

Research Article

# Marketing mix strategies affecting consumer's decision making on online purchasing in Bangkok

Supawich Klaysok<sup>1</sup>, Panida Ninaron<sup>1\*</sup>, Wareeya Khlungsaeng<sup>1</sup> and Sudarat Chirapruk<sup>1</sup>

Innovative and Management College, Suan Sunandha Rajabhat University, Thailand.

\*Correspondence: panida.ni@ssru.ac.th

Citation: Klaysok S, Ninaron P, Khlungsaeng W and Chirapruk S. *Marketing mix strategies affecting consumer's decision making on online purchasing in Bangkok*. ASEIJ. 2025; 1(1): 11-15

Received: June 25, 2025

Revised: June 26, 2025

Accepted: June 30, 2025

Published: June 30, 2025

**Abstract:** The objective of the study was to investigate the marketing mix factors that influence the decision-making of consumers in Bangkok with respect to online purchasing. The sample was composed of 400 consumers who resided in Bangkok. A statistical software program was implemented to analyze the data. The data analysis employed key statistics such as percentage, mean, standard deviation, and stepwise multiple regression analysis. The results indicated that 400 participants, the majority of whom were male, aged 19 to 30, single, bachelor's degree-holders, and earning an income of 10,000–15,000 baht per month, were examined to determine the online marketing factors that influence the online purchasing decisions of consumers in Bangkok. The purchasing decision-making process was of high significance, while the online marketing combination factors were of the highest overall significance. In Bangkok, consumers' online purchasing decisions were influenced by the marketing mix factors, which include product, price, and promotion. The predictive model of the factors that influence consumers' online purchasing decisions in Bangkok can be expressed as: Online purchasing decision =  $0.423 + 0.244 * \text{price} + 0.370 * \text{product} +$

$0.297 * \text{promotion}$ . This model has the potential to account for 68.6% of the variance in consumers' online purchasing decisions.

**Keywords:** Marketing mix strategies; Consumer's decision; Online purchasing

## 1. Introduction

The development of e-commerce and online purchasing has significantly altered consumer behavior, particularly in major urban areas like Bangkok, in the current digital era. The purchasing decisions of consumers are no longer solely determined by product attributes; they are also influenced by the integrated marketing strategies (Marketing Mix: the 4Ps Product, Price, Place, and Promotion) that online businesses employ to establish a competitive advantage. Consumers' purchasing decisions on online platforms are significantly influenced by marketing strategies, including pricing, promotional activities, and the establishment of an expedient purchasing experience, as demonstrated by prior research [1]. In addition, several investigations have demonstrated that the development of engaging content, social media marketing, and consumer evaluations are essential elements of promotion strategies that promote positive attitudes toward products and encourage purchasing decisions [2]. Particularly among urban consumers who are acclimated to digital technologies and lead fast-paced lifestyles, these types of marketing increase consumer trust and comfort when making online purchases.

This is the reason the study "Marketing Mix Strategies Affecting Consumer's Decision Making on Online Purchasing in Bangkok Area" is significant in that it addresses the academic void by examining the impact of each component of the 4Ps on the purchasing decisions of consumers in Bangkok. The study's results not only add theoretical value to the field of marketing but also offer practical advice to online entrepreneurs on how to develop marketing strategies that authentically adapt to consumer behavior in the digital era.

## 2. Objective

2.1 To study level of marketing mix strategies and consumer's decision making on online purchasing in Bangkok area.

2.2 To study marketing mix strategies affecting consumer's decision making on online purchasing in Bangkok area.

### **3. Literature review**

#### **3.1 Marketing Mix Strategies**

Marketing mix strategies are a critical concept that is employed in the development of strategies that aim to increase consumer satisfaction and encourage purchasing decisions. This is especially pertinent to online purchasing in urban areas like Bangkok, where purchaser behavior is intricate and is constantly influenced by technological advancements. The 4Ps of the strategy that product, price, place, and promotion, collaborate to cultivate consumer loyalty and motivation [3].

Research has demonstrated that consumers' purchasing decisions are significantly influenced by high-quality products that are in accordance with their lifestyles and requirements [4]. This is particularly true for online products, as consumers are unable to physically inspect the objects. Consequently, the differentiation of products and the establishment of consumer confidence are significantly influenced by product design and distinctive features. Another significant factor is price; the establishment of competitive and transparent prices promotes a sense of value and encourages the purchase of goods [5].

