

# Marketing Mix Factors That Influence the Decision to Purchase an Air Conditioner Mitsubishi Electric Brand

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**Abstract**—This study aims to study the marketing mix factors in purchasing Mitsubishi Electric air conditioners. Deciding to buy a Mitsubishi Electric air conditioner Compare the decision to buy Mitsubishi brand air conditioners. Electric is classified according to personal information and marketing mix factors that affect the decision to purchase Mitsubishi air conditioners. Electrical using 400 questionnaires It is a tool for collecting data and using statistics to analyze data such as percentages, averages, and hypothesis testing. One-Way ANOVA and Multiple Regression Analysis From the results of data analysis, the following conclusions can be drawn: There are promotional activities in various forms, such as discounts, exchanges, giveaways, during important festivals. A sufficient number of service employees are arranged and service is provided with care. Organize a system for customer service, both with advance appointments and without appointments, to be expeditious. Services are provided with accuracy in every step. Follow up after service To create an impression of using the service.

**Keywords**— Marketing Mix Factors, Decision Making, Mitsubishi Electric Brand Air Conditioners.

## I. INTRODUCTION

The air conditioner industry has developed continuously for a long time, from the beginning to production to replace imports. (Hundy, Trott, & Welch, 2008) Until it is mainly produced for export. Thailand is the second largest production base for air conditioners for export in the world, (Thanoothammanon,2001) after China. The main operators are leading manufacturing companies from foreign countries, including Japan, Korea, and the United States. All have large factory production bases in Thailand. (Phoochinda, & Kriyapak, 2021)

About 100% of production is for export. 90% of total air conditioner production by the nature of the air conditioner manufacturing industry According to information from the industry group Air conditioning and refrigeration Federation of Thai Industries (F.T.I.) found that The domestic air conditioner manufacturing industry consists of (1) air conditioners that follow Homes and office buildings (2) Car air conditioners (3) Compressors (4) Other components For air conditioner sales within the country, F.T.I. forecasts the overall market. Domestic air conditioners in 2017 are likely to grow by approximately 10 percent from a market value of 26,395

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million baht due to the increase in global temperatures. (Cooper, 1998)

Mitsubishi Electric Kang Yong Wattana Co., Ltd., from a small Thai distributor company with only a few employees. (Busser, 2013) Sells only a few types of electrical appliances. But with vision and sincere intention to conduct business. It keeps growing. Until the reputation of Mitsubishi Electric began to become more well known and in the year 1971, Mitsubishi Electric Corporation Company Japan has expressed his intentions Joint venture with Saha Kanyong Co., Ltd. for closer cooperation, Kanyong Wattana Co., Ltd. has been born ever since. which at present is Mitsubishi Electric Kang Yong Wattana Company Limited (MKY)

Distributor of electrical products under the Mitsubishi Electric trademark - Company history Mitsubishi air conditioners have outstanding features. In addition to being able to adjust the temperature conditions in the residence appropriately, it also helps in filtering dust particles in the air or being able to eliminate germs.

The air conditioner industry market is continuously expanding. There is a highly competitive situation and manufacturers are trying to produce products to meet the needs of a wide variety of consumers. Therefore, consumers must have criteria to consider in order to purchase products that are suitable for their own use and needs. (Partner, 2023)

The researcher is interested in studying the marketing mix factors that influence the decision to purchase Mitsubishi Electric air conditioners of Mitsubishi Electric Kang Yong Wattana Company Limited in order to use the information obtained. The study was used as a guideline for developing and improving the distribution of Mitsubishi air conditioners. Electric to continue to be in line with consumer needs. (Schabes, & Waters, 1993)

## II. OBJECTIVES OF THE STUDY

To study the marketing mix factors for purchasing Mitsubishi Electric air conditioners.

## III. LITERATURE REVIEW

A study of marketing mix factors that influence the decision to purchase air conditioners. Mitsubishi Electric brand. The researcher studied related documents, concepts, theories, and research. To be used to define the conceptual framework and guidelines for the study.

