



Marketing mix factors that correlate with used car buying decision-making in Bangkok

Panaphat Tanawiboon¹, Punnuch Chaipinchana²

Abstract

This research aimed to study the importance of marketing mix factors in buying decision-making used cars in Bangkok and to study the marketing mix factors that correlate with buying decision-making for used cars in Bangkok. The population in this study was 400 samples who decided to buy used cars at second-hand shops in Bangkok. The data retrieval technique was conducted using questionnaires. The data were processed using descriptive analysis and inferential statistics as frequent, percentage, mean, Standard Deviation, and Pearson's correlation coefficient test.

The results of this study show that the marketing mix factors overall were at a high level. It found that the factor was at the highest level, followed by the marketing promotion, and at a high level were price, personal, product, place, and physical Evidence, respectively. The buying decision-making process for used cars overall was at a high level were purchase decision, post-purchase evaluation, alternatives evaluation, and information search when considering buying decision-making for used cars. The analysis of the relationship between marketing mix factors related to the decision-making process for purchasing a used car in Bangkok. The overall was found to be high, at the significant level of 0.05.

The research recommendation is as follows (1) product: entrepreneurs should create an excellent and reliable business image. (2) Price: the entrepreneurs should have a down payment system that an interest rates that are not high. (3) Place: the distribution location should be convenient for customers. (4) Promotion: a business should advertise in various media such as websites and billboards. (5) People: employees should be experts and knowledgeable about used cars. (6) Physical Evidence: entrepreneurs should organize cars into categories. These issues will help make more purchasing decisions. (7) Process: a business should develop a service process to satisfy customers.

Keywords: Marketing mix factors, used car, buying decision-making process

Background and Rational

Cars are the most important asset for human life because cars are necessary for daily life for work and travel to various places. Moreover, today's car situation has a more extensive market, and consumers have multiple options to meet their needs. Therefore, causing to stimulate the

¹ MBA Student, Payap University, e-mail: rungtiva08thip@gmail.com

² Advisor (Correspondent author), e-mail: punnuchchai@gmail.com



demand for consumers to buy cars increasingly. The other option for consumers is to buy a car at a reasonable price for their income (Kijssomsart J., 2018).

The economy contracted due to the COVID-19 epidemic, causing purchasing power and the ability to consumer installments to change. Scenarios have predicted many issues: for example, the decline in used car prices will decrease the collateral value of loans according to income. As a result, the borrowers' situation has reduced, which might reduce the quality of credit and increase the number of cars seized for auction (Sutchawitwisan N., 2020).

Overview of the used car market in the year 2020 and the past year 2021, despite the impact of the COVID-19 situation, instead causing the demand for private cars to increase. In addition, used car businesses have developed and upgraded sales providing services that make consumers more confident and approachable. Therefore, the used car market's direction in 2022 will still have a good trend. However, consumers still want to buy continuously because of the price advantage compared to new cars. Also, used cars have the least mileage and are still new. Therefore, the trend to watch out for is that an online platform has increasingly become a role in used car marketing. However, both used car information and distribution channels are selected and have better quality than before; buyers can compare used car prices by themselves. It is consistent with the President of the Association of used car entrepreneurs mentioned consumer behavior during COVID-19 addiction to online. Encourages entrepreneurs to adapt and adjust, make a concise online marketing plan, and meet consumer needs when they want to choose to buy a car. It can create a brand, increase the value added to products and services, and develop confidence and credibility for entrepreneurs. In the year 2023, it expected that the supporting factors from recovering the economy, opening country-affected tourism to recover, and the agriculture sector will continue growing. In addition, the rising oil prices will boost consumer demand for electric vehicle technology, but also concerned about the pulling factors, the increasing cost of living and high household debt. Therefore, in the direction of domestic car sales began to recover back to normal. Car sales declined after being severely affected by the COVID-19 epidemic in 2020-2021. This year, the situation has gradually recovered from domestic consumption, opening the country that allowed the tourism sector to move forward again (Online Manager, 2022).