Customer satisfaction and repeat purchases are significantly influenced by the convenience and seamless purchasing experience provided by online platforms [2]. In terms of promotion, the utilization of social media, content marketing, authentic user reviews, and special promotions is an effective method to increase credibility and encourage purchasing [6]. In conclusion, in order to establish a competitive edge, the 4Ps strategies in the online context must be tailored to correspond with consumer expectations and behavior.

#### **3.2 Consumer's decision making on online purchasing**

Convenient user experiences, the ability to compare prices instantly, the ability to access product information, and fast delivery services are also factors that influence online purchasing decisions. These factors allow consumers to make timely decisions and encourage repeat purchases when the experience meets their expectations [2]. In addition, Amalia et al. [6] conducted a study that demonstrated that online purchasing decisions are more urgent in specific circumstances, particularly when promotional strategies such as limited time offers, and special discounts are implemented. This results in consumers making rapid decisions to prevent missing out. Additionally, Sihalo and Mubarak discovered that consumer trust and purchase intentions are significantly influenced by authentic user reviews and social media marketing, such as TikTok, particularly in the fashion and apparel sectors. In general, the decision-making processes of consumers when purchasing products online are not limited to the selection of products based on available information; they also involve the social context surrounding digital platforms, the perception of experiences, and the response to marketing stimuli [3 & 7]. These factors collectively contribute significantly to the development of trust and satisfaction, which in turn influences purchasing decisions.

### **4. Hypothesis**

The marketing mix strategies positively related to the consumer's decision making on online purchasing.

### **5. Methodology**

The research instrument employed was open-ended questionnaires. There were three distinct sections: 1) The consumer's general information in Bangkok, 2) inquiries regarding the marketing mix strategies, and 3) inquiries regarding the consumer's decision-making process for online purchases, totaling 25 items. The initial section was a Check List with a single checkmark, while the second and third sections were questions that utilized a five-point Likert scale. Scale 1 represented "strongly disagree," while Scale 5 represented "strongly agree".

Content Validity along with Index of Item - Objective Congruence (IOC) was used to test the tool. The results showed that the IOC of the questionnaire was between 0.50 and 1.00 meaning that the questions were consistent with the research objectives. The reliability of the research tool was tested with Cronbach's Alpha Coefficient. The results showed that the reliability of each aspect of questions was between 0.82 and 0.91, more than 0.70, meaning that the tool was highly reliable.

The population of 400 consumers in Bangkok was used for data collection. The data was analyzed using descriptive statistics, including percentage, mean, and standard deviation. The hypothesis was tested by examining the influence of variables using Multiple Regressions and incremental techniques.

## 6. Results

This section will present the results of the level on the marketing mix strategies and the consumer's decision making on online purchasing.

**Table 1.** Analysis of the marketing mix strategies and the consumer's decision making on online purchasing.

<b>The marketing mix strategies</b>	<b>Mean</b>	<b>S.D.</b>	<b>Result</b>
<b>1. Product</b>	4.90	0.29	strongly agree
<b>2. Price</b>	4.87	0.39	strongly agree
<b>3. Place</b>	4.89	0.35	strongly agree
<b>4. Promotion</b>	4.88	0.37	strongly agree
<b>Total</b>	4.89	0.32	strongly agree
<b>The consumer's decision making on online purchasing</b>	<b>Mean</b>	<b>S.D.</b>	<b>Result</b>
1. Problem recognition	4.86	0.43	strongly agree
2. Information search	4.87	0.39	strongly agree
3. Evaluation of alternatives	4.87	0.36	strongly agree
4. Purchase decision	4.88	0.35	strongly agree
5. Post-purchase behavior	4.88	0.36	strongly agree
<b>Total</b>	4.87	0.35	strongly agree

According to Table 1, Analysis Result of the Marketing Mix Strategies and the Consumer's Decision Making on Online Purchasing, the overall level was rated at the highest level ( $\bar{x} = 4.89$ , S.D. = 0.32). When considering each dimension, product was rated at the highest level ( $\bar{x} = 4.90$ , S.D. = 0.29), followed by place (distribution channels) at the highest level ( $\bar{x} = 4.89$ , S.D. = 0.35), and promotion at the highest level ( $\bar{x} = 4.88$ , S.D. = 0.37). Finally, price was rated at the highest level ( $\bar{x} = 4.87$ , S.D. = 0.39).

