

PRODUCT AND SERVICE PURCHASING BEHAVIORS OF SHOPEE APPLICATION'S OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The purposes of this research were to 1) Study the purchasing behavior of students through the shopping application's of Udon Thani Education Center students 2) Study the opinions towards the marketing mix factors of the shopping application of Udon Thani Education Center students. The questionnaire was used as a research tool. The subjects in the study were 260 Udon Thani Education Center, Suan Sunandha Rajabhat University students. The sample were selected using quota sampling. Data were collected using a questionnaire. Data were statistically analyzed using frequencies, percentages, and standard deviation.

The results showed that consumer's buying behavior, products and services Most interested in fashion products, clothes, bags, shoes. Make a purchase as soon as you know that discounts are available at different times. Reasons to buy the product has a good price, not too expensive and reasonable price. It is popular to use the service via mobile phone. The reputation of the Application affects the purchase of products the most. The decision to buy products has to compare the prices of products from many stores before making a purchase decision and pay by bank transfer. The level of marketing mix factors Consumers gave importance to the overall image at a high level. Consumer marketing promotion is of the utmost importance. Products, prices and distribution channels are of high importance to consumers.

Keywords: Purchasing Behaviors, Application, Marketing Mix Factors

INTRODUCTION

1. Introduction

Shopee Application is an electronic commerce application for online trading of goods and services that people can download and use easily and conveniently. Consumers can easily and conveniently compare the prices of the same product from different stores. And able to order products from distributors or official dealers. As for the payment of the Shopee Application, consumers can place an order and pay. Payment via money transfer system instant credit card or order by payment Cash on delivery Because nowadays, the transportation business comes to support the e-commerce business. For example, transportation by Thailand Post, Kerry Express, DHL, etc., which can be paid in a variety of channels. Whether paying by credit card or cash on delivery.

Although Shopee Application is a good marketing tool. group can be accessed Lead customers directly with low cost. But there are also limitations because it is a channel that can

Fast person-to-person communication in a networked manner If the message or information conveyed as negative information will affect the business In addition, most consumers are indecisive about buying products over the Internet. especially safety in ordering products and services, product quality and personal information services, various financial transactions As a result, consumers are not confident in purchasing products and services. But if consumers can recognize that there is an arrangement dealing with various risks May help consumers gain confidence and ultimately decide to buy products through the Shopee Application.

Udon Thani Education Center, Suan Sunandha Rajabhat University There are a total of 679 undergraduate students. (Information from the Office of Student Registration Administration Suan Sunandha Rajabhat University Udon Thani Education Center, 2022) students are a group who prefer to use the internet in their daily lives in response to new technologies. It is always popular to use. Shopping applications are steadily rising for that reason. Therefore, the researcher is interested in studying Product and Service Purchasing Behaviors of Shopee Application's of Udon Thani Education Center, Suan Sunandha Rajabhat University. To benefit the trading of goods and services through the Shopee Application for those who are interested in using it as a guideline for developing and improving strategic planning guidelines. Use it as a guideline for further business development.

1.1 Research objectives

- 1) Study the purchasing behavior of students through the shopping application of Udon Thani Education Center students
- 2) Study the opinions towards the marketing mix factors of the shopping application of Udon Thani Education Center students

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

This study is Survey Research

2.2 Population and samples

The population in this study was Students of Udon Thani Education Center, Suan Sunandha Rajabhat University. 679 people By using the Taro Yamane formula, the expectation of 95 percent was obtained. A sample of 260 people was randomly selected by the purposive sampling method.

2.3 Instrumentation

- Questionnaire Product and Service Purchasing Behaviors of Shopee Application's of Udon Thani Education Center, Suan Sunandha Rajabhat University Divided into 3 parts as follows: Part 1 Personal characteristics of the respondents Part 2 Questions about marketing mix factors Part 3 Questions about buying goods and services through Shopee Application

2.4 Testing quality of research instrument

at least 3 experts for review Evaluate the consistency of the questionnaire and the research objectives. IOC (Index of Item-Objective Congruence) conducted the revised questionnaire. Test (Try-out) with 30 samples. Reliability analysis got a score of 0.960.