Fornell, Et al (1996).define marketing mix as a well-matched, unified mix of pricing. Promotion Products offered for sale and distribution system which has been designed to reach the

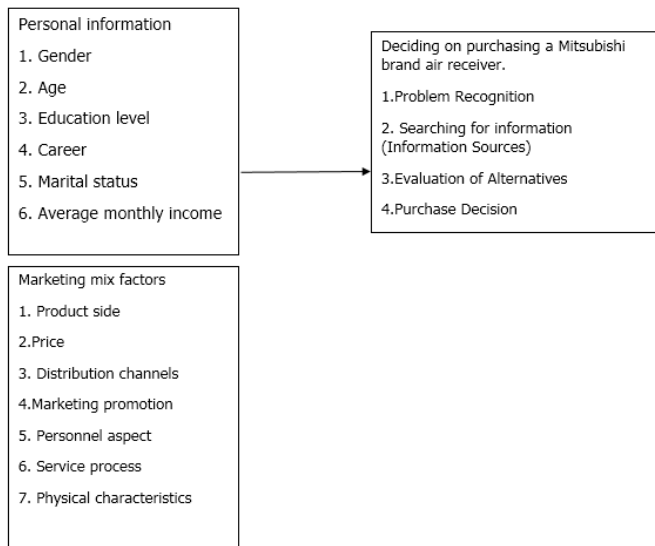
desired consumer group Fornell, Et.al 1996)

Dominici, G. (2009). stated that the marketing mix refers to Controllable variables or marketing tools Companies often use them together to meet the preferences and needs of their target customers.

Kotler (1997) stated that Marketing mix refers to the variables or marketing tools that a business uses in carrying out its marketing objectives, target groups to meet customer satisfaction. Traditionally, the marketing mix had only 4 variables (4Ps): Product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion) Later came up with 3 additional variables, namely personnel (People), physical characteristics (Physical Evidence) and service process (Process) to be consistent with important modern marketing concepts, especially In terms of service business, it can be called the marketing mix (The Marketing Mix 7Ps), with marketing tools divided into 7 groups:

### Conceptual framework

From the above research The study has relied on marketing mix theory and decision theory. Summarized and coordinated into a conceptual framework. In a study of marketing mix factors that influence the decision to purchase Mitsubishi air conditioners. Electrical items of consumers in Bang Kapi area are as follows:



### Research Methodology

In the study of marketing mix factors that influence the decision to purchase Mitsubishi air conditioners. Consumer electronics in Bang Kapi area The objective is to study to study the marketing mix factors in purchasing Mitsubishi Electric air conditioners. The decision to purchase Mitsubishi Electric air conditioners. Compare the decision to purchase Mitsubishi Electric air conditioners. Shi Electric is classified according to personal information and marketing mix factors that affect the decision to purchase Mitsubishi air conditioners. Electric in order to use the results of the study as a guideline for analysis. and plan marketing for selling air conditioners under the Mitsubishi Electric brand to meet the needs of consumers in the

future. The methods for the study were determined as follows:

### Population and sample used in the study

The population used in the study were people living in Bang Kapi District. A sample of 400 persons was selected for this study. Use W.G. Cochran's calculation of sample size without knowing the exact population at a confidence level of 95% as follows.

$$\begin{aligned} \text{Formula } n &= P(1-P)(Z^2)/(e^2) \\ \text{Substitute } n &= (.50)(1-.50)(1.962)^2/ (.052)^2 \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 400 cases.

### How to collect data

In order to make the study complete, there were methods for collecting data. As follows, information obtained from the collection of Studying and researching from various sources, including textbooks, documents, and other research results. Related information obtained from Answering questionnaires of the target group and receive it back yourself Conduct a completeness check To ensure that the questionnaire is complete and complete and can be used for further data analysis.