The overall level of consumers' decision making on online purchasing was rated at the highest level ( $\bar{x} = 4.87$ , S.D. = 0.35). When considering each dimension, purchase decision was rated at the highest level ( $\bar{x} = 4.88$ , S.D. = 0.35), followed by post-purchase behavior at the highest level ( $\bar{x} = 4.88$ , S.D. = 0.358), and information search at the highest level ( $\bar{x} = 4.87$ , S.D. = 0.39). Lastly, problem recognition was rated at the highest level ( $\bar{x} = 4.87$ , S.D. = 0.43).

**Table 2.** Regression Analysis of the marketing mix strategies affecting consumer's decision making on online purchasing.

<b>Model</b>	<b>Model 1</b>	<b>Model 2</b>	<b>Model 3</b>
<b>Constant</b>	1.522	.650	.423
<b>Price</b>	.688	.465	.244
<b>Product</b>	-	.399	.370
<b>Promotion</b>	-	-	.297
<b>R<sup>2</sup></b>	.606	.660	.686
<b>S.E.</b>	.219	.20419	.196
<b>F</b>	612.827	62.487	33.042
<b>p-value of F</b>	.000	.000	.000

According to Table 2 The Regression Analysis of the Marketing Mix Strategies Affecting Consumer's Decision Making on Online Purchasing, it was found that price, product, and promotion had a statistically significant relationship with consumers' decision making on online purchasing in Bangkok at the 0.01 level. These factors could explain up to 68.6% of the variance in online purchasing decisions, with a standard error of prediction of 0.196. This means that price, product, and promotion had a significant influence on the online purchasing decisions of consumers in Bangkok. The standardized regression equation can be written as follows:

Consumer's decision making on online purchasing in Bangkok =  $0.423 + 0.244 * \text{price} + 0.370 * \text{product} + 0.297 * \text{promotion}$ .

## 7. Discussions

The results of this study indicated that the model Marketing Mix Strategies Affecting Consumer's Decision Making on Online Purchasing in Bangkok Area has a statistically significant correlation with consumers' online purchasing decisions at the 0.05 level. The standard error of prediction is 1.96, and the components of product, price, and promotion have the potential to predict up to 68.6% of consumers' online purchasing behavior. Confirming the critical role of the marketing mix strategies (4Ps) in shaping consumer purchasing behavior in the online environment, these results are consistent with international theories and prior studies. This is in accordance with a study conducted in the Bangna area of Bangkok on the marketing mix factors that influence consumers' decisions to use the 7 Delivery application service. The study concluded that these factors were rated at the highest level. Price was the most significant factor in determining decisions, with personnel, service process, product, physical environment, promotion, and location following in that order. The decision to utilize the 7 Delivery service was positively correlated with the overall marketing mix factors [8].

In addition, a study conducted on consumer behavior in Malaysia's halal cosmetics market revealed that consumers' intention to purchase online was influenced by product quality, brand awareness creation, and engagement through social media, with attitude functioning as a key mediating variable. This is in accordance with the results of this study, which suggest that consumer attitudes and trust are significantly influenced by product and promotion [1].

Similarly, Elfadel et al. [9] discovered that consumer loyalty and decision-making were positively correlated with product, price, place, and promotion, thereby reinforcing the critical role of the 4Ps in a variety of contexts. A study of installment purchasing services in e-commerce revealed that flexible and consumer-oriented pricing strategies substantially increased satisfaction with online shopping and stimulated purchasing [10]. This was the case in terms of price. Additionally, marketing strategies that are bolstered by artificial intelligence (AI) can improve personalization and foster brand loyalty. These findings demonstrate that the integration of marketing strategies with new technologies can improve the efficacy of conventional approaches, despite the fact that technology-related aspects extend beyond the traditional 4Ps [11, 12 & 13].

In conclusion, the results of this study are in accordance with international theories and research that underscore the importance of product, price, and promotion as critical factors that entrepreneurs should prioritize in order to meet consumer expectations and maximize business potential in the online market.

### 7.1 Recommendation

- i. Continuous product development is essential for entrepreneurs to guarantee the quality and modernity of their products.
- ii. It is imperative to implement promotional initiatives on a consistent basis in order to retain current consumers and attract new ones.
- iii. In order to facilitate purchasing decisions and promote recurrent purchases, prices should be established at a competitive and reasonable market level.