2.4.1 Content validity

to study the theory of concepts and relevant research in order to determine the scope of the research and create a questionnaire that covers the research objectives. The drafted questionnaire can be tested for content validity.

RESULTS AND FINDINGS

3. Results and Findings

3.1 General information

Most of the respondents were female, 136 people (equivalent to 52.30%). Majors, the age group that uses Shopee Application the most is 18-21 year olds, 183 people (70.40 %). Accommodation is living in a dormitory of 129 people (49.60 %). Most of the income is 5,001-9,000 baht, 135 people (51.90 %).

3.2 Results

Results of opinions' level towards the marketing mix factor were shown in table 1-5.

Table 1: Analysis of overall marketing mix factors

Marketing Mix	\bar{x}	S.D.	Opinions' level	Ranking
1. Product	4.45	0.55	High	4
2. Price	4.49	0.55	High	3
3. Place	4.50	0.53	High	2
4. Promotion	4.52	0.56	Extremely high	1
Total	4.48	0.54	High	-

As shown in table 1, it was found that the customers had the marketing mix at a high level. When analyzing revenue, it was found that customers gave the highest priority to marketing promotion. followed by highest distribution channel price and product.

Table 2: Analyze about product marketing mix factors

Marketing Mix	\bar{x}	S.D.	Opinions' level	Ranking
1. There are many types of products to choose from	4.59	0.63	Extremely high	1
2. Complete information	4.44	0.71	High	3
3. Attractive product presentation	4.46	0.72	High	2
4. Can contact the store directly when wanting to change the product	4.42	0.77	High	4
Total	4.45	0.55	High	-

As shown in table 2, it was found that the customers had the product marketing mix at a high level. When analyzing revenue, it was found that customers valued having the most types of products to choose from, followed by attractive product presentations. receive complete information and can contact the store directly when wanting to change the product.

Table 3: Analyze about the price marketing mix.

Marketing Mix	\bar{x}	S.D.	Opinions' level	Ranking
1. There are many products to choose from	4.48	0.69	High	2
2. The product has a reasonable price	4.52	0.69	Extremely high	1
3. Attractive prices are offered	4.46	0.68	High	3
Total	4.49	0.55	High	-

As shown in table 3, it was found that the customers had the marketing mix of price at a high level. When analyzing revenue, it was found that customers valued not having many products to choose from, with many prices, followed by products with reasonable prices and attractive price offerings.

Table 4: Analyze about the marketing mix of distribution channels.

Marketing Mix	\bar{x}	S.D.	Opinions' level	Ranking
1. Easy steps	4.45	0.55	High	5
2. Easy access to Shopee Application	4.49	0.55	High	4
3. Easy to find the store or product you want	4.50	0.53	High	3
4. Convenient payment methods	4.55	0.56	Extremely high	1
5. Received the product in good condition without damage	4.52	0.56	Extremely high	2
Total	4.49	0.55	High	-

As shown in table 4, it was found that the customers had the marketing mix of distribution channels at a high level. When analyzing revenue, Convenient payment methods, Easy to find the store or product you want, Easy access to Shopee Application and Easy steps.

Table 5: Analyze about the marketing mix of marketing promotion

Marketing Mix	\bar{x}	S.D.	Opinions' level	Ranking
1. Promotion Application Shopee	4.50	0.67	Extremely high	3
2. Buy products without shipping charges	4.54	0.73	Extremely high	1
3. Discount promotion every end of the month	4.51	0.69	Extremely high	2
Total	4.52	0.56	High	-

As shown in table 5, it was found that the customers had the marketing mix of marketing promotion at a high level. When analyzing revenue, Buy products without shipping charges, Discount promotion every end of the month and Promotion Application Shopee.

CONCLUSION

4. Conclusion

4.1 Purchasing behavior of students through the shopping application

Purchasing behavior of students through the shopping application These are fashion products, clothing, bags and shoes. The best time to buy a product is as soon as Know that discounts are offered at different times. The reason for buying the product the most is buy the product for the reason that The product has a good price, not too expensive and the product price is at a level that users are satisfied with. Purchase channels is buy products from the Shopee

Application on mobile phone. Those who contributed to the purchase is reputation of Shopee Application. using decisions from comparing the prices of many products before making a purchase decision. and payment application usersShopee mainly pays via bank transfer.

