

# The Decision Buy Shoes of Consumers Second Hand Online in Bangkok

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**Abstract**—The objective of this study on the decision to buy used shoes online is 1) to study the marketing mix factors for buying used shoes online 2) to study the decision to buy used shoes online 3) to compare Make a decision to buy second-hand shoes online classified by personal information 4) To study the marketing mix factors that influence the decision to buy used shoes online. The sample of 400 people was selected using questionnaires as a study tool. The collected data were analyzed using percentage statistics and t-test meanings. ANOVA was analyzed using F-test, (One-way ANOVA) and Multiple Regression Analysis.

The results of the study showed that Most of the respondents were male, aged 20-29 years with a bachelor's degree. Occupation of private company employee Average monthly income between 15,001-20,000 Baht There are two important factors for marketing mix in making a shoe purchase decision. Aging personal data hypothesis test results Education level The average income per month Different factors affect the decision to buy used shoes. No different Different personalities, gender, and occupation influence the decision to buy used shoes differently. Product marketing mix factors, price, process and physical aspects Influence your decision to buy used shoes online. With statistical significance at the .05 level.

As a suggestion from the studies, operators should pay more attention to providing quality second-hand shoes There are many sizes to choose from. Organize the products into categories, convenient to choose and buy in online media that meet the target customers who prefer to use. Provide a clear price with a variety of payment methods. Organize promotional activities that encourage continuous purchase of shoes. And arrange employees with knowledge and ability to communicate and respond to information quickly There is also a delivery system where buyers can check the status of the product.

**Keywords**— decision consumer shoes

## I. INTRODUCTION

From the past to the present,(Mahamud,et.al,2021) the communication of human information has changed over time. ( Vincent C. Conzola & Michael S. Wogalter, 2001)By the important things that cause various changes technology and today. ( Gwanhoo Lee & Weidong Xia (2005) Technology has become a necessity and daily life of human beings. ( Cutler, C.,1984) There are many different methods of technology used by humans to communicate with each other. One of them is social media, which is one of the channels through which humans communicate information with each other in every way,

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leading to a new kind of business: social commerce, known or E-Commerce, ( Rogers, Everett M.1986) which is a business channel that allows operators to reach customers more quickly. By using the Internet as a medium Which the electronic commerce business It has begun to gain more and more interest in Thailand over the past several years. Due to the advancement of technology in communication It gives people the opportunity to access various products and services. On the Internet Whether it is a channel Facebook Line Instagram ( Belanche, D., Cenjor, I. and Pérez-Rueda, 2019) or other merchant websites Therefore, today's entrepreneurs need to know how to use social media to benefit their business. By using it as a tool to generate more sales If used correctly, it will become a channel that can grow your business. Many entrepreneurs are now expanding their businesses from having only an offline storefront to an online storefront. While most young business owners will have a dedicated storefront online only. Because this online channel does not require as high investment as an offline storefront. And can also be opened for sale 24 hours a day as well

Based on the aforementioned information, the study is interested in studying the factors affecting the decision to buy used shoes online. To take the results as a way to improve the distribution of second-hand shoes online in accordance with customer needs.

## II. OBJECTIVES OF THE STUDY

1. To study the factors of marketing mix in deciding to buy used shoes online.

Hypothesis

2. Different personalities have different decisions about buying second-hand shoes online.

3. Marketing mix factors influence your decision to buy used shoes online.

### A. *Theories of marketing mix for service businesses*

( Phillip Kotler,1999 has addressed three key areas of service business: Managing Competitive Differentiation. The product differs from its competitors. It is difficult to make a distinct difference in service. In the sense of the customer Quality Development Providing superior service than any competitor Can do is Service Quality One of the important things to differentiate the service business is to maintain a service level that is superior to competitors. It offers the quality of service that the customer expects. Various information about the service quality that the customer needs can be gained from past

experience. From word of mouth, etc., marketers must do research to know what customers want (What), when they want (When) and where they want (Where) in the desired form (How) by marketers need. Do research In order to know the criteria for purchasing services of customers. Generally, no matter what kind of business, customers use the following criteria when it comes to quality of service, so differentiated services are: ( MCDANIEL, C.; GATES, 2003)