### 7.2 Future study

- i. Future research should incorporate supplementary sample groups and utilize quantitative data collection methods, such as in-depth interviews or focus groups, to investigate online purchasing decisions.
- ii. In order to facilitate comparisons between groups with varying levels of product accessibility, the study population should be more diverse.

## 8. Patents

**Author Contributions:** S.K. Conceptualized the study, P.C., A.P. W.K. and S.C. supervised the research, data curation. The original draft was prepared by S.K. Review and editing by P.C. and W.K. All authors have read and agreed to the published version of the manuscript.

**Funding:** This research received no external funding.

**Acknowledgments:** NA

**Conflicts of Interest:** The authors declare no conflicts of financial interest or personal relationships that could have appeared to influence the work reported in this paper.

## References

- [1] Almestarihi, R.D., Al-Gasawneh, J.A., Al-jabali, S., Gharaibeh, M.K., Enaizan, O. and N.M. Nusairat, *The impact of social media marketing on brand equity: A systematic review*. Turkish Journal of Computer and Mathematics Education, 2021. **12**(6): p. 4073–4088.
- [2] Siddiqui, F.A., Zafar, H. and A. Naseem, *The impact of social media marketing, content marketing and online convenience on consumer buying decision process in fashion apparel industry of Pakistan*. The Critical Review of Social Sciences Studies, 2025. **3**(1): p. 932–952.
- [3] Attih, O.B., *Branding and consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria*. International Journal of Research and Innovation in Social Science, 2025. **9**(4): p. 968–974.
- [4] Singh, J., Goyal, S.B., Kaushal, R.K., Kumar, N. and S.S. Sehra, *Applied Data Science and Smart Systems*. Taylor & Francis Group, 2024.
- [5] Pandiangan, S.Y., Herlina, L. and R.R. Akbar, *Price, promotion, and online customer ratings: Factors determining the purchase decisions for Sheona Go fashion products on e-commerce*. International Journal of Marketing and Human Resource Research, 2025. **6**(1): p. 2448.
- [6] Amalia, T.I., Bahri, M.S. and M.T. Widayanto, *Pengaruh promosi online, brand image dan shopping lifestyle terhadap impulse buying pada e-commerce Shopee (Studi pada mahasiswa Universitas Panca Marga)*. Journal Management, Accounting, & Digital Business, 2025. **2**(6): p. 2148.
- [7] Rasyid, A., Ramli, R., Pramudibyo, S. and M. Pratiwi, *Perencanaan Kapasitas Produksi Menggunakan Metode Rough Cut Capacity Planning Dengan Pendekatan Bill Of Labor*. Jurnal Kolaboratif Sains, 2025. **8**(1): p. 546–552.
- [8] Noikhan, P. and A. Nawanongsathien, *Marketing mix factors associated with the decision to use the 7 Delivery application service among consumers in the Bangna district, Bangkok*. Journal of Social Sciences and Humanities of Private Higher Education Institutions of Thailand, 2023. **29**(2): p. 84–98.
- [9] Elfadel, M.W., Othman, R.B., Mat, N.H.B.N., Hamad, F.F., Mohadis, H.M. and M. Ahmed, *The relationship between e-marketing mix framework (4Ps) and customer satisfaction with electronic information services: An empirical analysis of Jordanian university libraries*. Information Services and Use, 2024. **44**(2): p. 139–164.
- [10] Ardyansyah, A.F. and N.K. Indrawati, *The influence of financial knowledge on financial management behavior with locus of control and financial attitude as mediation variables: Study on Generation Z of pay-later e-commerce users in Java*. International Journal of Research in Business and Social Science, 2024. **13**(4): p. 265–276.
- [11] Rane, N., Paramesha, M., Choudhary, S. and J. Rane, *Artificial intelligence in sales and marketing: Enhancing customer satisfaction, experience and loyalty*. Experience and Loyalty, 2024. (May 17).
- [12] Febiantika, T.N., Febriansah, R.E. and M. Yani, *Analisis brand image, content marketing dan shopping lifestyle terhadap keputusan pembelian pada marketplace Shopee*. Journal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 2025. **9**(1): p. 100–122.
- [13] Rao, N., *Research on the marketing strategy and future development of commercial companies based on 4Ps theory: A case study of Apple*. Advances in Economics, Management and Political Sciences, 2025. **148**: p. 54–59.