Therefore, the marketing mix is essential in this situation to help used car entrepreneurs conduct business to achieve the business's goals, and it also faces intense competition. Hence, entrepreneurs must study information on business needs, consumer behaviors, and factors that affect the customer buying decision-making to buy used cars, such as product factors, price factors, place factors, and promotion factors, to use it be a guideline to develop the marketing plan and also business plan. It induces a buying decision-making process for a used car that meets the customer's needs. This process will directly affect the overall business performance to be quickly successful. The information above makes the researcher interested in the marketing mix factors that correlate with the buying decision-making to buy a used car in Bangkok. The research results will be helpful to used car entrepreneurs to apply guidelines for improving marketing strategies and develop the used car market to meet consumer needs.

Objectives of Study

1. To study the importance of marketing mix factors in buying decision-making used cars in Bangkok.
2. To study the marketing mix factors that correlate with buying decision-making for used cars in Bangkok.

Conceptual Framework

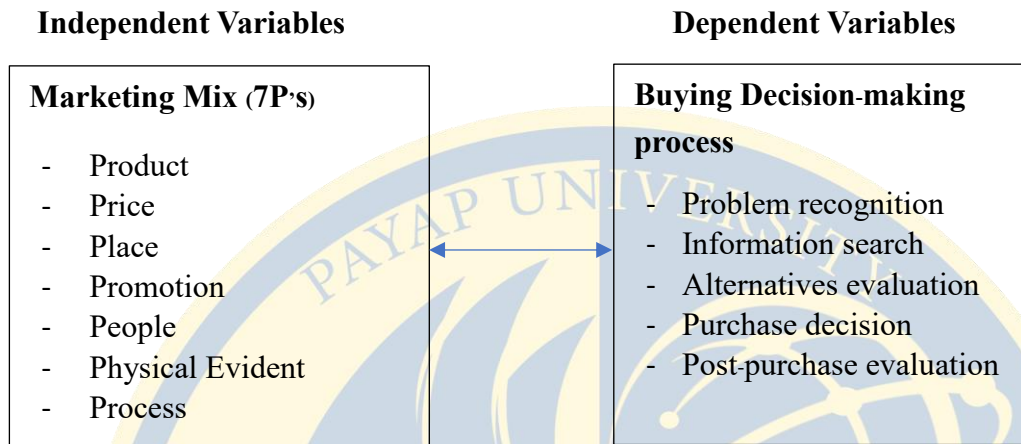


Figure 1 Conceptual Framework

Literature Reviews

The concept of marketing mix theory

The marketing mix theory refers to the controllable marketing mix, which businesses must use together to meet customer needs, which consists of the influential factors creating demand, including the following tools (Kusolthammarat T., 2014).

1. Product refers to things businesses offer to satisfy the customer's needs, as the products for sale can be tangible and intangible. A product, therefore, consists of a product, service, idea, place, organization, or person.
2. Price refers to the product's value in terms of money. The price is the customer's cost. Consumers will compare the value of the product and the product price.
3. Place refers to the channel for moving products to the target market. The activity that helps distribute products include transportation, warehousing, and product storage.
4. Promotion refers to the communication between sellers and buyers to create an attitude with buyers. Salespersons should use many platforms to communicate. It will look at the suitability of customers and products to achieve their goals.

Montha S. (2019) said that marketing mix means having products that meet the target customer needs and sell at a price that customers accept. Customers are willing to pay because of worth it, including the distribution channels related to the buying behavior to provide convenience for customers to induce product liking and buying behavior.

From the above concepts, marketing mix refers to the key factors that help the business achieve its objectives or the goals of the marketer to do marketing to be successful, various factors

consisting of 4P's, should be used, which are called "controllable factors" or "internal factors." In addition, marketers must also consider "external factors" that cannot be controlled in management are considerations in marketing to be successful.

The concept of service marketing theory

Samerjai C. and Waravanich T., (2008) gave the meaning of the service marketing mix theory containing the 7P's to satisfy the customer needs who would not only the product itself. Instead, the service concerns service providers, such as staff, who make the service process happen; also, the physical evidence image will encourage the service to be captured and visible. The details of the service marketing mix (7P's) include:

1. Product refers to what a business offers to satisfy customers to meet their desires. The product that contributes to a sale may exist or be nonexistent, consisting of goods, services, and ideas. However, it should have utility and value in customers' eyes, and the products can sell. (Samerjai C. and Waravanich T., 2008) Corresponds to (Kunthonbutr S., 2012) implies that the products and services the business offers consumers or customers are important, clearly visible, concrete, and tangible.
2. Price refers to the product's value in terms of money, which is the cost of the product for the customer to make decisions. Therefore, the customer will compare the product's value and price. If the product value or customer satisfaction is higher or suitable for the price, the customer will decide to buy (Samerjai C. and Warewanich T., 2012).
3. Place refers to a distribution channel related to the atmosphere in the service presentation to customers, which affects customer's perception of the values and benefits of the service offered, which must be considered in terms of location, distribution channel that is presented in place, and time that customers will be able to buy products. (Semerjai C. and Warewanich T., 2012).
4. Promotion refers to the communication of the producer to the target market to provide persuasive information, including changing customer attitudes to induce purchasing. Therefore, marketing promotions are an effort by the seller to persuade buyers to accept the product or to influence the mood and customer behavior to convince buyers to buy the product and services (Manjing S., 2013).
5. People focus on personal work as putting the hired man on the right job. Promoting efficient service and making a difference from commercial competitors is essential.
6. Physical Evidence and presentation are the presentations of physical characteristics to customers, creating overall quality, including physical and form of service to create value for buyers (Semerjai C. and Warayanich T., 2012).
7. Processes are methodological activities and service practices presented to customers in order to provide accurate service fast and impress customers. If a business has a good product and a suitable location and the product can be sold, then more competitors. Suppose customers want to know more information and answers. The service process is the final process of customer care.

The concept of Purchase decision-making process and theory

Chamngong W., (2008) stated that the most rational decision usually does not happen because decision often has limitations in terms of knowledge and ability, as well as constraints in gathering information for decision-making unless there are habits and values in decision-makers are essential factors that can bias decision in either direction.

Jaturongkakul A. and Jaturongkakul D., (2007) discussed the customer's decision-making process. It is divided into the following hierarchy of steps:

Step 1: Need Recognition is the first step in the decision-making process. Need recognition is caused by the person's perception of what they want and their environment. The difference is that this cause must be corrected when the product is designed to meet the needs and solve customer problems that will make them want to buy it. It is the beginning of the consumer's demand. Customer demand may be caused by external stimuli such as persuasive advertising media, influence from the people, or Internation stimuli, such as feeling hungry, a basic need. (Kotler P., 2006).

Step 2 Information Search is the process of searching for news or product information when the consumers need to help consider various alternatives for consumers to have enough knowledge to decide to buy that product or service. However, this step will not happen if the consumer is interested or wants to purchase products or services already high. Until deciding to buy that product immediately, but in general, a simple desire creates a desire to learn and search for consumer information.

Step 3 Evaluation of alternative is evaluating other options before making a consumer purchase decision by considering the information available to weigh the pros or cons. It benefits to decide to purchase a product or service. Although the consumer must decide what brand or product to buy, each consumer will have a different decision-making approach depending on the situation of the decision and the option available marketers need to know the different ways that consumers evaluate alternatives. One process cannot apply to all consumers. Several concepts support information in the consumer behavior evaluation process (Kotler P., 2006), which may be evaluated from 1) product attributes, 2) the degree of importance by considering this part of the product as the main rather than considering the distinctiveness of the product, which the brand trust may always change depending on the point of view of consumers themselves. 3) Brand Beliefs based on the image that consumers have seen and perceived from past experiences. 4) utility function evaluates how satisfied consumers are with that brand to make it easier to choose until the end. 5) assessment process by taking all decision-making factors, satisfaction, and trust in the brand. Product features are considered to compare and give a rating to determine which brand is worthwhile and meets the needs of purchasing decisions the most.

Step 4 Purchasing is made in-store or through other distribution channels depending on the product's suitability, which requires an expert salesperson to recommend to be able to sell that product to consumers accurately and appropriately. From the alternative assessment, consumers can now prioritize their shopping choices, making the next step is considering other people's attitudes toward purchasing decisions and unpredictable factors. Still, the consumer can choose products or brands, but that doesn't mean a purchase will happen. There may be risks in deciding to consume that product again (Kotler & Keller, 2006).