In addition, Philip Kotler (Philip Kotler. 1999), the world's leading marketing expert. In addition, the concept of the service marketing mix for the service business (Service Marketing Mix) is a concept related to the service business, which is a business that is different from general consumer products. It is necessary to use 7 Marketing Mixes or 7P's to define a marketing strategy which consists of

1. Product (Product) is something that can meet human needs and needs, namely What the seller has to offer the customer and the customer will receive the benefits and value of that product. Generally Products are divided into 2 categories: Tangible Products and Intangible Products.( Shostack, G.1977).

2. Price (Price) refers to the product value in monetary form. Customers will compare between the value (Value) of the service with the price (Price) of that service. If the value is higher than the price, the customer decides to purchase, so the pricing of the service should be clearly suitable for the service level. And easy to classify different service levels ( Pelin Pekgün, Paul M. Griffin & Pinar Keskinocak (2008)

3. Distribution channel (Place) is an activity that relates to the environment and environment in offering services to customers. This affects the customer's perception of the value and benefits of the services they offer. Which has to be considered in terms of location (Location) and channels of service offering (Channels) ( Kale,& McIntyre, 1991)

4. Marketing promotion (Promotion) is an important tool in communicating with service users. With the objective of informing or persuading attitudes and behaviors Service use and is the key to rapport marketing. ( Eleonora Dubicki, 2007)

5. Personnel or employees (Employee), which relies on selection, training, motivation in order to be able to satisfy customers different from competitors. Relationship between service personnel and service users of the organization. Have an attitude that can respond to users. Take initiative Have the ability to troubleshoot problems Able to create values for the organization ( Julian, & Ramaseshan, 1994)

6. Process (Process) is an activity related to methodology and operations in the service area. Offered to users in order to provide accurate and fast service And make the user impress ( Piercy, 1987)

7. Physical appearance and presentation (Physical Evidence / Environment and Presentation) is to show the physical characteristics and present it to the customer as concrete. By trying to build on the overall quality Both physical characteristics and service models to create value for customers. Whether it is a clean and neat dress Negotiations must be gentle. And fast service Or other benefits that customers should receive

( Kotler(2000)

The above seven marketing mixes are essential to formulating any business marketing strategy. There is no fixed formula for each compounding to be tailored to suit different business and industrial environments.

In a nutshell, marketing mixes refer to the concepts related to the service business. This requires the use of 7 Marketing Mix or 7P's in setting marketing strategies. In this research, it refers to the marketing stimulus provided by entrepreneurs to influence the decision-making process of buying second-hand shoes online in Bangkok. Which consists of 7P's, including products, price, distribution channels Promotion, marketing, personnel, processes, and physical aspects and presentation.

### B. Mobile Application Concept

Mobile Application is made up of two words, Mobile and Application, which means the following: Mobile is a portable communication device. And works like a computer Used to act in communication Exchange of information. Application refers to software used to help the user (User). Application must have something called. User Interface (UI) as an intermediary for various applications. Mobile Application is an application development for mobile devices such as Mobile phone Or tablet by the program will help meet the needs of consumers. Make it easier and more convenient to use. Today's mobile phones or smartphones have many operating systems developed. But the operating systems that consumers prefer are iOS and Android, which has resulted in a lot of writing or developing applications on smartphones, for example games, maps, chat programs, and many businesses have begun to develop Mobile Applications. To add more channels to communicate with customers, which Mobile Application is suitable for businesses and organizations. In reaching the new generation Including expanding the service through mobile phones That can be done more easily. Convenient anytime, anywhere. Examples of business groups and organizations that have made an application. The following are mobile applications for real estate. Used to collect customer information Subscription-Sale of House, Land or Condo (Mobile Application for Real Estate)

(Mobile Application for Tourism- (Mobile Application for Restaurant) (Mobile Application for Retail or Wholesale) (Mobile Application for Education) (Learning Management System Mobile Application for Healthcare) (Mobile Application forLogistics, Mobile Application for Government) ( Hoehle, H., & Venkatesh, V. (2015)

