautifully. Install security system equipment as an example.

**Keywords**— Marketing Mix Factors, Decision Making, CCTV.

## I. INTRODUCTION

Nowadays, it is the era of globalization Technology advancement has developed rapidly due to the development of the internet and computers. Including the development of production in the capitalist system, resulting in the application of technology to create speed, economy and the ability to apply technology. variously and reduce the number of people working in various jobs, such as using machines or technology to assist in providing services ( Ashford, & Hall,2011)

The such as cleaning robots Automatic food serving machine which technology will be applied in every process Both in terms of production, service, and security as well, because the technology is currently produced is producing products from factories. ( Elkman, & Saenz, 2023) As a result, costs are cheaper and consumers have access to various technologies at affordable prices and Which technology in terms of security

used to be expensive in the past, such as CCTV cameras or security systems. When wireless technology is involved and developed Make products even cheaper. Make consumers more interested and have more desire to consume. ( Damjanovski, 2013)

As for security tools, sales have also increased following the continuous unrest. A popular security system is the closed-circuit television system (CCTV System). Its purpose is monitor for potential disasters. The system can display images of events at that time and can record images of past events. This makes system administrator aware of the date, time, and location of the event. This is the reason why the importance of security systems has increased. All operators, both large and small, compete in terms of price. Make it easier for customers to access And in addition to price competition There is also more emphasis on clarity efficiency. ( Matchett, 2002)

CCTV cameras can meet the needs of users in a variety of purposes, whether it be monitoring Secure or supervise and watch over businesses, shops, warehouses, factories. But there is still another group of consumers who use cameras. Closed circuit to look after and care for family members whether they are Elderly, The behaviour of employees in the workplace can also be monitored because CCTV cameras act as watchmen. Take care of wide viewing and various perspectives. View the situation for us 24 hours a day and also have a video recorder (DVR) to record the events that occur for viewing later. Today's consumers want to have Closed-circuit television cameras in your possession to be used for various different purposes. Choosing to buy a closed-circuit television camera yourself is another thing that must be carefully considered from various factors. The researcher has brought in the 7Ps marketing mix to help in choosing to buy more closed-circuit television cameras. which consists of 1. Products (Product), 2. Prices (Prices), 3. Distribution channels (Place), 4. Marketing promotion (Promotion), 5. Personnel (People), 6. Physical characteristics (Physical Evidence ), 7. Process ( Rafiq, M., & Ahmed, 1995)

And nowadays, CCTV camera systems are available from many brands such as Panasonic, Bosch, Fujiko, Samsung, Kenpro, Dahua, A Vtech, Watashi, LG, Hikvision and LOG, etc. Each brand has a different price. Varies according to Various features Including distributors that install in various areas. There are many and some companies even have free installation fees. This makes it easier for consumers to choose to purchase a CCTV camera system. To be used as an aid in taking care of your own safety. family members as well as various assets

The purpose of the CCTV system is For the

benefit of monitoring any misfortunes that may occur, the system can display images of events at that time and can also record images of events. You can browse past events. The system administrator can be informed of the date, time, and location of the event. This is the reason why the importance of security systems has increased. All operators, both large and small, compete with each other. In terms of price Make it easier for customers to access And in addition to price competition There is also more emphasis on clarity efficiency. Navco Tech Company Limited has been established since 2013, conducting business related to CCTV system Key card systems, anti-theft systems, parking barrier systems and parking control systems and security systems. We also provide services in designing various systems to suit the needs of customers due to the experience of the service center founders. Has worked extensively in the CCTV industry. and security systems come first Get to know and have close contact with service users and see problems in use. and service needs ( Doyle, Lippert, R., & Lyon, 2013)

From the above information, the researcher is interested in studying the marketing mix factors in deciding to purchase and install CCTV cameras in Mueang District, Chiang Rai Province. In order to use the results from the study as guidelines for developing and increasing the sales of CCTV cameras in Mueang Chiang Rai District.

## II. OBJECTIVES OF THE STUDY

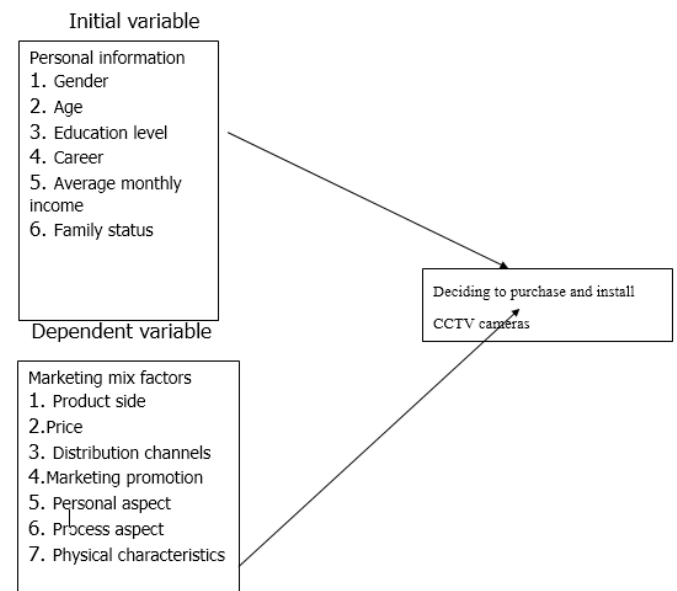
To study the purchasing decision factors of the marketing mix in purchasing and installing CCTV cameras in Mueang District. Chiang Rai Province.