Step 5 Post-purchase behavior is the feeling of satisfaction that customers have with a product after purchasing, when the customers gain experience in consuming goods or services may be satisfied or dissatisfied, and if satisfied, customers know the advantages of the product and have a positive attitude. In addition, to repeat purchases, new consumers may be introduced. In another way, the opposite or dissatisfied customers may abandon their next purchase and continue to suffer from word of mouth until other consumers buy less (Kotler & Keller, 2006).

From the above meaning, the researcher can summarize the overall meaning of the purchase decision-making process means that we have considered alternatives from many alternatives and have concluded alternatives by choosing to be correct and meet the desired goals or objectives. It requires carefulness, reasoning, and attitude in choosing. This process consists of five steps as follows: 1) problem recognition, 2) information search, 3) evaluation alternatives, 4) purchasing decisions, and 5) post-purchase behavior.

The concept of a used car.

The automobile institute explained the meaning of a used car that has been in use for a while, and then the owners sell them to others, which in many cases, original car owners may not be comfortable listing or operating on their own. The one popular method is for car owners to take their cars and sell them to a business that buys used cars and resell them to other people in Thailand. They have been called "car tents" or "used car tents" because, in the past, cars trading places were often in open spaces and used tents to protect cars for sale from both rain and sunlight. Therefore, the price of a used car is lower than new cars called red labels cars. However, the disadvantage is that some used cars may have defects, which the car owners do not want to take responsibility for, so they decide to sell to the used car market, so used car businesses or tents must maintain the damaged parts. An additional cost before the used car can trade. As for the advantages of used cars in terms of the price mentioned above, the competition situation of used cars often competes at lower prices than others, and that car must be of suitable quality. It may be determined by the number of years the original owners have operated the car, or in some cases. It may be determined by the mileage of the car and its maintenance history, including conditions inside and outside the car.

Related to previous research.

The researcher has studied the relevant research for clarity, consistency, and support of the research results. In order to create more confidence and credibility in the research results as follows:

Pathumsuti S., (2018) has researched the marketing mix and buying behavior of small passenger car of consumers in Suphanburi province. The objectives of the research are 1) to study the buying behavior of small passenger cars of consumers in Suphanburi province, 2) to study the importance of marketing mix in buying small passenger cars of consumers in Suphanburi province, 3) a comparison of the marketing mix for purchasing a small passenger car of consumers in Suphanburi province classified by personal factors, and 4) to study the marketing mix promotion approach for purchasing decision of small passenger car of consumers in Suphanburi province. The sample of this research has two groups 1) The participants who answered the questionnaire were the consumers who had small passenger cars in Suphanburi province 400 samples using quota sampling, and 2) the consumers who were interviewed were

salespersons and managers from five showrooms as total ten samples by purposive sampling. The tools used for data collection were questionnaires and in-depth interviews created by the researcher. The quality of the instrument was tested with content validity between 0.67-1.00. The accuracy of the marketing mix was as follows: Product 0.85, Price 0.80, Distribution 0.72, Marketing Promotion 0.76. Data analysis by determining percentage, mean, standard deviation, t-test, one-way ANOVA, and content analysis. The results showed that 1. behavior of buying a small passenger car in Suphanburi province found that most respondents chose to buy passenger cars, 4-door sedans, and personal cars for work purposes and chose to buy the Toyota brand. The purchasing decision-making by themselves. The reason for buying a passenger car is suitable for use. Most of the purchase decision time is 1-3 months. The purchase value equals 550,001-650,000 Baht, and the payment method is installments, low down payment, and maximum installments period. Suphanburi province is at a high level. When considering each aspect, it found that all elements were at a high level, sorted from descending average: price, place, product, and promotion, respectively.

Yodtong C., (2017) has researched factors affecting decision-making in buying used cars of S.C. SuperCar Co., Ltd. The objective of the research are 1) to explore the personal factors of customers who decide to buy used cars of S.C. SuperCar Co., Ltd., 2) To study customer behavior who decide to buy used cars of S.C. SuperCar Co., Ltd., 3) To study factors affecting the decision-making to buy used cars of S.C. SuperCar Co., Ltd. The samples were 400 consumers who bought used cars and used purposive sampling to collect data using questionnaires. The data analysis statistics were frequency, percentage, mean, standard deviation, and one-way ANOVA used for hypothesis testing. Most participants who buy used cars are male, aged 41-50 years old, self-employed with a bachelor's degree and an income of 100,000 Baht or more.