### (Technology Acceptance Model : TAM)

### III. RESEARCH METHODOLOGY

Education for Deciding to Buy Used Shoes Online The objective of this study was to study the factors of marketing mix in deciding to buy used shoes online Deciding to Buy Used Shoes Online Compare your decision to buy used shoes online classified by personal information. And marketing mix factors that influence the decision to buy used shoes online. The method of study was set as follows

*A. Study Population and Samples*

Study population Is a user who has ever bought used shoes online 400 samples were selected. This study uses the simple size calculation without knowing the exact population of W.G Cochran at 95% confidence level as follows:

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

n = sample size  
 P = the probability of the number of samples to be sampled from the entire population.  
 e = sampling tolerance  
 z = the confidence level set by the researcher  
 (At a confidence level of 95% z equals 1.96)  
 Substitute  $n = \frac{(.50)(1-.50)(1.962)}{(.052)}$   
 $n = \frac{(.5)(.5)(3.8416)}{.0025}$   
 $n = .9604 / .0025$   
 $n = 384.16$

In the calculations, a sample of 385 people was obtained. The information is not complete. The study then used a sample of 400 cases.

*B. Method of data collection*

In order for the study to be complete, data collection methods are as follows:

1. Information collected from Study and research from various sources including textbooks, documents and other relevant research findings.

2. Information obtained from Audience Questionnaires And self-recovery Carry out a clean check To ensure that the questionnaire is complete And can be used for further data analysis

*C. Processing and analysis*

To process the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and mean (Mean) Microsoft Excel program, a package for creating pie charts and bar charts (Bar Chart) with explanations. results And the results from the chart are presented for analysis according to the nature of the variables from the questionnaire.

The results of the data analysis were analyzed by using statistics comparing factors of marketing mix that influence the decision to buy second-hand shoes online. Shop for used shoes online

Marketing mix	B	Std. Error	Beta	t	Sig.	Test
(Constant)	2.708	.159		17.002	.000	yes
1.product	.042	.021	.089	2.033	.043*	yes
2.Price	.053	.019	.120	2.745	.006*	yes
3.chanal of distribution	-.012	.019	-.027	-.602	.547	no
4.Promotion	-.023	.018	-.058	-1.329	.185	no
5.Personal	.008	.021	.017	.392	.695	no
6.Process	.040	.020	.086	1.967	.050*	yes
7. Physical	.246	.023	.475	10.870	.000*	yes

\*\* Has statistical significance at the

Compare the factors of marketing mix influencing your decision to buy used shoes online. Found that the marketing mix factor Product aspect, price aspect, distribution channel Process and physical aspects Has no influence on your decision to buy used shoes online. With statistical significance at the .05 level.

*D. Summary*

Education for Deciding to Buy Used Shoes Online Objective To study the factors of marketing mix in deciding to buy used shoes online. Compare your decision to buy used shoes online classified by personal information. And marketing mix factors that influence the decision to buy used shoes online. The 400 questionnaires were used to collect data and used statistics for data analysis, namely percentage, mean, t-test, hypothesis test, (One-Way ANOVA) and Multiple Regression Analysis. As follows

Information on Marketing Mix Factors in Deciding to Buy Used Shoes Online According to the study of the importance of marketing mix factors affecting the decision to buy second-hand shoes online, it was found that:

1. The process, the price, the product, the personnel, the nature of the picture and the presentation And distribution channels Overall, the marketing mix factor is at a very important level. With details as follows

2. Process aspects Is at a very important level The details of importance are as follows: It is at a very important level, 4 items consisting of notification of product numbers. With fast delivery Easy ordering process There is product insurance. Get replacement products

3. In terms of price, the results of the study were at a very important level. With details of importance as follows: It is in a very important level of 4 items, consisting of multiple prices to

choose from. Payment method is convenient and secure. New products are introduced. Cheaper than the storefront respectively

4. Product aspect The results of the study are at a very important level. With details of importance as follows: It is in a very important level of 4 items consisting of a large selection of sizes Quality compared to the storefront There are many brands to choose from. There are many grades to choose from.