## III. LITERATURE REVIEW

Kotler, P. (2016) Marketing Mix refers to variables or marketing tools that can be controlled. Companies often use them together to meet the preferences and needs of their target customers. Originally, the marketing mix had only 4 variables (4Ps): Product, Price, Place or Product Distribution Channel (Place), Marketing Promotion (Promotion). Later, variables were thought of. Three more variables were added: People, Physical Evidence, and Process to be consistent with important concepts in modern marketing. Especially with service businesses. Therefore, they can be collectively called the 7Ps of the marketing mix:

### Conceptual framework

From the above study, the researcher relied on the theory of service quality and the theory of satisfaction, summarizing and integrating them into a conceptual framework for the study of improving the quality of bus service of the Bangkok Mass Transit Authority, District 2, as follows:



## Research Methodology

A study of marketing mix factors in deciding to purchase and install CCTV cameras. In Mueang District, Chiang Rai Province The objective is to study the marketing mix factors for purchasing and installing CCTV cameras. Deciding to purchase and install CCTV cameras Compare the decision to buy and install CCTV cameras. Classify personal information and marketing mix factors that influence the decision to purchase and install CCTV cameras. Information from the study can be used as a guideline for improving the distribution and installation of CCTV cameras. To meet the needs of consumers The methods for the study were determined as follows:

### This study has two types of data sources:

Primary data (Primary Data) is information obtained from questionnaires in data collection. From consumers in Mueang District, Chiang Rai Province who purchase and use CCTV installation services. By allowing service users to answer the questions. Secondary Data (Secondary Data) is information obtained from textbooks. Study report and related documents and internet population and sample used in the study The population used in the study were people living in Mueang Chiang Rai District. Select a sample of 400 people. Calculate the sample size without knowing the exact population of ( Cochran,1954) at the 95% confidence level as follows.

$$n = P(1-P)(Z^2)/(e^2)$$

$$n = (.50)(1-.50)(1.962)^2/ (.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

### Research results

A study of marketing mix factors in deciding to purchase and install CCTV cameras in Mueang District, Chiang Rai Province. The sample group studied is the population living in the Mueang District, Chiang Rai Province. A total of 400 sets of questionnaires were used as data collection tools and 400 sets were returned, accounting for 100 percent. Results of the study

Divided into 4 parts as follows:

Analysis of marketing mix factors influencing decision-making and installation of CCTV cameras in Mueang

District. Chiang Rai Province

Marketing Mix	B	Std. Error	Beta	t	Sig.	Test
)Constant)	.316	.185		1.713	.087	no
Product	.343	.068	.275	5.013	.000*	yes
Price	.034	.053	.333	.636	.525	no
Distribution channel	.157	.046	.169	3.440	.001*	yes
Marketing promotion	-.024	.051	-.028	-.465	.642	no
Person side	.124	.055	.136	2.267	.024*	yes
Process side	.150	.062	.169	2.429	.016*	yes
Physical characteristics	.124	.050	.132	2.467	.014*	yes

\* Statistically significant at the .05 level (2-tailed).

From compare the marketing mix factors influencing the decision and installation of CCTV cameras in Mueang District. Chiang Rai Province It was found that the marketing mix factors: people (Sig = 0.024), process (Sig = 0.016), physical characteristics (Sig = 0.014), distribution channels (Sig = 0.001), and products (Sig = 0.000) were influential. Continue Deciding to use CCTV installation service in Mueang District Chiang Rai Province at the statistical significance level of .05, respectively.

### Summary of results, discussion of results, and recommendations

A study of marketing mix factors in deciding to purchase and install CCTV cameras in Mueang District, Chiang Rai Province. The objective is to study the marketing mix factors for purchasing and installing CCTV cameras in Mueang District. Chiang Rai Province Using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using t-tests, F-tests (One-Way ANOVA) and Multiple Regression Analysis from the analysis results. The information can be summarized as follows.

#### Suggestions from the study

The researcher has suggestions obtained from the study to be beneficial to entrepreneurs as follows:

Product side Entrepreneurs should procure good quality CCTV cameras. The characteristics and features of the CCTV cameras are durable. There are a variety of models for customers to choose from for sale. Choose a model that has an easy-to-use, no-hassle process.

Price: Entrepreneurs should set the price of CCTV cameras to be appropriate to the quality. There are many price levels to choose from. Cost of installing CCTV cameras Accessory price Maintenance, repair and service costs are inexpensive.

Distribution channels Entrepreneurs should have a storefront for selling CCTV cameras to build credibility. There are

channels that consumers can easily contact, including telephone calls and websites for information inquiries. View product details and order Can be ordered in store and online.

Marketing promotion Entrepreneurs should organize interesting promotional activities, such as providing free installation services at no cost. presence of advertising Publicize the benefits of installing CCTV cameras through various media in order to be known. There is a spare machine service available for use while waiting for equipment repair or replacement.

Personnel aspect: Entrepreneurs should recruit and train employees to serve customers with good manners. Be friendly and not discriminate Has good knowledge about products and can answer customer questions clearly and accurately.

Process aspect Entrepreneurs should organize appointments for the CCTV installation date and time at the customer's convenience. Professional services are provided efficiently and quickly with modern tools and equipment.

Physical characteristics Entrepreneurs should decorate the environment within the store beautifully, cleanly, and modernly. Install security system equipment to show the operation of each model of CCTV camera. Arrange product samples Refer to the trust of customers who come to use our services by showing pictures of past work.

#### Suggestions for next study

In the next study, behavior that affects the decision to purchase and install CCTV cameras should be studied.

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