The buying behavior of used cars found that the most reason for buying is that the company is reliable. Therefore, they decided to buy a used car by themselves, the period of 6-10 years to change their vehicles, have a purchase budget of 3,000,000-5,000,000 Baht, the type of used car is a 2-doors car, and the interested brand is Mercedes Benz. The decision to buy a used car in various aspects; overall, there are high levels of decision-making. It found that factors affecting the decision-making to buy a used car at the highest level were distribution channels (place) and person, followed by products and physical Evidence. The first hypothesis testing found that the personal factors of customers classified by gender, age, occupation, education levels, and monthly income were different. Influencing the decision to buy used cars differently. The second hypothesis testing found that customers' used car buying behavior is those with varying influences of purchasing and purchasing budgets and affects the decision to buy used cars differently.

Khansen T. and Somchob P., (2015) researched marketing factors influencing consumer's used car purchase decisions in Sisaket municipality. The research objectives are 1) to study the market factors influencing consumers' decision to buy used cars in Sisaket Municipality. 2) To compare the market factors that have influenced consumers' decision to buy used cars in Sisaket Municipality classified by individual factors, which consisted of gender, age, status, education level, occupation, and monthly income. The population used in this research was consumers

who came to buy used cars in car tents. There was tent used car tents in Sisaket Municipality. The sample group was 384 samples, and the confidence of the instrument was equal .97. The research found that 1) the respondents are female, aged 21-30 years old, single, and education level was bachelor's degree, occupation of a private company employee and monthly income is 10,001-20,000 Baht. 2) respondents focus on influencing marketing factors. The decision to buy used cars of consumers in the Sisaket Municipality. All aspects are at a high level; when considering each element, it was found that the most essential marketing factors were promotion, people, and price, respectively. 3) There are three factors: product aspect, price, and place able to jointly predict the customer's decision to buy used cars by 57 percent. 4) Comparison of marketing factors influence the decision to buy used cars classified by individual factors. The results of the data analysis revealed that populations with different levels of education.

Market factors influence the decision to buy used cars and are considered product factors are different. The population has status and education levels are different. Marketing factors influencing the decision to buy used cars evaluated in terms of prices and education levels are different. Influencing market factors are considered when buying used cars; the distribution channels are different.

Research Methodology

Population and sample

The population in this study decided to buy used cars and used cars in tents in 50 districts in Bangkok.

The population is a large population and unknown population. Therefore, the sample size can be calculated from the formula for unknown population sample size by W.G. Cochran, where the confidence level is 95% and the error level is 5%. The calculation is as follows:

$$\text{Formula } n = \frac{P(1-P)z^2}{E^2}$$

When n Stand for Sample size

P Stand for represents the proportion of the population randomized .50

Z represents the level of confidence. Z is equal to 1.96 at the confidence level of 95% (level 0.05)

E represents the maximum error that occurred at 0.05

$$\begin{aligned} \text{Substitute Formula } n &= \frac{(.05)(1.96)^2}{(.05)^2} \\ &= 384.16 \end{aligned}$$

Use a sample size of at least 384 people to estimate the percentage with an error is not more than 5% at the confidence level of 95% for the convenience of analysis. The researcher, therefore, uses a sample size of 400 samples, which can be considered as meeting the criteria specified as not less than 384 samples.

Scope of contents

This study aims to study the marketing mix factors related to the decision-making to buy used cars in Bangkok, using the theory of marketing mix (7P's) and theory of the buying-making process as follows:

1. Service marketing (7P's) theory
 - 1) Product
 - 2) Price
 - 3) Place
 - 4) Promotion
 - 5) People
 - 6) Physical Evidence
 - 7) Process
2. Buying decision-making process
 - 1) Problem recognition
 - 2) Information search
 - 3) Alternative evaluation
 - 4) Purchase decision
 - 5) Post-purchase behavior

Data Collection

The data collection used in this study consisted of:

1. Primary data is collected from a questionnaire design that asked the opinions of people who decided to buy cars from used car tents in Bangkok by random sampling 400 cases. The data collection of the sample after the researcher has examined the quality through experts and conducted a quality check of the instrument. The questionnaire was distributed to 50 used car tents in Bangkok, and the period was in January 2022. The respondents reached 400 cases.
2. Secondary data will be studied by collecting information about marketing mix factors that influence the decision to buy used cars in Bangkok from journals, articles and research papers, and books related to research to be used in the study.