4.2 The opinions' level on the marketing mix

The results of the study on the level on the marketing mix From the research, it was found The most important thing is marketing promotion, followed by highest distribution channel price and product.

DISCUSSION

5. Discussion

5.1 The results of study on purchasing behavior of students through the shopping application it was found that buying behavior Shopee Application users are most interested in fashion products, clothes, bags, shoes. Because there are many types of clothing types that are sold in the Shopee Application for customers. This is correspondent with the research of Surachai Srinarong, Apawan Petchang and Saranupong Saipadi (2016) study purchasing behaviors of goods and services via the Internet of undergraduate students faculty of applied sciences king mongkut's university of tecnology north bangkok. It was found that The products and services that customers order via the Internet the most are clothing.

The moment when making a purchase decision it was found that Customers make purchase decisions at different times. Because each person's free time from studying or working is different. which is the time when customers decide to buy the most Buy as soon as you know that the Shopee Application offers discounts at various times. This is consistent with the concept of Chatchai Loiwuttikrai (1984) said Factors Influencing the purchase decision process comes from external stimuli, that is, expressions of behavior, which as a result of the decision Consumers make decisions on issues such as the products to buy. purchased goods place of purchase Opportunity and time to buy and quantity purchased.

Reason for purchase it was found that the products have a good price, not too expensive, and the product quality is at a level that users of the Shopee Application are satisfied with, since most students have low incomes. Causing to make a careful selection of products This is correspondent with the research of Wiphada Chaichaow and Sasikan Sukreh (2016) study product quality and brand recognition lacoste of consumers in bangkok it was found that the most important reason for customers to buy brand-name clothing is Quality worth the price.

Channels for purchasing it was found that buying products through the application in smartphones because is convenient and can be ordered at any time This is correspondent with the research of Wipawan Manopramot (2013) studying the assessment of factors Influencing buying decisions through online social media (Instagram) of the population in bangkok It was found that ordering products via Instagram is the most convenient. Because you can order 24 hours a day.

Those who contributed to the purchase it was found that reputation and advertising from the Shopee Application can cause customers' buying behavior in a good way. In terms of the reputation of the Shopee Application affecting purchases. Customer needs confidence when buying This is correspondent with the research of Phisut Upatham (2013) studying trust and characteristics of social commerce affecting the purchase intention via social media it was found that business trust through social media respondents gave opinions about companies or entrepreneurs doing business through social media can be trusted. Doing business through online media should be a company or entrepreneur that has been known for a long time.

Purchase decision it was found that customers can compare the prices of the same type of product. other stores before placing an order in order to get the lowest price and for payment, the customer chooses to pay through the bank account linked to the Shopee Application. This is correspondent with the research of Veeranuch Raiyam (2013) studying clothing purchasing

behaviors via Internet medium of the teenagers was found that most of the samples have payment method by bank transfer.

5.2 The results of study on the opinions' level on the marketing mix . Consumers buy products that the Shopee Application is available for sale inat a high level. Reasons for buying products that come from price, quality, service, convenience of payment including contacting the seller after purchase Stay satisfied and responsive. customer needs. This is correspondent with the research of Wipawan Manopramot (2013) studying The Assessment of Factors Influencing Buying Decisions Through Online Social Media (Instagram) of the population in Bangkok. It was found that Consumers can always find a store on Instagram. Products are available. Modern and can compare prices. Prices are clearly stated. product qualityas stated can easily contact the seller make consumers satisfied and result in purchase decision.

SUGGESTIONS

6. Suggestions

1. Business operator Selling products through the Shopee Application should pay more attention to marketing management that has increased from the original, whether it is marketing promotion. product distribution channels That will be able to expand to target customers to get more convenience in purchasing products and meet the needs of customers.

2. The results of this research on consumer behavior can be used as a guideline for formulating marketing strategies in line with consumer behavior. Which university students and First Jobber groups have been with communication technology since childhood, making it easy to understand online trading systems Importantly, this group has high purchasing power as well.

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