### Study results

Study of Marketing mix factors that influence the decision to purchase Mitsubishi Electric air conditioners of consumers in the Bang Kapi area. The sample group studied included those who purchased Mitsubishi Electric air conditioners living in the Bang Kapi area. A total of 400 questionnaires were used as a data collection tool and 400 questionnaires were returned, accounting for 100 percent of the questionnaires. The results of the study were divided into 4 parts as follows.

Marketing Mix	B	Std. Error	Beta	t	Sig.	Test
(Constant)	1.01	0.13		7.7	0.000	yes
ส่วนประสมทางการตลาด	9	1		85	**	
1. Product	0.13	0.03	0.1	3.4	0.001	yes
2. Price	0.05	0.03	0.0	1.7	0.077	no
3. Distribution channel	0.10	0.03	0.1	3.0	0.002	yes
4. Marketing promotion	0.07	0.02	0.1	2.8	0.005	yes
5. Personnel	0.11	0.03	0.1	3.6	0.000	yes
6. Service process	0.14	0.03	0.1	4.1	0.000	yes
5. Physical characteristics	0.12	0.03	0.1	3.3	0.001	yes
	2	6	51	46	**	

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

Comparing the marketing mix factors in the use of air conditioners that influence the decision to purchase air conditioners, it was found that the marketing mix factors in the use of air conditioners Product aspect (Sig. = 0.001), distribution channel aspect (Sig. = 0.002), marketing promotion aspect (Sig. = 0.005), personnel aspect (Sig. = 0.000), service process aspect (Sig. = 0.000) and Physical characteristics (Sig. = 0.001) influence the decision to purchase an air conditioner with statistical significance at the .05 level.

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

A study of marketing mix factors influencing the decision to purchase Mitsubishi Electric air conditioners of consumers in the Bang Kapi area. The objective is to study the marketing mix factors in the purchase of Mitsubishi Electric air conditioners, the decision to purchase Mitsubishi Electric air conditioners, and compare the decision to purchase Mitsubishi Electric air conditioners. Electric is classified according to personal information and marketing mix factors that affect the decision to purchase Mitsubishi air conditioners. Electric using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, one-way ANOVA and multiple regression analysis. The results of the data analysis can be summarized as follows.

#### Suggestions from the study

The researcher has suggestions obtained from the study for the benefit of Mitsubishi Company. Electric has been improved to create incentives for customers to decide to purchase Mitsubishi Electric air conditioners as follows:

Product side Mitsubishi Company Electricity should be given importance With the design of the machine to be suitable,

energy saving, number 5, 3 stars, has complete safety equipment and has anti-fouling substances attached to the machine. A variety of functions in the air conditioner and the appropriate lifespan of air conditioners

Price: Mitsubishi Company Electrics should set clear prices for each model. The price rate is not very high compared to other brands. Worth the efficiency received Set various payment channels including cash, installments and credit cards.

Distribution channel Mitsubishi Company Electric should pay attention to location. of companies that are easy to find and convenient to access There is enough parking. There are enough places to support it. Set appropriate days and times for providing services. Increase distribution channels through online

Marketing promotion Mitsubishi Company Electricity should be given importance With advertising through various types of media such as the internet, online media, there are promotional activities in various forms such as discounts, exchanges, giveaways, and giveaways during important festivals.

Personnel, Mitsubishi Company Electric should give importance to arranging a sufficient number of service employees and providing service with care. Knowledgeable staff Understanding, experience and expertise in performing tasks Wear a face mask and face shield throughout the service time. To create confidence for service users

Process aspect of Mitsubishi Company Electric should give importance to organizing customer service, both with advance appointments and without appointments, to be fast. Services are provided with accuracy in every step. Follow up after service To create an impression of using the service

Physical characteristics Mitsubishi Company Electric should give importance to creating a relaxing environment in the service area. There is appropriate lighting and temperature as

well as other amenities. Arrange service areas in proportion and have signs indicating service points. There is a security system that builds confidence among service users.

### **Suggestions for next study**

In the next study, it should be studied using interviews in order to gain insights into improving the sales of air conditioners that are efficient and effective according to the company's goals

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