Instrument

The instrument for collecting data was a questionnaire; data collection consists of checklist questions and is divided into three parts as follows:

Part 1 is the questionnaire about the general information of the respondents. The questions are multiple-choice questions which six questions; gender, age, occupation, education level, monthly income, and status.

Part 2 is a questionnaire about marketing mix factors that are important to the decision to buy used cars in Bangkok. Which seven questions; product, price, place, promotion, people, physical Evidence, and process. The nature of the questionnaire is a rating scale type questionnaire with five levels.

Part 3 is a questionnaire about the decision-making process for buying used cars. It is divided into five aspects: problem recognition, information search, alternative evaluation, purchase

decision, and post-purchase behavior. The nature of the questionnaire is a rating scale type questionnaire with five levels.

Data Analysis

After collecting data from the questionnaire, the data were analyzed and processed by using a statistic package and analyzed the information in various fields as follows:

1. Descriptive statistics: information about personal information using frequency distribution and percentage, and about the information on marketing mix factors, analyzed the data in mean and standard deviation.
2. Inferential statistics: to test the relationship between marketing mix factors and car buying decision-making process used cars in Bangkok, analyzed information with the Pearson correlation coefficient was used to find the relationship between 2 independent variables.

Validity and Reliability

Researchers used the questionnaire to test a sample of 30 cases similar to the group that studied by analyzing the confidence of each item. Cronbach (1984) clarified the questions using the acceptance criterion greater than .70 to show that the questionnaire has sufficient confidence by using the statistical package to calculate the confidence value. The confidence value was 0.96.

The Results

The results of the study of marketing mix factors correlated with the decision to buy used cars can be summarized as follows:

1. The results of the analysis of the importance of marketing mix factors that correlate with the decision to buy used cars in Bangkok overall was a high level considering each aspect. It found that the sample gave importance to the process and promotion at the highest level, respectively, followed by price, people, product, place, and physical Evidence, which are at a high level. When considering the marketing mix factors correlated with the decision to buy used cars in Bangkok, classified by aspect, it found that:
 - a. Product: overall, it was at a high level; when considering the MEAN of each item, the sample group gave importance to the marketing mix factors related to the decision to buy used cars in Bangkok at a high level in all aspects. It is sorted in an order as follows: spare parts for maintenance can be purchased easily, interior car accessories are beautifully designed, convenient and modern to use, gear selection (manual or automatic transmission) with ABS braking system (Anti-Lock braking system: anti-lock system when braking hard), engine mileage, a brand of cars with airbag, period of use, manufacturing year, color, car models, engine size, energy/fuel consumption, and several passenger seats.
 - b. Price: overall, it was at a high level; when considering the MEAN of items. It found that the sample group gave importance to the marketing mix factors related to the decision-making to buy used cars in Bangkok. It can sort in order as follows: low selling price, interest rate, long time for installments period, low