5. Personnel, the results of the study are at a very important level. The details of the importance are as follows: It is in the very important level of 3 items, consisting of quick response in media response, customer service 24 hours, close relatives, close friends, tell me about the purchase.

6. Physical characteristics and presentation The results of the study are at a very important level. The details of importance are as follows: at a very important level, 4 media items are easily accessible It is offered through live. Size and color images are clearly told. There is a picture taken from the real thing for sale.

7. Distribution channels The results of the study are at a very important level. The details of importance are as follows: It is at a very important level, 4 items, consisting of online channels through many media such as facebook, IG, can come to receive products or buy through the store. You can order and reserve through the shop's website. There are phone trading.

#### IV. INFORMATION ON DECIDING TO BUY USED SHOES ONLINE

1. The study of information on the level of importance of the decision to buy second-hand shoes online found that the perceived problem. Evaluation of options in making purchasing decisions Information Search Behavior after purchase Purchase Decisions in the overall picture of the decision-making process is of great importance. With details as follows

2. The awareness of the problem. The results of the study are at a very important level. The details of the importance are as follows, in a very important level, 3 items, consisting of need to check prices that are more economical than hand 1, looking for colors that cannot be found through one hand. Want to add a line to yourself

3. Evaluation of options for purchasing decisions The results of the study are at a very important level. The details of importance are as follows: It is at a very important level, 3 items consisting of price comparison with other stores. Compare products in many ways Distribution channel comparison

4. Information search The results of the study are at a very important level. The details of importance are as follows: It is at a very important level, 4 items consisting of setting up an online group, discussing, searching. Recommended for second-hand shoe lovers Through online media such as facebook, IG, cheaper than the storefront

5. Behavior after purchase The results of the study are at a very important level. The important details are as follows: It is at a very important level, 3 items consisting of product satisfaction. Have an impression on the seller There is a demand for repeat purchases.

6. The purchasing decision was at a very important level, 4

items consisted of parents, close relatives, helping decision-making. There is an admin responsible for answering the details, colors, sizes as needed. People close to recommend the page to live, sell products. Personal preference

#### V. COMPARE YOUR DECISION TO BUY USED SHOES ONLINE CLASSIFIED BY PERSONAL INFORMATION

##### A. Hypothesis test results

Hypothesis 1: Personal information is gender, age, education level. Average monthly income and occupation There are different decisions about buying secondhand shoes online. The study found that Age personal information Education level The average income per month Different factors influence your decision to buy used shoes online. No different The study found that Different personalities, gender and occupations influence different decisions about buying second-hand shoes online. Marketing Mix Factors That Influence Decision to Buy Used Shoes Online

Hypothesis 2: Marketing mix influences your decision to buy used shoes online. The study found that Product marketing mix factor, process price, and physical aspects influence your decision to buy used shoes online. And marketing mix factors in marketing promotion Personnel, distribution channels and the process side did not influence the decision to buy and buy used shoes online.

#### VI. SUGGESTIONS FROM STUDIES

Product aspect Used shoe dealers should offer a wide variety of footwear types, quality and price. Businesses selling second-hand shoes should have a clear announcement of the price of each product and the payment method. There must be a variety of banks. Distribution channels Used shoe dealers should choose a variety of media to present their shoes. Each medium classifies shoes into categories. Easy to choose from Marketing Promotion Used shoe merchants should hold promotional events in ways that encourage ongoing purchases, such as collecting coupons for the next pair of shoes at a special price. Etc. Personnel. Operators selling second-hand shoes should choose a service provider who is knowledgeable and able to provide accurate and fast information in order to impress their customers in the process. Operators who sell second-hand shoes should set up a system for fast delivery. Choose to use a system that allows buyers to easily track delivery status. Physical appearance and presentation Businesses selling second-hand shoes should pay more attention to presenting images of their products that are clear, beautiful, and available. And choose media that are easy to access, not complicated Communication is convenient. Suggestions for further research should study online shopping satisfaction.

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