- down payment, high resale price, maintenance costs, low tax rate, and low fuel price.
- c. Place: overall, it was at a high level; when considering the MEAN of each item, the sample group gave importance to the marketing mix factors related to the decision to buy used cars in Bangkok at a high level in all aspects, all items listed in the follows; the decoration of the used car display is a modern, large area, convenient parking, a promotion via social network and online media channels, locations are easy to contact and access, the number of service locations, and network of skilled technicians influencing purchase decision-making to buy a used car in Bangkok.
 - d. Promotion: overall, it was at a high level; when considering the MEAN of each item, the sample group gave importance to the highest level priority of provision of financial services, followed by interest-free installments service and car drive test service before making a decision, car ownership transfer service available, and the sample group gave high importance to after-sales warranty, multiple channels for advertising, the provision of free car maintenance services within a specified distance or period.
 - e. People: overall, it was at a high level; when considering the MEAN of each item, the sample group emphasized the prompt service of the salesperson as the highest level, followed by the hospitable staff who take care of and served the customers with attentiveness, the service staffs can provide knowledge on car information that meet the needs and accurately information are at the high level.
 - f. Physical Evidence: overall, it was at a high level; when considering the MEAN of each item, the sample group gave importance to the marketing mix factors at a high level of all aspects can sort in order as follows: client lounge and contract signing facility, opening, and closing hours of used car tents, repair quality and repair warranty, appointment service system for car check and repair.
 - g. Process: overall, it was at the highest level; when considering the MEAN of each item, the sample group gave importance to marketing mix factors in all respects at the highest level as follows: the reputation of car tents, the honesty with customers, and the reliability of car tents.
2. Analysis of the decision-making process to buy used cars overall, it was at a high level; when considering the MEAN of each aspect, it was found that elements were essential to the decision-making to buy used cars were at a high level in all aspects sorted as follows: purchasing decision behavior, alternative evaluation, information search, purchasing decision, and problem recognition to buy used cars, classified by element as follows detail:
- a. Problem recognition: overall, it was at a high level; when considering the MEAN of each item, the sample group gave a very high level of importance for all items sorted in an order as follows: there is a need for a car to use to facilitate work, and there is a need for a vehicle to use in daily life.
 - b. Information search: overall, it was at a high level; when considering the MEAN of each item, the sample group gave a very high level of importance for all items sorted in an order as follows: customers can recognize through various advertising media or searching from the internet, and some knowledgeable people specialize in cars as well and can advise as well.

- c. Alternative evaluation: overall, it was at a high level; when considering the MEAN of each item, the sample group gave a very high level of importance for all items sorted in an order as follows: values and offers of used car tents at each location, and car models and additional options, each tent has a variety of cars.
 - d. Purchasing decision: overall, it was at a high level; when considering the MEAN of each item, the sample gave a very high level of importance for all items sorted in an order as follows: decided to buy because of the stability and reputation of the used cars tent, and decided to buy because there was an intention to buy a used car from a car tent.
 - e. Post-purchase behavior: overall, it was at a high level; when considering the MEAN of each item, the sample group gave a very high level of importance for all items sorted in an order as follows: feel worth the expense that you have to spend on buying a used car, and satisfied with their decision to buy a used car.
3. Hypothesis testing results of the Pearson Correlation Coefficient analysis found that the marketing mix factors correlated with the decision-making process to buy a used car in Bangkok. The overall level is moderate and statistically significant at the 0.05 level.

Discussion

The study of marketing mix factors correlates with the decision-making process to buy used cars in Bangkok summarized the issue and discussed research results accordingly to the objective and assumptions of the research as follows:

1. The level of t on marketing mix factors overall, it was at a high level. However, when considering the MEAN of each aspect found that the sample group gave importance to the process at the highest level, followed by the marketing promotion and at a high level; price, people, and physical evidence. This is consistent with Khansen T. and Somchob P., (2015) researched marketing factors related to consumer's second-hand car purchase decisions in Sisaket Municipality. The results, all aspects are at a high level; when considering each element found that the most essential marketing mix factors were promotion, people, and price, respectively. In line with this, Uthaiwattana U., (2014) has researched buying behaviors of used cars in Pattanasorn, Sriracha district, Chonburi province. The research results showed that all seven marketing mix factors affected the decision-making process at a high level for all elements sorted in descending order: process, people, promotion, product, physical Evidence, price, and place.
2. The decision level to used cars in Bangkok overall, it was at a high level; when considering each aspect, the sample group gave importance to the decision-making process at a high level in every process sorted in an order as follows: purchasing decision behavior, alternative evaluation, information search, purchasing decision, and problem recognition to buy used cars. These are in line with the Angkanawin K., (2018), who researched factors affecting buying behavior of used cars in Chonburi province. The results showed that the level of opinion toward buying decision-making process was the purchasing decision, information search, alternative evaluation, purchase decision-making, and in accordance with Prasart P., (2014) researched Public Relations factors affecting Honda car purchase decisions in Bangkok. The result showed that factors

influencing public relations affect consumers' decision-making process for Honda cars in Bangkok overall; it was at a high level. The variables that affect the decision-making process sorted as follows: 1) announcement factors, 2) event management factors, 3) press release factors, 4) event factors, 5) specific media factors, 6) persuasion factors, 7) persuasion factor social responsibility activities, 8) Honda car purchase decision-making factor, 9) information seeking factor, 10) choice evaluation factor, 11) vehicle purchase decision-making factor, and 12) choice evaluation factor.

3. The marketing mix factors correlate with the decision-making process for used cars in Bangkok. it found that the overall level was high. Process, promotion, price, people, product, place, and physical Evidence have a high level of correlation; this is in line with Prasart P., (2014) research on public relations factors affecting Honda brand car purchase decision-making in Bangkok. The results showed that the post-purchase behavior has correlated with public relations factors affecting the decision-making process to buy a Honda brand car in Bangkok in all assumptions at 67.6 percent.

Recommendations from Research

The results of research on Marketing mix factors correlate with the used cars buying decision-making process in Bangkok has the suggestion as follows:

1. Product: entrepreneurs should procure used cars to suit the needs of consumers and should create a business image to make them reliable and good image.
2. Price: entrepreneurs should pay attention to the price, determining used car prices to meet the customer needs, which is a down payment system, and consider interest rates are not too high.
3. Place: entrepreneurs should have a location that is convenient to travel in, easily accessible, spacious area, facilities that are waiting to receive complete services, and suitable to make appointments.
4. Promotion: entrepreneurs should advertise through various media such as magazines, websites, billboards, giving discounts, having freebies, or after-sale service to convince consumers to be interested and finally decide to buy a used car.
5. People: entrepreneurs should have knowledgeable staff to provide expert advice. Staff must be courteous, enthusiastic about service, and dress modestly; it will make the business more reliable.
6. Physical Evidence: entrepreneurs should organize their cars into categories by type, and brand, for more convenience in the customer buying decision-making process.
7. Process: entrepreneurs should develop a hire-purchase credit process, after-sale service, or insurance or delivery process to create customer satisfaction.

Suggestions for future research

From the research, Marketing mix factors that correlate with used car buying decision-making in Bangkok are suggested in the subsequent research as follows:

1. Add more other data collection methods to qualitative research or more in-depth interviews to obtain more specific information covering the consumer buying decision-making process theory.



2. Should we study specific customer groups, such as consumers who live in other areas, to study whether each customer group has different factors that affect their buying decision-making process to buy a car, are different or not?

Bibliography

- Angkanawin, K. (2018). *Factors Affecting Behavior of Buying Used Cars in the Chonburi. Journal of Graduate Studies*, Makutrajavidyalaya University.
- Kijsomsart, J. (2018). *Consumer Behavior in Buying Used Cars in Si Maha Phot District. Prachin Buri Province, Master of Business Administration Thesis*, Management Science Sukhothai Thammathirat Open University
- Samerjai, C. (2007). *Consumer Behavior*. Bangkok: SE-EDUCATION COMPANY LIMITED.
- Samerjai, C. and Wareewanich, T. (2007). *Principles of Marketing*. Bangkok: SECUCation.
- Samerjai, C. and Wareewanich, T. (2012). *Consumer Behavior*. Bangkok: Sea-Uction.
- Yodtong, C. (2017). *Factors affecting the decision to buy used cars of S.C.SuperCar Company Ltd. Independent Study*, Bachelor of Business Administration graduate school, Siam University.
- Online manager. (2019). *Car Market Trends [Online]*. 29 January 2019. From <https://mgronline.com/motoring/detail/9630000007624>.
- Kunthonbutr, S. (2012). *Modern Marketing Principles*. Bangkok: Chulalongkorn University.
- Manjing, S. (2013). *Marketing promotion*. Bangkok: Triple Education.
- Uthaiwattana, U. (2014). *Buying Behavior of Used Cars of Pattanasorn Tent Car Customers. Sriracha District, Chonburi Province. Master's Degree Thesis*, General Management Program, College of Public Administration, Burapha University.
- Cronbach, Lee Joseph, et.al. (1984). *The Dependability of Behavioral Measurement :Theory of Generalizability for Score and Profile*. New York: Willey.
- Kotler, P. (2003). *Marketing Management: Developing Marketing Strategies and Plans*. 11 Edition.P.cm. N J: Prentice Hall International, Lnc,
- Kotler, P. (2012). *Marketing Management: Defining Marketing for the 21 Century*. 14 Edition.P.cm. N J: Prentice Hall International, Lnc,